



Auditor's WebTrust Privacy Report

To the Management of comScore, Inc.:

We have examined comScore, Inc.'s ("comScore") management's assertion that, during the period June 1, 2015 through May 31, 2016, comScore:

- Maintained effective controls over the privacy of personal information collected in its Online Market Research Service (the "Service") to provide reasonable assurance that the personal information was collected, used, retained, disclosed, and disposed of in conformity with its commitments in its privacy notices related to the Service and with criteria set forth in Generally Accepted Privacy Principles (GAPP) issued by the American Institute of Certified Public Accountants (AICPA) and the Canadian Institute of Chartered Accountants (CICA), and
- Complied with its commitments in its privacy notices which are available at www.opinionsquare.com, www.relevantknowledge.com, www.permissionresearch.com, www.scorecareresearch.com, www.premieropinion.com, and www.voicefive.com.

This assertion is the responsibility of comScore's management. Our responsibility is to express an opinion based on our examination.

Our examination was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants (AICPA) and, accordingly, included (1) obtaining an understanding of comScore's controls over the privacy of personal information, (2) testing and evaluating the operating effectiveness of the controls, (3) testing compliance with comScore's commitments in its privacy notice, and (4) performing such other procedures as we considered necessary in the circumstances. We believe that our examination provides a reasonable basis for our opinion.

In our opinion, comScore's management's assertion referred to above and described in more detail in the following Section "Management's Assertion of comScore, Inc. on the Privacy Controls for the Online Market Research Services" is fairly stated, in all material respects, in conformity with comScore's privacy notices referred to above and with criteria set forth in Generally Accepted Privacy Principles (GAPP).

Because of the nature and inherent limitations of controls, error or fraud may occur and not be detected. Furthermore, the projection of any conclusions, based on our findings, to future periods is subject to the risk that the validity of such conclusions may be altered because of changes made to the system or controls, the failure to make needed changes to the system or controls, or a deterioration in the degree of effectiveness of the controls.

comScore's use of the WebTrust Seal constitutes a symbolic representation of the contents of this report and it is not intended, nor should it be construed, to update this report or provide any additional assurance.

Grant Thornton LLP

Atlanta, Georgia
June 15, 2016

Management's Assertion of comScore, Inc. on the Privacy Controls for the Online Market Research Service

We have adopted a privacy statement and established an array of privacy protection mechanisms so you can understand our commitment to the fair handling of information about our members. To go further and actively demonstrate this commitment to fair information principles, we have undertaken an independent, third party review of our privacy practices.

We have engaged Grant Thornton LLP, a global assurance and advisory services firm, to periodically examine and report to our members our compliance with our statements to you. Specifically, as the management of the Online Market Research Services (the "Service"), we are responsible for establishing and maintaining effective controls over the privacy and security of Personally Identifiable Information (PII) about our members. The controls which we have established have been designed to provide you reasonable assurance that PII is protected in conformity with the Service's disclosed privacy practices.

We have established these controls based on the accompanying criteria of the Trust Services for Online Privacy issued by the American Institute of Certified Public Accountants (AICPA) and Canadian Institute of Chartered Accountants (CICA). We have also assessed these controls in relation to these criteria.

Specifically, management of comScore, Inc. asserts that, during the period June 1, 2015 through May 31, 2016 it:

- Maintained effective controls over the privacy of personal information collected in its Online Market Research Service to provide reasonable assurance that the personal information was collected, used, retained, and disclosed in accordance with its commitments in its privacy notice related to the Service and with criteria set forth in the Generally Accepted Privacy Principles issued by the American Institute of Certified Public Accountants (AICPA) and the Canadian Institute of Chartered Accountants (CICA), and
- Complied with its commitments in its privacy notices for the dates of June 1, 2015 to May 31, 2016 and are available at www.opinionsquare.com, www.relevantknowledge.com, www.permissionresearch.com, www.scorecardresearch.com, www.premieropinion.com, and www.voicefive.com.

Regards,

Christiana Lin, ESQ
Executive Vice President, General Counsel, and Chief Privacy Officer
June 15, 2016

Client Web Sites	
<input type="checkbox"/>	PermissionResearch Privacy Statement
<input type="checkbox"/>	RelevantKnowledge Privacy Statement
<input type="checkbox"/>	OpinionSquare Privacy Statement
<input type="checkbox"/>	ScorecardResearch Privacy Statement
<input type="checkbox"/>	PremierOpinion Privacy Statement
<input type="checkbox"/>	VoiceFive Privacy Statement