

IN THE CIRCUIT COURT OF LASALLE COUNTY, ILLINOIS
COUNTY DEPARTMENT, CHANCERY DIVISION

**KATE HOFFOWER
DRU DOMINICI
WILTON ALDERMAN
TAMMY MCALPINE BROWN,
REID COOPER,
MARK SESSA, AND
GARY HALL,**
on behalf of themselves and all others
similarly situated,

Plaintiffs,

v.

DEMANDBASE, INC. and INSIDEVIEW
TECHNOLOGIES, INC.,

Defendants.

Case No.: 2025CH000014

**DECLARATION OF CAMERON R. AZARI, ESQ. REGARDING IMPLEMENTATION
AND ADEQUACY OF NOTICE PROGRAM**

I, Cameron R. Azari, Esq., hereby declare and state as follows:

1. My name is Cameron R. Azari, Esq. I have personal knowledge of the matters set forth herein, and I believe them to be true and correct.

2. I am a nationally recognized expert in the field of legal notice and have served as an expert in hundreds of federal and state cases involving class action notice plans.

3. I am a Senior Vice President of Epiq Class Action & Claims Solutions, Inc. (“Epiq”) and the Managing Director of Epiq Legal Noticing (aka Hilsoft Notifications), a business unit of Epiq that specializes in designing, developing, analyzing, and implementing large-scale, un-biased, legal notification plans.

6. The facts in this declaration are based on my personal knowledge, as well as information provided to me by my colleagues in the ordinary course of my business at Epiq and Epiq Legal Noticing (hereinafter “Epiq”).

DECLARATION OF CAMERON R. AZARI, ESQ. REGARDING IMPLEMENTATION AND
ADEQUACY OF NOTICE PROGRAM

OVERVIEW

7. This declaration describes the successful implementation of the Settlement Notice Program (“Notice Program”) and Notices (the “Notice” or “Notices”) for *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014, in the Circuit Court of LaSalle County, Illinois. I previously executed my *Declaration of Cameron R. Azari, Esq. Regarding Notice Program* (“Notice Program Declaration”) on May 22, 2025, which described the Notice Program, detailed Epiq’s class action notice experience, and attached Epiq’s curriculum vitae. I also provided my educational and professional experience relating to class actions and my ability to render opinions on overall adequacy of notice programs.

NOTICE PROGRAM METHODOLOGY

8. Illinois Code of Civil Procedure Sec. 2-803 states, “Upon a determination that an action may be maintained as a class action, or at any time during the conduct of the action, the court in its discretion may order such notice that it deems necessary to protect the interests of the class and the parties.”¹ The Notice Program as implemented satisfied these requirements.

9. This Notice Program was designed to reach the greatest practicable number of Settlement Class Members. The Notice Program reached approximately 90% of the Settlement Classes combined with individual notice via email and/or mail and digital notice and social media notice with an average frequency of 1.7 times each. “Reach” refers to the percentage of the unduplicated audience exposed to the notice. Notice exposure is defined as the opportunity to see a notice. “Frequency” of notice exposure is the average number of times that those reached by a notice were exposed to the notice. The reach was further enhanced by a Settlement Website. In my experience, the Notice Program was consistent with other court-approved notice programs for class action settlements, was the best method practicable under the circumstances of this case, and satisfied the requirements of due process, including its “desire to actually inform” requirement.²

¹ 735 ILCS 5/2-803.

² *Mullane v. Cent. Hanover Bank & Trust Co.*, 339 U.S. 306, 315 (1950) (“But when notice is a person’s due, process which is a mere gesture is not due process. The means employed must be such as one desirous of actually informing the absentee might reasonably adopt to accomplish it.

NOTICE PROGRAM DETAIL

10. On June 17, 2025, the Court approved the Notice Program and appointed Epiq as the Settlement Administrator in the *Order Granting Preliminary Approval of Class Action Settlement* (“Preliminary Approval Order”). In the Preliminary Approval Order, the Court certified, for settlement purposes only, the following “Settlement Classes”:

[C]ollectively the Ohio Settlement Class, the Nevada Settlement Class, the South Dakota Settlement Class, the California Settlement Class, the Alabama Settlement Class, the Indiana Settlement Class, and the Illinois Settlement Class.

Ohio Settlement Class (claims under Ohio law): All Ohio residents who are not registered users of InsideView or DemandBase and whose InsideView “people” profile was viewed by a free user between December 2017 and February 2022.

Nevada Settlement Class (claims under Nevada law): All Nevada residents who are not registered users of InsideView or DemandBase and whose InsideView “people” profile was viewed by a free user between December 2017 and February 2022.

South Dakota Settlement Class (claims under South Dakota law): All South Dakota residents who are not registered users of InsideView or DemandBase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

California Settlement Class (claims under California law): All California residents who are not registered users of InsideView or DemandBase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

Alabama Settlement Class (claims under Alabama law): All Alabama residents who are not registered users of InsideView or DemandBase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

Indiana Settlement Class (claims under Indiana law): All Indiana residents who are not registered users of InsideView or DemandBase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

The reasonableness and hence the constitutional validity of any chosen method may be defended on the ground that it is in itself reasonably certain to inform those affected . . .”).

DECLARATION OF CAMERON R. AZARI, ESQ. REGARDING IMPLEMENTATION AND
ADEQUACY OF NOTICE PROGRAM

Illinois Settlement Class (claims under Illinois law): All Illinois residents who are not registered users of InsideView or DemandBase and whose InsideView “people” profile was viewed by a free user between December 2020 and February 2022.

Excluded from these Settlement Classes are: (1) the judge presiding over this Action, and members of the judge’s direct family; (2) the Defendants, their subsidiaries, parent companies, successors, predecessors, and any entity in which the Defendants or their parent companies have a controlling interest, and their current or former officers, directors, and employees; and (3) Settlement Class Members who submit a valid Request for Exclusion prior to the Opt-Out Deadline.

11. After the Court’s Preliminary Approval Order was entered, Epiq implemented the Notice Program. This declaration details the notice activities undertaken to date and explains how and why the Notice Program was comprehensive and well-suited to reach the Settlement Class Members. This declaration also discusses the administration activity to date.

NOTICE PROGRAM

Individual Notice

12. On July 7, 2025, Epiq received one data file with 65,219 records. The data included names, email addresses, partial postal addresses (last known City and State), and telephone numbers, where available, for identified Settlement Class Members (“Settlement Class List”). Using data from the Settlement Class List, Epiq sent the telephone numbers and partial postal addresses to Transunion to perform “reverse lookups” to identify the most likely physical mailing address associated with the phone number and/or partial postal address. Epiq deduplicated and rolled up the records and loaded records into its database for this Settlement. These efforts resulted in 59,249 unique Settlement Class Member records. Of these records, 8,639 did not have a valid email address, nor was Epiq able to obtain a valid physical mailing address; these records were not sent a Notice.

