

# Additional US State Privacy Rights

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## 1. What does this page cover?

Some states in the US have passed state specific privacy laws. This page supplements our [Privacy Policy](#) by explaining your privacy rights if you are a resident in one of these states, provides certain mandated disclosures about our treatment of personal information, and includes:

## 2. Colorado, Connecticut, Utah, and Virginia:

If you are a resident of Colorado, Connecticut, Utah, or Virginia, we have certain obligations, and you have certain rights with respect to your personal information, including:

- Right to confirm whether the controller is processing the consumer's personal information and the right to access such information
- Right to correct inaccuracies in personal information
- Right to delete personal information
- Right of data portability
- Right to opt out from targeted advertising
- Right to opt out from the sale of personal information

In certain states, you also have the right to opt out from profiling in furtherance of decisions that produce legal or similarly significant effects on the consumer (such as Virginia, Colorado, and Connecticut) and appeal a decision regarding a request to exercise your rights.

If you wish to exercise one or more of these rights, please review the "[Your Rights](#)" section in our [Privacy Policy](#). If you would like to opt out of targeted advertising or the sale of personal information, please see the instructions below.

## 3. California

In addition to the information described in our [Privacy Policy](#), the California Consumer Privacy Act of 2018 (as amended by the California Privacy Rights Act of 2021) ("CCPA") also requires us to provide California consumers with some additional information related to how we collect, use, retain, and disclose personal information as well as describe additional rights, which are summarized below.

## 4. California Privacy Policy Disclosures

We collect, use, disclose, sell, share, and retain personal information as further described in our [Privacy Policy](#) and summarized below.

## **5. Personal Information We Collect:**

In the preceding 12 months, we have collected the following categories of personal information, each as further described in our [Privacy Policy](#):

- Identifiers and Contact Information
- Commercial and Transaction information
- Professional, Education, or other Demographic Information, which may include characteristics of protected classifications under California or federal law, such as military or veteran status, age, sex, or gender
- Analytics or other Electronic Network Activity
- Inferred Information
- Biometric Information
- Sensitive Personal Information, which may include:
  - Government ID. Government identification such as state identification information
  - Account access information. Information such as account log-in in combination with any required security or access code, password, or credentials allowing access to your account
  - Precise geolocation data. Data derived from a device and that is used or intended to be used to locate you within a geographic area that is equal to or less than the area of a circle with a radius of 1,850 feet
  - Sensitive demographic data. Information you provide to us, such as racial or ethnic origin, religious beliefs or information about sex life or sexual orientation
  - Contents of communications. Contents of your mail, email, and text messages, where we are not the intended recipient, for example if you send personal communications to our personnel
  - Biometric information for identification, including biometric information used for the purpose of uniquely identifying a consumer
  - Health data, such as your dietary restrictions or preferences, health or other accommodations necessary for you to attend our sponsored or managed events

## **6. Sources of Personal Information We Collect:**

We collect personal information from the following categories of sources, which are more fully described in our [Privacy Policy](#):

- Personal information you provide directly to us, such as on a form, via a browser or mobile-based chat session, via email or telephone, etc.
- Personal information we automatically or programmatically collect or generate from your access to and use of our websites, products, or services
- Personal information we infer or generate from your access to and use of our websites, products, or services, such as your approximate location (such as your IP address), likely preferences or other characteristics
- Personal information we obtain or receive from other sources, including:

- Data brokers and aggregators from which we obtain information to supplement the personal information we collect.
- Third party partners, such as third-party applications and services including social networks you choose to connect or interact with through our services
- Co-branding or marketing partners, such as companies with which we offer co-branded services or events, or engage in joint marketing activities
- Service providers that collect or provide data in connection with the work they do on our behalf
- Publicly available sources, such as open government databases.

