

# tumblr

Privacy  
Transparency Report

Jun-Dec 2020

## Introduction

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At Tumblr, protecting and preserving the privacy of our community members has always been a top priority (right next to curating the internet’s best memes). That’s why, in accordance with GDPR and CCPA regulations, we go to great lengths to provide all members of the

Tumblr community and staff with a plain view of our security and privacy practices. This report includes a comprehensive overview of this year’s GDPR and CCPA requests, from July to December 2020—and provides an outline of the user data removal process.

## Overview of GDPR and CCPA requests received

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From July to December 2020, Tumblr received **2,047** GDPR and CCPA data deletion requests and **74,703** data access requests, which fulfills a user's right to know how their personal information is being shared. With close to 480 million accounts, that's not so bad.

All 2020 data deletion requests were reviewed and completed within 30 days of initial user inquiry. Data access request responses are generated automatically and the response time varies depending on the strain on our servers; typically users receive their data files within a few hours

## Defining Tumblr's data privacy requirements

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Under GDPR and CCPA regulations, Tumblr is required in some circumstances to provide copies of the information it has about someone if that individual requests it, and to facilitate the electronic removal or restriction of personal information, should a person wish

to have their info deleted. Additionally, under the GDPR Tumblr must sometimes obtain the expressed consent of individuals when transferring or processing their personal information.

More information defining the rights of the data subject can be found in the [California Consumer Privacy Act \(CCPA\)](#) and the [General Data Protection Regulation \(GDPR\)](#).

## Tumblr's data deletion process

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Users have the ability to request removal of personal information held by Tumblr at any time. Here are the steps necessary to initiate deletion of your account on a web or mobile browser:

1. Visit your account (or primary blog) settings page.
2. Click “delete account” at the bottom of the page and confirm.
3. All secondary blogs will be automatically deleted, and you will be removed from any group blogs of which you are a member.
4. Your blog URL will become publicly available.

Visit Tumblr's [Help Center](#) for a more detailed description of the data deletion process.

## Tumblr's Data Access Process

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Users can use their privacy settings to see and manage many aspects of how their information is used. Users can request to obtain and download data associated with their Tumblr account by completing the following steps.

1. Click "[Settings](#)" under the account menu at the top of the dashboard (the little human).
2. Choose "Privacy" on the right side of your screen.
3. Click the "Request Privacy Data" button.

Visit Tumblr's [Help Center](#) for a more detailed description of the data access process.

Additionally, individuals in California can contact us at [ccpa@tumblr.com](mailto:ccpa@tumblr.com) to obtain information about the categories of information we are processing about them, the categories of uses for that information, and the categories of third parties with whom the information is shared.

## Limiting Tumblr's use of personal information

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Tumblr selectively runs advertisements so we can provide you with Tumblr content for free. To help select which ads to show you, we may share some of your information with advertising partners, or allow our advertising partners to “collect” certain information.

Under the CCPA, this data sharing may be considered a “sale.” In compliance with the CCPA’s “Right to Opt-Out of the Sale of Personal Information,” we offer users an opportunity to request that Tumblr not share their personal information with our advertising partner.

From July to December, **26,878 users** decided to opt out.