Individual Notice – Email

13. On August 1, 2025, Epiq commenced sending 50,474 Email Notices to 45,038 identified Settlement Class Members for whom a valid email address was available. Some

identified Settlement Class Members had two or more valid email addresses and were sent an Email Notice to each valid email address, thus resulting in a larger number of emails sent than the number of identified Settlement Class Members with a valid email address.

14. The following industry standard best practices were followed. The Email Notice was drafted in such a way that the subject line, the sender, and the body of the message overcame SPAM filters and ensured readership to the fullest extent reasonably practicable. For instance, the Email Notice used an embedded html text format. This format provided easy-to-read text without graphics, tables, images, and other elements that in our experience would have increased the likelihood that the message would have been blocked by Internet Service Providers (ISPs) and/or SPAM filters for this type of email communication. The Email Notices were sent from an IP address known to major email providers as one not used to send bulk “SPAM” or “junk” email blasts. Each Email Notice was transmitted with a digital signature to the header and content of the Email Notice, which allowed ISPs to programmatically authenticate that the Email Notices were from our authorized mail servers. Each Email Notice was also transmitted with a unique message identifier. The Email Notice included an embedded link to the Settlement Website. By clicking the link, recipients were able to access the Long Form Notice and other information about the Settlement. The Email Notice is included as **Attachment 1**.

15. If the receiving email server could not deliver the message, a “bounce code” was returned along with the unique message identifier. For any Email Notice for which a bounce code was received indicating that the message was undeliverable, for reasons such as inactive or disabled account, the recipient’s mailbox was full, technical autoreplies, etc., at least two additional attempts were made to deliver the Notice by email.

Individual Notice – Direct Mail

16. On August 15, 2025, Epiq commenced sending 5,572 double postcard notices with a detachable Claim Form (“Postcard Notice”) to identified Settlement Class Members without a valid email address for whom an associated physical address was identified and 1,859 Postcard Notices to identified Settlement Class Members for whom for whom an associated physical

address was identified and the Email Notice was returned as undeliverable. The Postcard Notices were sent via USPS first class mail. The Postcard Notice clearly and concisely summarized the Settlement and the legal rights of the Settlement Class Members. In addition, the Postcard Notice also directed the recipients to the Settlement Website where they could access the Long Form Notice and additional information about the Settlement. The Postcard Notice is included as **Attachment 2**.

17. Prior to sending the Postcard Notice, mailing addresses were checked against the National Change of Address (“NCOA”) database maintained by the USPS.³ In addition, the addresses were certified via the Coding Accuracy Support System (“CASS”) to ensure the quality of the zip code and verified through Delivery Point Validation (“DPV”) to verify the accuracy of the addresses. This address updating process is standard for the industry and for the majority of promotional mailings that occur today.

18. The return address on the Postcard Notices is a post office box that Epiq maintains for this Settlement. The USPS automatically forwarded Postcard Notices with an available forwarding address order that had not expired (“Postal Forwards”). Postcard Notices returned as undeliverable were re-mailed to any new address available through USPS information, for example, to the address provided by the USPS on returned pieces for which the automatic forwarding order has expired, or to better addresses that were found using a third-party lookup service. This process is also commonly referred to as “skip-tracing.” Upon successfully locating better addresses, Postcard Notices were promptly re-mailed.

19. Additionally, a Long Form Notice and Claim Form (“Claim Package”) was mailed to all persons who requested one via the toll-free phone number or other means. As of October 3, 2025, Epiq has mailed eight Claim Packages as a result of such requests. The Long Form Notice is included as **Attachment 3**. The Claim Form is included as **Attachment 4**.

³ The NCOA database contains records of all permanent change of address submissions received by the USPS for the last four years. The USPS makes this data available to mailing firms and lists submitted to it are automatically updated with any reported move based on a comparison with the person’s name and known address.

Reminder Notice

20. To stimulate claims filing, on September 30, 2025, Epiq commenced sending a Reminder Email Notice to all identified Settlement Class Members with a valid email address that was not previously returned as undeliverable and who had not submitted a Claim Form or requested exclusion from the Settlement. The Reminder Email Notice is included as **Attachment 5**.

21. Epiq will send additional Reminder Email Notices prior to the Claims Deadline to all identified Settlement Class Members who have not submitted a Claim Form or requested exclusion from the Settlement and for whom a valid email address that was not previously returned as undeliverable is available or to identified Settlement Class Members with an associated mailing address for whom a valid email address is not available.

Media Plan

Internet Digital Notice Campaign

22. Internet advertising has become a standard component in legal notice programs. The internet has proven to be an efficient and cost-effective method to target class members as part of providing notice of a settlement for a class action case. According to MRI-Simmons⁴ data, 97% of all adults are online and 84% of all adults use social media.⁵

23. The Notice Program included targeted digital advertising (“Digital Notices”) on the selected advertising network *Google Display Network*, which represents thousands of digital properties across all major content categories. Digital Notices were targeted to selected audiences and were designed to encourage participation by Settlement Class Members—by linking directly

⁴ MRI-Simmons is a leading source of publication readership and product usage data for the communications industry. MRI-Simmons is a joint venture of GfK Mediamark Research & Intelligence, LLC (“MRI”) and Simmons Market Research. MRI-Simmons offers comprehensive demographic, lifestyle, product usage and exposure to all forms of advertising media collected from a single sample. As the leading U.S. supplier of multimedia audience research, the company provides information to magazines, televisions, radio, internet, and other media, leading national advertisers, and over 450 advertising agencies—including 90 of the top 100 in the United States. MRI-Simmons’s national syndicated data is widely used by companies as the basis for the majority of the media and marketing plans that are written for advertised brands in the United States.

⁵ MRI-Simmons 2024 Survey of the American Consumer®.

to the Settlement Website, allowing visitors easy access to relevant information and documents. Consistent with best practices, the Digital Notices used language from the headline of the Long Form Notice, which allowed users to identify themselves as potential Settlement Class Members.

24. The Digital Notices were also placed on the social media platforms *Facebook* and *Instagram*. *Facebook* is the leading social networking site in the United States with 196 million users,⁶ and *Instagram* has 171 million active users in the United States.⁷

25. All Digital Notices appeared on desktop, mobile, and tablet devices. Digital Notices on *Google Display Network*, *Facebook*, and *Instagram* were geo-targeted to the States of Alabama, California, Illinois, Indiana, Nevada, Ohio, and South Dakota. Digital Notices were also targeted (remarketed) to people who clicked on a Digital Notice.

26. More details regarding the target audiences, specific ad sizes of the Digital Notices, and the number of delivered impressions are included in the following table:

<i>Digital Plan</i>	<i>Target</i>	<i>Ad Sizes</i>	<i>Delivered Impressions</i>
<i>Google Display Network</i>	Adults 18+	728x90, 300x250, 300x600 & 970x250	26,174,904
<i>Facebook</i>	Adults 18+	Newsfeed & Right Hand Column	13,109,742
<i>Instagram</i>	Adults 18+	Newsfeed	8,983,684
TOTAL			48,268,330

27. Combined, over 48.2 million delivered impressions were generated by the Digital Notices in the states of Alabama, California, Illinois, Indiana, Nevada, Ohio, and South Dakota. The Digital Notices ran from August 12, 2025, through August 31, 2025.⁸ Clicking on the Digital

⁶ Statista Digital 2025: Global Overview Report. Statista, founded in 2007, is a leading provider of worldwide market and consumer data and is trusted by thousands of companies around the world for data. Statista.com consolidates statistical data on over 80,000 topics from more than 22,500 sources and makes it available in German, English, French and Spanish.

