



## Instructions for Opting Out of the AudienceScience Targeting Marketplace™

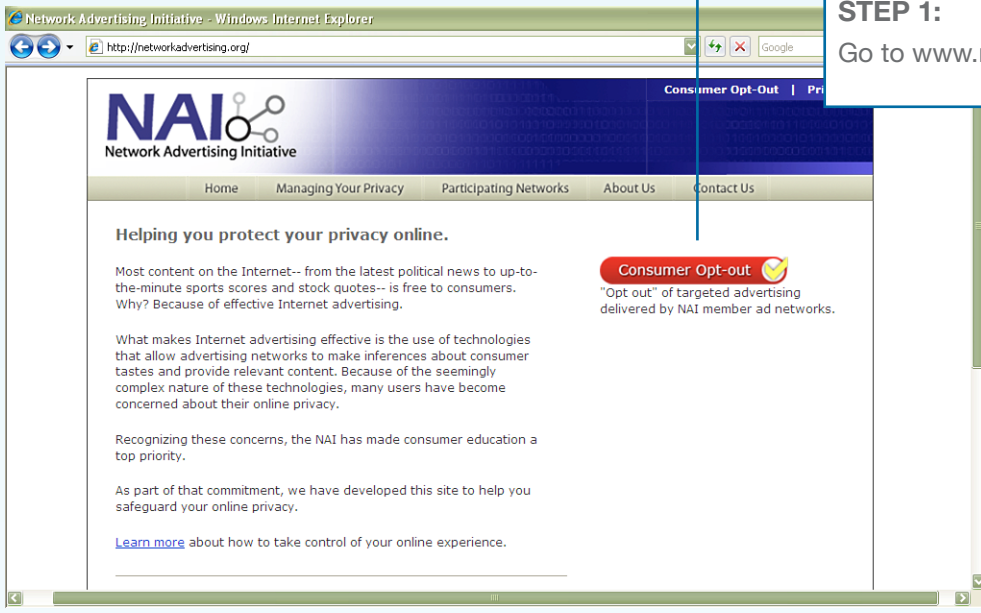
### **AudienceScience Confidential**

For additional information, please contact:  
AudienceScience Inc.  
[www.AudienceScience.com](http://www.AudienceScience.com)

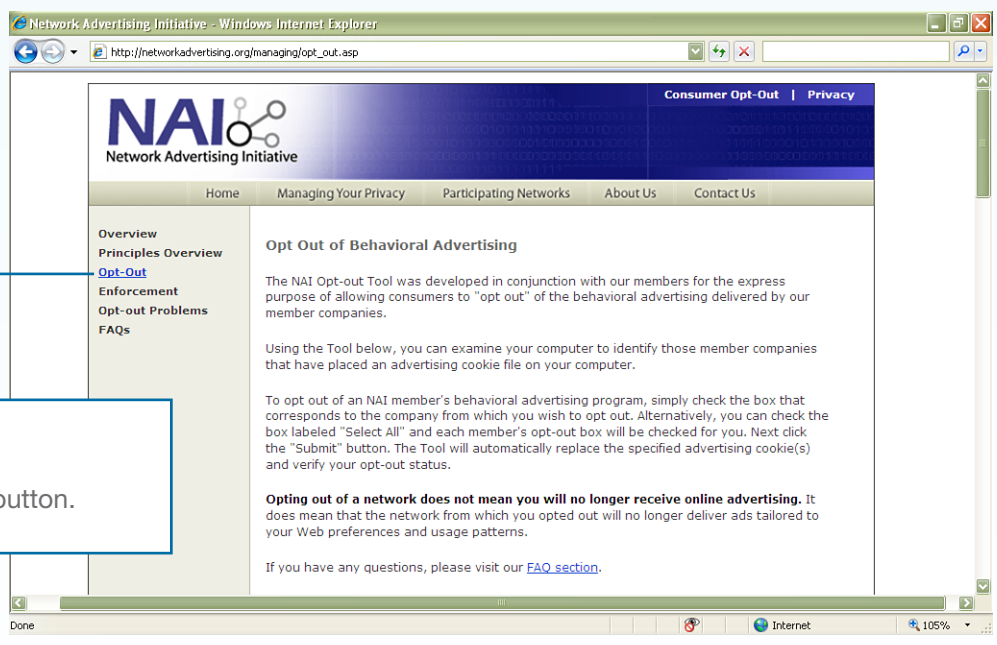
New York Offices  
420 Lexington Avenue  
Suite 2740  
New York, NY 10170  
646.443.2333

Seattle Offices  
1110 112th Avenue NE  
Suite 300  
Bellevue, WA 98004  
425.216.1700

Santa Barbara Offices  
1027 Garden Street  
Santa Barbara, CA  
93101  
805.880.2222



**STEP 1:**  
Go to [www.networkadvertising.org](http://www.networkadvertising.org).



**STEP 2:**  
Click on the Opt-Out button.

### STEP 3:

The Status column provides status for all Network Advertising Initiative (NAI) members, including which members you have already opted-out of.