⁷ Statista Digital 2025: Global Overview Report.

⁸ The third-party ad management platform, ClickCease were used to audit the Digital Notice ad placements. This type of platform tracks all Digital Notice ad clicks to provide real-time ad monitoring, fraud traffic analysis, blocks clicks from fraudulent sources, and quarantines

Notices linked the reader to the Settlement Website, where they could easily obtain detailed information about the Settlement. Examples of the Digital Notices are included as **Attachment 6**.

Settlement Website

28. On July 3, 2025, Epiq established a website for the Settlement with an easy to remember domain name (www.InsideViewROPSettlement.com). Relevant documents are posted on the Settlement Website, including the Settlement Agreement, Long Form Notice and Preliminary Approval Order, and other important case-related documents. In addition, the Settlement Website includes relevant dates, answers to frequently asked questions (“FAQs”), instructions for how the Settlement Class Members could opt-out (request exclusion) from or object to the Settlement prior to the deadlines, contact information for the Settlement Administrator, and how to obtain other case-related information. On July 30, 2025, prior to commencing notice, the Settlement Website was updated to allow Settlement Class Members to file a Claim Form on the Settlement Website. The Settlement Website address was prominently displayed in all notice documents. As of October 3, 2025, there have been 8,105 unique visitor sessions to the Settlement Website, and 14,344 web pages have been presented.

Toll-Free Telephone Number

29. On July 30, 2025, a toll-free telephone number was established (1-888-818-4682) for the Settlement. Callers are able to hear an introductory message, have the option to learn more about the Settlement in the form of recorded answers to FAQs, and are able to request that a Claim Package be mailed to them. The automated telephone system is available 24 hours per day, 7 days per week. The toll-free telephone number was prominently displayed in all notice documents. As of October 3, 2025 the toll-free telephone number has handled 36 calls to the toll-free telephone number representing 113 minutes of use.

30. A postal mailing address was established and continues to be available to allow Settlement Class Members the opportunity to request additional information or ask questions.

dangerous IP addresses. This helps reduce wasted, fraudulent, or otherwise invalid traffic (e.g., ads being seen by ‘bots’ or non-humans, ads not being viewable, etc.).

Requests for Exclusion and Objections

31. The deadline to request exclusion from the Settlement or to object to the Settlement was September 30, 2025. As of October 3, 2025, Epiq has received no requests for exclusion. As of October 3, 2025, Epiq is aware of no objections to the Settlement.

Claim Submission & Distribution Options

32. The Notices provided a detailed summary of relevant information about the Settlement, including how Settlement Class Members can file a Claim Form online or by mail. With any method of filing a Claim Form, Settlement Class Members are given the option of receiving a digital payment or a traditional paper check. Epiq worked with counsel for the parties to select an appropriate menu of payment options. The type of digital payment selected does not impact Epiq's compensation for its work as the Settlement Administrator, and no digital option is discouraged relative to other options.

33. The deadline for Settlement Class Members to submit a Claim Form is October 30, 2025. As of October 3, 2025, Epiq has received 880 Claim Forms (284 online and 596 paper). Since the October 30, 2025, Claims Deadline has not passed, these numbers are preliminary and are subject to change. As standard practice, Epiq is in the process of conducting a complete quality control review of Claim Forms received. There is a likelihood that after detailed review, the total number of Claim Forms received will change due to duplicate and denied Claim Forms.

Settlement Administration Costs

34. As of October 3, 2025, Epiq estimates the combined cost to implement the Notice Program and administer the Settlement, leading up to and following the Final Approval Hearing will be approximately \$102,000 – \$136,000. This is not a minimum or a cap of costs to be incurred.

35. Work remains to be completed for various aspects of the settlement administration, including: (1) ongoing receipt and processing of Claim Forms for the next several weeks until the claim filing deadline; (2) distributing settlement funds to Settlement Class Members with a valid Claim Form (digital payments or physical checks and postage); (3) handling undeliverable payments and re-issuing payments; (4) communications with Settlement Class Members,

including maintaining the Settlement Website and toll-free telephone number throughout the remaining duration of the settlement administration; and (5) associated project management and related billable hours to handle the distribution and related settlement administration responsibilities. All costs are subject to the Service Contract under which Epiq is retained as the Settlement Administrator, and the terms and conditions of that agreement.

CONCLUSION

36. In class action notice planning, execution, and analysis, we are guided by due process considerations under the United States Constitution, by state and local rules and statutes, and by case law pertaining to notice. This framework directs that the notice plan be designed to reach the greatest practicable number of potential class members and, in a settlement class action notice situation such as this, that the notice or notice plan not limit knowledge of the availability of benefits—nor the ability to exercise other options—to class members in any way. All of these requirements were met in this case.

37. The Notice Program reached approximately 90% of the Settlement Classes combined with individual notice via email and/or mail and digital notice and social media notice with an average frequency of 1.7 times each. The reach was further enhanced by a Settlement Website. The Federal Judicial Center’s (“FJC”) *Judges’ Class Action Notice and Claims Process Checklist and Plain Language Guide*, which is relied upon for federal cases, and is illustrative for state courts, states that, “the lynchpin in an objective determination of the adequacy of a proposed notice effort is whether all the notice efforts together will reach a high percentage of the class. It is reasonable to reach between 70–95%.”⁹ Here, we have implemented a Notice Program that readily achieved a reach at the high end of that standard.

38. The Notice Program followed the guidance for satisfying due process obligations that a notice expert gleans from the United States Supreme Court’s seminal decisions, which

⁹ FED. JUDICIAL CTR, JUDGES’ CLASS ACTION NOTICE AND CLAIMS PROCESS CHECKLIST AND PLAIN LANGUAGE GUIDE 3 (2010), available at <https://www.fjc.gov/content/judges-class-action-notice-and-claims-process-checklist-and-plain-language-guide-0>.


emphasize the need: (a) to endeavor to actually inform the Settlement Class, and (b) to ensure that notice is reasonably calculated to do so.

- a) “[W]hen notice is a person’s due, process which is a mere gesture is not due process. The means employed must be such as one desirous of actually informing the absentee might reasonably adopt to accomplish it,” *Mullane v. Central Hanover Trust*, 339 U.S. 306, 315 (1950); and
- b) “[N]otice must be reasonably calculated, under all the circumstances, to apprise interested parties of the pendency of the action and afford them an opportunity to present their objections,” *Eisen v. Carlisle & Jacquelin*, 417 U.S. 156 (1974) (citing *Mullane*, 339 U.S. at 314).

39. The Notice Program provided notice that conformed to all aspects of Illinois Code of Civil Procedure Sec. 2-803 regarding notice, comported with the guidance for effective notice articulated in the Manual for Complex Litigation, Fourth and applicable FJC materials, and satisfied the requirements of due process, including its “desire to actually inform” requirement.

40. The Notice Program schedule afforded sufficient time to provide full and proper notice to the Settlement Class Members before the Objection/Exclusion Deadline.

I declare under penalty of perjury that the foregoing is true and correct. Executed on October 3, 2025.



Cameron R. Azari, Esq.

Attachment 1

From: InsideView Right of Publicity <InsideViewROPSettlement@e.epiqnotice.com>
To: [REDACTED]
Subject: Legal Notice of Class Action Settlement

If you were a resident of CA who was not a registered user of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user, you may be entitled to benefits from a settlement.

A court has authorized this Notice. This is not a solicitation from a lawyer.

Use your Unique ID [REDACTED] and PIN [REDACTED] to file a claim online [here](#).

What is this About? A settlement has been reached in a class action lawsuit between residents of certain U.S. States against Demandbase, Inc. and Insideview Technologies, Inc. (“Defendants”) alleging that Defendants’ use of consumers’ names, contact information, job titles, places of work, education histories, cities of residence, and other personal information to encourage individuals to purchase subscriptions to Defendants’ database without their consent violated right-of-publicity statutes in Alabama, California, Illinois, Indiana, Nevada, Ohio, and South Dakota. Defendants deny that they violated any law. The Court has not decided who is right or wrong. Please read this notice carefully. Your legal rights are affected whether you act or don’t act.

Who is included? You received this email because our records indicate that you are included in the Settlement. You are a CA Settlement Class Member if you are not a registered user of InsideView or Demandbase and your InsideView “people” profile was viewed by a free user without your consent between 12/2019 - 02/2022.

What does the Settlement Provide? As a Settlement Class Member, you can file a Claim to receive a payment of an equal, or *pro rata*, share of the CA Settlement Fund, after payment of Settlement Administration Expenses, the Fee Award, and any service award to that Settlement Class’s respective Class Representative(s).

The Settlement also requires injunctive relief. In any revived version of the legacy website insideview.com, Defendants shall obscure information in any teaser “people” profiles of Settlement Class Members that are displayed to

non-subscribers (e.g., free users) and that invite the purchase of a subscription (e.g., via the display of an “Upgrade to Pro” button on the profile) such that the teaser profiles do not precisely identify the specific person.

How To Get Benefits. You must submit a timely and valid Claim Form if you want to receive a Settlement payment. Your Claim Form must be submitted online at www.INSIDEVIEWROPSettlement.com by **October 30, 2025** or mailed to the Settlement Administrator at the address on the Claim Form, **postmarked by October 30, 2025**.

Your Other Options. If you do not want to remain in the Settlement Class, you must opt-out no later than September 30, 2025. If you do not opt-out, you will give up the right to sue and will release the Defendants and Released Parties from the legal claims in this lawsuit. If you do not opt-out, you may object to the Settlement by September 30, 2025. The [Long Form Notice](#) on the Settlement Website has instructions on how to opt-out or object. If you do nothing, you will get no Settlement payment (aside from Defendants’ business practice changes), and you will be bound by the Settlement and any judgments and orders. The Court will hold a Final Approval Hearing on October 21, 2025, to consider whether to approve the Settlement, Class Counsel’s attorneys’ fees request of up to 35% of each State-Specific Settlement Fund, as well as any objections to the Settlement. If you timely object, you or your lawyer may attend and ask to appear at the hearing, but you are not required to do so.

For more information, visit www.INSIDEVIEWROPSettlement.com. You may also call 1-888-818-4682.

If [REDACTED] should not be subscribed or if you need to change your subscription information for Insideview Right of Publicity, [please use this preferences page](#).

Attachment 2

A settlement has been reached in a class action lawsuit between residents of certain U.S. States against Demandbase, Inc. and Insideview Technologies, Inc. (“Defendants”) alleging that Defendants’ use of consumers’ names, contact information, job titles, places of work, education histories, cities of residence, and other personal information to encourage individuals to purchase subscriptions to Defendants’ database without their consent violated right-of-publicity statutes in Alabama, California, Illinois, Indiana, Nevada, Ohio, and South Dakota. Defendants deny that they violated any law. The Court has not decided who is right or wrong. Please read this notice carefully. Your legal rights are affected whether you act or don’t act.

Who is Included? You are a OH Settlement Class Member if you are not a registered user of InsideView or Demandbase and your InsideView “people” profile was viewed by a free user without your consent between 12/2017 - 02/2022.

What does the Settlement Provide? If you are a Settlement Class Member and you submit a timely and valid Claim Form, you may be eligible for a payment of an equal, or pro rata, share of the OH Settlement Fund, after payment of Settlement Administration Expenses, the Fee Award, and any service award to that Settlement Class’s respective Class Representative(s).

The Settlement also requires injunctive relief. In any revived version of the legacy website insideview.com, Defendants shall obscure information in any teaser “people” profiles of Settlement Class Members that are displayed to non-subscribers (e.g., free users) and that invite the purchase of a subscription (e.g., via the display of an “Upgrade to Pro” button on the profile) such that the teaser profiles do not precisely identify the specific person.

How do I get a Settlement payment?

If you are a Settlement Class Member, you must submit a timely and valid Claim Form if you want to receive a Settlement payment. Your Claim Form must be submitted online at www.INSIDEVIEWROPSettlement.com by **October 30, 2025** or mailed to the Settlement Administrator at the address on the Claim Form, **postmarked by October 30, 2025**.

Other Options. If you do not want to remain in the Settlement Class, you must opt out no later than **September 30, 2025**. If you do not opt out, you will give up the right to sue and will release the Defendants and Released Parties from the legal claims in this lawsuit. If you do not opt out, you may object to the Settlement by **September 30, 2025**. The Long Form Notice on the Settlement Website has instructions on how to opt out or object. If you do nothing, you will get no Settlement benefits (aside from Defendants’ business practice changes), and you will be bound by the Settlement and any judgments and orders. The Court will hold a Final Approval Hearing on October 21, 2025, to consider whether to approve the Settlement, Class Counsel’s attorneys’ fees request of up to 35% of each State-Specific Settlement Fund, as well as any objections to the Settlement. If you timely object, you or your lawyer may attend and ask to appear at the hearing, but you are not required to do so.

This notice is a summary. Learn more about the Settlement at www.INSIDEVIEWROPSettlement.com, or by calling toll free 1-888-818-4682.

Unique ID: [REDACTED]

PIN: [REDACTED]

AL5932 v.05



PLACE
STAMP
HERE

INSIDEVIEW RIGHT OF PUBLICITY
SETTLEMENT ADMINISTRATOR
PO BOX 2319
PORTLAND OR 97208-2319



Attachment 3

If you were a resident of Alabama, California, Illinois, Indiana, Nevada, Ohio, or South Dakota who was not a registered user of InsideView or Demandbase whose InsideView “people” profile was viewed by a free user, you may be entitled to benefits from a settlement.