Network Advertising Initiative - Windows Internet Explorer  
http://networkadvertising.org/managing/opt\_out.asp

Opt-Out Status

Select all Clear Submit

Member Company	Status	Opt-Out
<a href="#">aCerno</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
<a href="#">Advertising.com</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
<a href="#">Akamai</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
<a href="#">AlmondNet</a> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<a href="#">Atlas</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>
<a href="#">AudienceScience</a> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<a href="#">BlueKai</a> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input type="checkbox"/>
<a href="#">BlueLithium</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input type="checkbox"/>

Network Advertising Initiative - Windows Internet Explorer  
http://networkadvertising.org/managing/opt\_out.asp

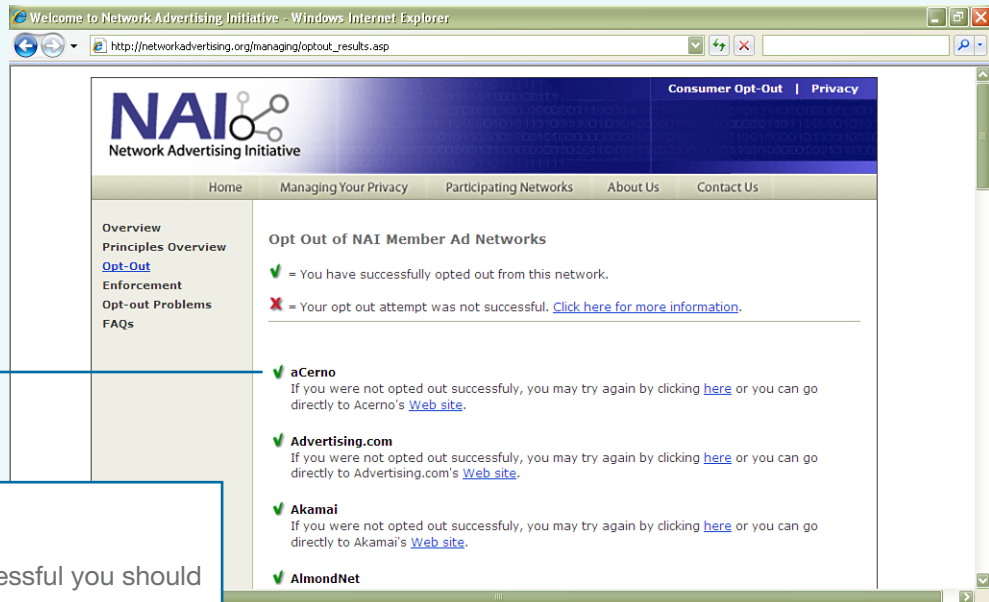
Opt-Out Status

Select all Clear Submit

Member Company	Status	Opt-Out
<a href="#">aCerno</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input checked="" type="checkbox"/>
<a href="#">Advertising.com</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input checked="" type="checkbox"/>
<a href="#">Akamai</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input checked="" type="checkbox"/>
<a href="#">AlmondNet</a> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input checked="" type="checkbox"/>
<a href="#">Atlas</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input checked="" type="checkbox"/>
<a href="#">AudienceScience</a> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input checked="" type="checkbox"/>
<a href="#">BlueKai</a> <a href="#">More Information</a>	<b>No Cookie</b> You have not opted out and you have no cookie from this network.	Opt-Out <input checked="" type="checkbox"/>
<a href="#">BlueLithium</a> <a href="#">More Information</a>	<b>Active Cookie</b> You have not opted out and you have an active cookie from this network.	Opt-Out <input checked="" type="checkbox"/>

### STEP 4:

Check the appropriate boxes to Opt-Out of the networks you would like to opt-out of and click the submit button.



### STEP 5:

If the Opt-Out was successful you should see a green check next to the Network name. At anytime you can return to the NAI opt-out page to review your status. Keep in mind that when you opt-out the Network's servers are setting a cookie on your browser that instructs the server to not process any more of your data. This "opt-out" cookie insures that your online activities will not be tracked for the purposes of advertising.

If you do not see the green check mark next to the AudienceScience Network, please send us an email at [privacy@audiencescience.com](mailto:privacy@audiencescience.com). We will contact you to make sure you can successfully opt-out of our network.