A court has authorized this Notice. This is not a solicitation from a lawyer.

- A settlement has been reached in a class action lawsuit between residents of certain U.S. States against Demandbase, Inc. and InsideView Technologies, Inc. (“Defendants”) alleging that Defendants’ use of consumers’ names, contact information, job titles, places of work, education histories, cities of residence, and other personal information to encourage individuals to purchase subscriptions to Defendants’ database without their consent violated right-of-publicity statutes in Alabama, California, Illinois, Indiana, Nevada, Ohio, and South Dakota. Defendants deny that they violated any law. The Court has not decided who is right or wrong.
- If you received a notice of the Settlement in the mail or by email, our records indicate that you are included in the Settlement, and you may submit a claim form online or by mail to receive a payment. The Settlement Classes include residents of Alabama, California, Illinois, Indiana, Nevada, Ohio, or South Dakota who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user without their consent between certain dates.
- If the Court approves the Settlement, members of the Settlement Classes who submit a valid claim will receive an equal, or *pro rata*, share of their respective state Settlement Fund, after payment of Settlement Administration expenses, attorneys’ fees and costs, and any service award to their state Settlement Class Representative(s).
- Defendants have also agreed to implement certain changes in business practices. In any revived version of the legacy website insideview.com, Defendants shall obscure information in any teaser “people” profiles of Settlement Class Members that are displayed to non-subscribers (e.g., free users) and that invite the purchase of a subscription (e.g., via the display of an “Upgrade to Pro” button on the profile) such that the teaser profiles do not precisely identify the specific person.

This Notice may affect your rights. Please read it carefully.

YOUR LEGAL RIGHTS AND OPTIONS		DEADLINE
SUBMIT A CLAIM FORM	If you are a member of the Settlement Classes, the only way to get a Settlement payment is to submit a timely and valid Claim Form.	Submit online or Postmark by: October 30, 2025.
EXCLUDE YOURSELF	If you are a member of the Settlement Classes, you will get no Settlement payment if you exclude yourself. You will keep your right to file your own lawsuit against the Released Parties about the legal claims in this lawsuit that are released by the Settlement.	Postmarked by: September 30, 2025
OBJECT TO THE SETTLEMENT	Stay in the Settlement but tell the Court why you do not agree with the Settlement. You will still be bound by the Settlement if the Court approves it.	Postmarked by: September 30, 2025
DO NOTHING	Get no Settlement payment. Give up your legal rights.	

- These rights and options—**and the deadlines to exercise them**—are explained in this Notice.
- The Court must decide whether to approve the Settlement and the requested attorneys’ fees, costs, and Service Awards. No Settlement payments or Injunctive Relief will be provided unless the Court approves the Settlement.

**Questions? Go to www.OutsideViewROPSettlement.com
or call 1-888-818-4682**

BASIC INFORMATION

1. Why is this Notice being provided?

A federal court authorized this Notice because you have the right to know about the Settlement of this class action lawsuit and about all of your rights and options before the Court decides whether to grant Final Approval of the Settlement. This Notice explains the lawsuit, the Settlement, your legal rights, what benefits are available, who is eligible for the benefits, and how to get them.

The lawsuit is known as *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois) (“lawsuit”). The individuals who filed this lawsuit are called the “Plaintiffs” and/or “Class Representatives” and the companies sued, Demandbase, Inc. and Insideview Technologies, Inc., are called the “Defendants.”

2. What is this lawsuit about?

Plaintiffs filed this lawsuit against Defendants, individually, and on behalf of residents of certain states who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user alleging that Defendants’ use of consumers’ names, contact information, job titles, places of work, education histories, cities of residence, and other personal information to encourage individuals to purchase subscriptions to Defendants’ database without their consent violated their states’ right-of-publicity statutes. Plaintiffs brought this lawsuit against Defendants.

Defendants deny the legal claims and deny any wrongdoing or liability. No court or other judicial entity has made any judgment or other determination of any wrongdoing by Defendants, or that any law has been violated. Instead, Plaintiffs and Defendants have agreed to a settlement to avoid the risk, cost, and time of continuing the lawsuit.

3. Why is the lawsuit a class action?

In a class action, one or more people (called class representatives) sue on behalf of all people who have similar legal claims. Together, all these people are called a class or class members. One court resolves the issues for all class members, except for those class members who timely exclude themselves (opt-out) from the class.

The Class Representatives in this lawsuit are Plaintiffs Kate Hoffower, Dru Dominici, Wilton Alderman, Tammy McAlpine Brown, Reid Cooper, Mark Sessa, and Gary Hall.

4. Why is there a Settlement?

Plaintiffs and Defendants do not agree about the legal claims made in this lawsuit. The lawsuit has not gone to trial, and the Court has not decided in favor of Plaintiffs or Defendants. Instead, Plaintiffs and Defendants have agreed to settle the lawsuit to avoid the risks, delay and expense of continuing the litigation. The Class Representatives and their lawyers believe the Settlement is best for all Settlement Class Members because of the benefits available to Settlement Class Members and the risks and uncertainty associated with continuing the lawsuit.

WHO IS INCLUDED IN THE SETTLEMENT?

5. How do I know if I am part of the Settlement?

You are a Settlement Class Member if you are in one of the groups below:

Alabama Settlement Class: All Alabama residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

California Settlement Class: All California residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

Illinois Settlement Class: All Illinois residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2020 and February 2022.

**Questions? Go to www.OutsideViewROPSettlement.com
or call 1-888-818-4682**

Indiana Settlement Class: All Indiana residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

Nevada Settlement Class: All Nevada residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2017 and February 2022.

Ohio Settlement Class: All Ohio residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2017 and February 2022.

South Dakota Settlement Class: All South Dakota residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

6. Are there exceptions to being included in the Settlement?

Yes. Excluded from the Settlement Classes are (1) any Judge or Magistrate presiding over this action and members of their families, (2) Defendants, Defendants’ subsidiaries, successors, predecessors, and any entity in which Defendants have a controlling interest, (3) persons who properly execute and file a timely request for exclusion from the class, and (4) the legal representatives, successors, or assigns of any such excluded persons.

7. What if I am still not sure whether I am part of the Settlement?

If you are still not sure whether you are a Settlement Class Member, you may go to the Settlement Website at www.OutsideViewROPSettlement.com or call the Settlement Administrator’s toll-free number at 1-888-818-4682.

THE SETTLEMENT BENEFITS—WHAT YOU GET IF YOU QUALIFY

8. What does the Settlement provide?

If you are a Settlement Class Member and you submit a timely and valid Claim Form, you may be eligible for a payment of an equal portion, or *pro rata*, share of your state-specific Settlement Fund, after payment of Settlement Administration Expenses, the Fee Award, and any service award to that Settlement Class’s respective Class Representative(s). The settlement creates seven state-specific Settlements Funds in the following amounts: Alabama, \$325,575.00; California, \$729,088.50; Illinois, \$501,975.00; Indiana, \$320,445.00; Nevada, \$115,256.25; Ohio, \$1,699,830.25; and South Dakota, \$7,830.00.

Injunctive Relief: Under the Settlement, in any revived version of the legacy website insideview.com, Defendants shall obscure information in any teaser “people” profiles of Settlement Class Members that are displayed to non-subscribers (e.g., free users) and that invite the purchase of a subscription (e.g., via the display of an “Upgrade to Pro” button on the profile) such that the teaser profiles do not precisely identify the specific person.

9. What am I giving up to receive Settlement Class Member benefits or stay in the Settlement Class?

If you are a Settlement Class Member, unless you exclude yourself (opt-out), you are choosing to remain in the Settlement Class. If the Settlement is approved and becomes final, all Court orders and any judgments will apply to you and legally bind you. You will not be able to sue, continue to sue, or be part of any other lawsuit against the Defendants or any of the Released Parties relating to the claims in the lawsuit. The specific rights you are giving up are called “Released Claims” and are described under Question 10 below.

10. What are the Released Claims?

The Released Claims for Settlement Class Members include any and all past and present claims and causes of action, known or unknown, contingent or absolute, pleaded or that could have been pleaded, arising from or that are in any way related to Defendants’ use of Settlement Class Members’ names, contact information, job titles, places of work, education histories, cities of residence, photographs, personas, or other personal or professional information, including any claims alleging the violation of any right of publicity laws in Alabama, California, Illinois, Indiana, Nevada, Ohio, or South Dakota. For questions regarding the Release or Released Claims and what the language in the Settlement Agreement means, you can also contact Class Counsel listed in Question 14 for free, or you can talk to your own lawyer at your own expense.

**Questions? Go to www.OutsideViewROPSettlement.com
or call 1-888-818-4682**

HOW TO GET BENEFITS FROM THE SETTLEMENT

11. How do I get a Settlement payment?

If you are a Settlement Class Member, you must submit a timely and valid Claim Form if you want to receive a Settlement payment.

Your Claim Form must be submitted online at www.InsideViewROPSettlement.com by **October 30, 2025**, or mailed to the Settlement Administrator at the address on the Claim Form, **postmarked by October 30, 2025**. Claim Forms are also available on the Settlement Website at www.InsideViewROPSettlement.com, by calling 1-888-818-4682 or by writing to:

Insideview Right-of-Publicity Settlement
Settlement Administrator
PO Box 2319
Portland, OR 97208-2319

12. What happens if my contact information changes after I submit a Claim Form?

If you change your mailing address or email address after you submit a Claim Form, it is your responsibility to inform the Settlement Administrator of your updated information. You may notify the Settlement Administrator of any changes by writing to:

Insideview Right-of-Publicity Settlement
Settlement Administrator
PO BOX 2319
Portland, OR 97208-2319

13. When will I receive my Settlement payment?

If you are a Settlement Class Member and you file a timely and valid Claim Form, Settlement payments will be provided by the Settlement Administrator after the Settlement is approved by the Court and becomes final.

It may take time for the Settlement to be approved and become final. Please be patient and check www.InsideViewROPSettlement.com for updates.

THE LAWYERS REPRESENTING YOU

14. Do I have a lawyer in this lawsuit?

Yes, the Court has appointed Sam Strauss, Raina Borrelli, and Brittany Resch of Strauss Borrelli PLLC, Michael Ram of Morgan & Morgan, and Benjamin Osborn of the Law Office of Benjamin R. Osborn PLLC as Class Counsel to represent you and the Settlement Classes for the purposes of this Settlement. You may hire your own lawyer at your own cost and expense if you want someone other than Class Counsel to represent you in this lawsuit.

15. How will Class Counsel be paid?

Class Counsel will file a motion asking the Court to award the attorneys' fees and unreimbursed costs of up to 35% of each State-Specific Settlement Fund. Class Counsel will also ask the Court to approve service awards for the Class Representatives of \$5,000 each for their efforts in achieving the Settlement. Each service award, as determined by the Court, shall be paid from their respective State-Specific Settlement Fund. The Court may award less than these amounts.

OPTING OUT OF THE SETTLEMENT

If you are a Settlement Class Member and want to keep any right you may have to sue or continue to sue the Defendants or any of the Released Parties on your own based about the legal claims in this lawsuit or released by the Released Claims, then you must take steps to get out of the Settlement. This is called excluding yourself from—or “opting out” of—the Settlement.

**Questions? Go to www.InsideViewROPSettlement.com
or call 1-888-818-4682**

16. How do I opt-out of the Settlement?

If you are a Settlement Class Member and you want to exclude yourself from the Settlement, you must mail a written request for exclusion, which includes the following:

- 1) The name of the case: *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois);
- 2) The State-specific Settlement Class you are seeking exclusion from (the Alabama Settlement Class, the California Settlement Class, the Illinois Settlement Class, the Indiana Settlement Class, the Ohio Settlement Class, the South Dakota Settlement Class, or the Nevada Settlement Class);
- 3) Your full name and current address;
- 4) Your personal physical signature; and
- 5) A statement that you want to be excluded from the Settlement Class, such as “I hereby request to be excluded from the Settlement in *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois).”

The exclusion request must be mailed or emailed (as a signed attachment) to the Settlement Administrator.

If mailed, the exclusion request must be sent to the following address and be **postmarked by September 30, 2025**:

Insideview Right-of-Publicity Settlement
Settlement Administrator
PO BOX 2319
Portland, OR 97208-2319

If emailed, the exclusion request must be physically signed (digital signatures will not be accepted) and sent as an attachment to exclusions@insideviewropsettlement.com no later than **September 30, 2025**.

No person may request to be excluded from a Settlement Class through “mass” or “class” opt-outs, meaning that each individual who seeks to opt out must send an individual, separate request to the Settlement Administrator that complies with all requirements listed above.

17. If I opt-out, can I still get anything from the Settlement?

If you opt-out, you will not be entitled to receive a Settlement payment, and you will not be bound by the Settlement or any judgments in this lawsuit.

18. If I do not opt-out, can I sue the Defendants for the same thing later?

No. Unless you opt-out, you give up any right to sue any of the Released Parties for the legal claims this Settlement resolves.

OBJECTING TO THE SETTLEMENT

19. How do I tell the Court that I do not like the Settlement?

If you are a Settlement Class Member, you can tell the Court you do not agree with all or any part of the Settlement.

To object, you must send timely written notice as provided below no later than **September 30, 2025**, by U.S. mail to the Clerk of the Court, Class Counsel, Defendants’ Counsel and the Settlement Administrator postmarked by **September 30, 2025**, stating you object to the Settlement in *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois).

To file an objection, you cannot exclude yourself from the Settlement Class. Your objection must include all of the following information:

- 1) Your full name and current address;
- 2) The case name *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois);

**Questions? Go to www.OutsideViewROPSettlement.com
or call 1-888-818-4682**

- 3) A statement that you believe yourself to be a member of the Alabama Settlement Class, the California Settlement Class, the Illinois Settlement Class, the Indiana Settlement Class, the Ohio Settlement Class, the South Dakota Settlement Class, or the Nevada Settlement Class;
- 4) Whether the objection applies only to you, to a specific subset of your respective class, or to the entirety of your class;
- 5) The specific grounds for the objection;
- 6) All documents or writings that you want the Court to consider;
- 7) The name and contact information of any and all attorneys representing, advising, or in any way assisting you in connection with the preparation or submission of the objection or who may profit from the pursuit of the objection;
- 8) A statement indicating whether you intend to appear at the Final Approval Hearing (either personally or through counsel, who must file an appearance or seek *pro hac vice* admission); and
- 9) Your signature as the objector (an attorney's signature is not sufficient).

To be timely, written notice of an objection including all of the information above must be mailed to the Clerk of Court, Class Counsel, Defendants' Counsel, and the Settlement Administrator **postmarked by September 30, 2025**, at the following addresses:

COURT	CLASS COUNSEL	DEFENDANTS' COUNSEL	SETTLEMENT ADMINISTRATOR
Clerk of Court 119 W. Madison St Room 201 Ottawa, IL 61350	Raina Borrelli Strauss Borrelli PLLC 980 N. Michigan Ave, Suite 1610 Chicago, IL 60611	R. Adam Lauridsen Cody Gray Keker, Van Nest & Peters LLP 633 Battery St, San Francisco, CA 94111	<i>Insideview</i> <i>Right-of-Publicity</i> <i>Settlement</i> Settlement Administrator PO BOX 2319 Portland, OR 97208-2319

If you fail to comply with the requirements for objecting as detailed above, you waive and forfeit any and all rights you may have to appear separately and/or to object to the Settlement and you will be bound by all the terms of the Settlement and by all proceedings, orders, and judgments in the lawsuit.

20. What is the difference between objecting and asking to be excluded?

Objecting is simply telling the Court you do not like something about the Settlement or the requested attorneys' fees and costs. You can object only if you stay in the Settlement Class (meaning you do not opt-out of the Settlement). Opting out of the Settlement is telling the Court you do not want to be part of the Settlement Class or the Settlement. If you opt-out, you cannot object to the Settlement.

THE FINAL APPROVAL HEARING

The Court will hold a "Final Approval Hearing" to decide whether to approve the Settlement. You may attend and you may ask to speak if you file an objection by the deadline, but you do not have to.

21. When and where will the Court decide whether to approve the Settlement?

The Court will hold a Final Approval Hearing on **October 21, 2025, at 11:00 a.m.** via Zoom. At this hearing, the Court will consider whether the Settlement is fair, reasonable, and adequate and decide whether to approve the Settlement, Class Counsel's Application for Attorneys' Fees, Costs, and Service Awards to the Class Representatives.

If there are objections that were filed by the deadline, the Court will consider them. If you file a timely objection, and you would like to speak at the hearing, the Court will also listen to you or your lawyer speak at the hearing, if you so request.

Note: The date and time of the Final Approval Hearing are subject to change without further notice to the Settlement Class. The Court may also decide to hold the hearing via video conference or by telephone. You should check the Settlement Website www.OutsideViewROPSettlement.com to confirm the date and time of the Final Approval Hearing has not changed.

**Questions? Go to www.OutsideViewROPSettlement.com
or call 1-888-818-4682**

22. Do I have to attend the Final Approval Hearing?

No. Class Counsel will answer any questions the Court may have. However, you are welcome to attend at your own expense. If you file an objection, you do not have to attend the Final Approval Hearing to speak about it. As long as you file your written objection by the deadline, the Court will consider it.

23. May I speak at the Final Approval Hearing?

Yes, as long as you do not exclude yourself (opt-out) and you file a timely written objection requesting to speak at the hearing, you can (but do not have to) participate and speak for yourself at the Final Approval Hearing. This is called making an appearance. You also can have your own lawyer speak for you, but you will have to pay for the lawyer yourself.

If you want to appear, or if you want your own lawyer instead of Class Counsel to speak for you at the hearing, you must follow all of the procedures for objecting to the Settlement listed in Question 19 above—and specifically include a statement as to whether you and your counsel will appear at the Final Approval Hearing.

IF YOU DO NOTHING

24. What happens if I do nothing at all?

If you are a Settlement Class Member and you do nothing, you will not receive Settlement payment, and you will give up rights explained in the “Opting Out from the Settlement” section of this Notice, including your right to start a lawsuit, continue with a lawsuit, or be part of any other lawsuit against any of the Released Parties about the legal issues in this lawsuit that are released by the Settlement.

GETTING MORE INFORMATION

25. How do I get more information?

This Notice summarizes the Settlement. Complete details about the Settlement are provided in the Settlement Agreement. The Settlement Agreement and other related documents are available at www.InsideViewROPSettlement.com. You may get additional information at www.InsideViewROPSettlement.com, by calling toll-free 1-888-818-4682, or by writing to:

Insideview Right-of-Publicity Settlement
Settlement Administrator
PO BOX 2319
Portland, OR 97208-2319

**PLEASE DO NOT TELEPHONE THE COURT OR THE COURT'S
CLERK OFFICE REGARDING THIS NOTICE.**

**Questions? Go to www.InsideViewROPSettlement.com
or call 1-888-818-4682**

Attachment 4

PART TWO: ATTESTATION UNDER PENALTY OF PERJURY

I declare under penalty of perjury under the laws of the United States of America that: (i) I am a Settlement Class Member as defined in the Court-approved Settlement Agreement; I am a resident of either the state of Alabama, California, Illinois, Indiana, Nevada, Ohio, or South Dakota, am not a registered user of InsideView or Demandbase, and received notice that my InsideView “people” profile was viewed by a free user without my consent during the time period in the respective definition of my Settlement Class; (ii) all of the information on this Claim Form is true and correct to the best of my knowledge; and (iii) I am authorized to submit this Claim Form and have not assigned or transferred any rights, claims, or remedies I may be entitled to as a Settlement Class Member in this settlement. I understand that my Claim Form may be subject to audit, verification, and Court review.

Signature

Date: - -
MM DD YYYY

Please keep a copy of your Claim Form for your records.



**Questions? Go to www.OutsideViewROPSettlement.com
or call 1-888-818-4682**

Attachment 5

From: InsideView Right of Publicity <InsideViewROPSettlement@e.epiqnotice.com>
To: [REDACTED]
Subject: Reminder - Legal Notice of Class Action Settlement

If you were a resident of CA who was not a registered user of InsideView or Demandbase whose InsideView “people” profile was viewed by a free user, you may be entitled to benefits from a settlement.

A court has authorized this Notice. This is not a solicitation from a lawyer.

You are receiving this email again because our records do not confirm that you have filed a claim. If you have already filed a claim, you may disregard this email.

Use your Claim ID Number [REDACTED] and PIN [REDACTED] to file a claim online [here](#).

What is this About? A settlement has been reached in a class action lawsuit between residents of certain U.S. States against Demandbase, Inc. and Insideview Technologies, Inc. (“Defendants”) alleging that Defendants’ use of consumers’ names, contact information, job titles, places of work, education histories, cities of residence, and other personal information to encourage individuals to purchase subscriptions to Defendants’ database without their consent violated right-of-publicity statutes in Alabama, California, Illinois, Indiana, Nevada, Ohio, and South Dakota. Defendants deny that they violated any law. The Court has not decided who is right or wrong. Please read this notice carefully. Your legal rights are affected whether you act or don’t act.

Who is included? You received this email because our records indicate that you are included in the Settlement. You are a CA Settlement Class Member if you are not a registered user of InsideView or Demandbase and your InsideView “people” profile was viewed by a free user without your consent between 12/2019 - 02/2022.

What does the Settlement Provide? As a Settlement Class Member, you can file a Claim to receive a payment of an equal, or *pro rata*, share of the CA Settlement Fund, after payment of Settlement Administration Expenses, the Fee Award, and any service award to that Settlement Class’s respective Class Representative(s).

The Settlement also requires injunctive relief. In any revived version of the legacy website insideview.com, Defendants shall obscure information in any

teaser “people” profiles of Settlement Class Members that are displayed to non-subscribers (e.g., free users) and that invite the purchase of a subscription (e.g., via the display of an “Upgrade to Pro” button on the profile) such that the teaser profiles do not precisely identify the specific person.

How To Get Benefits. You must submit a timely and valid Claim Form if you want to receive a Settlement payment. Your Claim Form must be submitted online at www.OutsideViewROPSettlement.com by **October 30, 2025** or mailed to the Settlement Administrator at the address on the Claim Form, postmarked by October 30, 2025.

Your Other Options. If you do not want to remain in the Settlement Class, you must opt out no later than September 30, 2025. If you do not opt-out, you will give up the right to sue and will release the Defendants and Released Parties from the legal claims in this lawsuit. If you do not opt-out, you may object to the Settlement by September 30, 2025. The [Long Form Notice](#) on the Settlement Website has instructions on how to opt out or object. If you do nothing, you will get no Settlement payment (aside from Defendants’ business practice changes), and you will be bound by the Settlement and any judgments and orders. The Court will hold a Final Approval Hearing on October 21, 2025, to consider whether to approve the Settlement, Class Counsel’s attorneys’ fees request of up to 35% of each State-Specific Settlement Fund, as well as any objections to the Settlement. If you timely object, you or your lawyer may attend and ask to appear at the hearing, but you are not required to do so.

For more information, visit www.OutsideViewROPSettlement.com. You may also call 1-888-818-4682.

If [REDACTED] should not be subscribed or if you need to change your subscription information for Outsideview Right of Publicity, [please use this preferences page](#).

Attachment 6

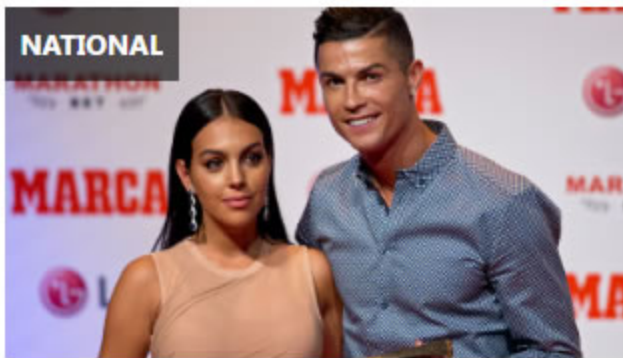
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NATIONAL

▶ Happy move for Cristiano Ronaldo as Georgina Rodríguez announces their engagement

Updated: 3 hours ago | By The Associated Press

Soccer great Cristiano Ronaldo and his long-term partner Georgina Rodriguez are engaged.



LAS VEGAS RAIDERS

▶ Nevada high court lets Jon Gruden lawsuit against NFL move forward

Updated: 17 hours ago | By Justin Walker

The Nevada Supreme Court on Monday upheld a lower court's ruling that a lawsuit filed by former Las Vegas Raiders head coach Jon Gruden against the National Football League and its commissioner, Roger Goodell, can proceed in court rather than be decided in private arbitration.



SPORTS

▶ Texas is No. 1 in preseason AP Top 25 for first time, edging Penn St, Ohio St; 10 SEC teams ranked

Updated: Aug. 11, 2025 at 12:37 PM EDT | By ERIC OLSON AP College Football Writer

Texas is No. 1 in the Associated Press preseason Top 25 for the first time. The Longhorns narrowly edged out Penn State in the closest preseason vote since 1998.



NATIONAL

▶ Paramount will become the new home to all UFC events in the US under 7-year deal

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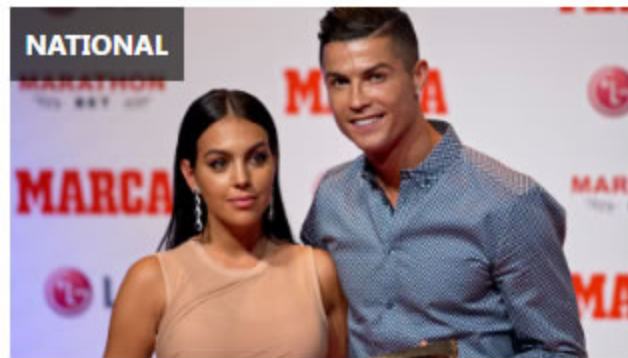
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Sports

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Updated: 17 hours ago | By Justin Walker

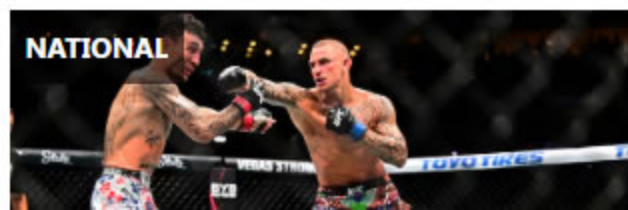
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- 1h Trump's net approval rating soars, but this number remains a disappointment
- 1h Alabama school system's former AD's discrimination case stretches into 6th year
- 1h Musical artist says he's part alien, mother was abducted
- 1h Alabama's top high school football linebackers: Meet the best LBs in 2A
- 2h Trump trashes former cabinet official for getting him to appoint 'this loser'



POLITICS

Trump wants Alabama-based military 'reaction force' to stop riots in cities, report states

Documents obtained by the Washington Post said the Pentagon is working on the plan.

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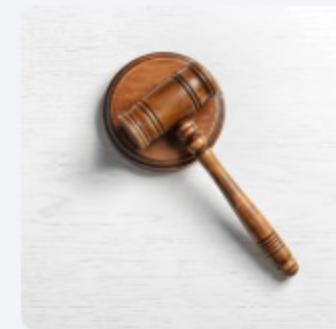
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