**7. Business or Commercial Purposes for Collecting Personal Information:**

We use the personal information we collect for purposes further described in our [Privacy Policy](#) or otherwise disclosed to you. For example, we use personal information for the following purposes:

Purposes of Use	Categories of Personal Information
<p><b>Product and service delivery.</b> To provide and deliver our services, including troubleshooting, improving, and personalizing those services.</p>	<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> <li>• Biometric Information</li> <li>• Sensitive Personal Information</li> </ul>
<p><b>Business operations.</b> To operate our business, such as billing, accounting, payment processing, improve our internal operations, secure our systems and physical spaces, authenticate or validate your identity, detect fraudulent, deceptive, or illegal activity, and meet our legal obligations.</p>	<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> <li>• Sensitive Personal Information</li> </ul>
<p><b>Product improvement, analysis, development, and research.</b> To improve and develop new services or features, diagnose issues, analyze your use and measure effectiveness of our Services and Software to better understand how they are being used so we can improve</p>	<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> </ul>

<p>them and engage and retain users, and conduct research.</p>	<ul style="list-style-type: none"> <li>• Biometric Information</li> <li>• Sensitive Personal Information</li> </ul>
<p><b>Personalization.</b> To understand you and your preferences to enhance your experience and enjoyment using our Services and Software.</p>	<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> </ul>
<p><b>Customer support.</b> To provide customer support and respond to your questions.</p>	<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> </ul>
<p><b>Communications.</b> To send you information, including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages.</p>	<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> </ul>
<p><b>Marketing.</b> To communicate with you about new services, offers, promotions, rewards, contests, upcoming events, and other information about our services and those of our selected partners (see the <a href="#">Your Rights</a> section of the <a href="#">Privacy Policy</a> for how to change your preferences for promotional communications)</p>	<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> </ul>
<p><b>Advertising.</b> To display advertising to you (please see the <a href="#">Cookie Policy</a> for information about personalized advertising and your advertising choices).</p>	<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> </ul>

<p><b>Event Planning and Management.</b> To register you for events, tailor programming to your likely interests, validate your identity, provide accommodations for specific needs upon request, and provide a secure environment for our events.</p>	<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> <li>• Biometric Information</li> <li>• Sensitive Personal Information</li> </ul>
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We combine data we collect from different sources for these purposes and to give you a more seamless, consistent, and personalized experience.

**8. Categories of Personal Information Disclosed for a Business Purpose in the Preceding 12 Months:**

- Identifiers and Contact Information
- Commercial and Transaction information
- Professional, Education, or other Demographic Information
- Analytics or other Electronic Network Activity
- Inferred Information
- Sensitive Personal Information

For more information on the categories of third parties with whom we disclose personal information and the specific business or commercial purposes for such disclosures, please review the [“How do we share personal data with third parties?”](#) section of our [Privacy Policy](#).

**9. Categories of Personal Information Sold or Shared in the Preceding 12 Months:**

Categories of Personal Information Sold or Shared	Categories of Third-Party Recipients	Purpose for Disclosure
<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> </ul>	Social Media Platforms Advertisers, Ad Agencies, Advertising Networks and Platforms, Advertising Related Technology Providers	Cross Context Behavioral Advertising

<ul style="list-style-type: none"> <li>• Identifiers and Contact Information</li> <li>• Commercial and Transaction Information</li> <li>• Professional, Education, or other Demographic Information</li> <li>• Analytics or other Electronic Network Activity</li> <li>• Inferred Information</li> </ul>	Retailers, Sales Partners	Partner marketing of our Software and Services to business customers
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**10. Sensitive Personal Information**

We use and disclose sensitive personal information for the limited purposes permitted under CCPA and not for the purposes of inferring characteristics about a consumer.

**11. Retention and Deletion**

Please review the “[Data Retention](#)” section of our [Privacy Policy](#) for more information about how long we retain personal information.

**12. California Privacy Rights**

California consumers have certain rights with respect to their personal information. These rights include the following:

**Right to opt out of “selling” or “sharing” certain Personal Information**

You have a right to opt out from future “sales” or “sharing” of personal information. CCPA requires us to describe the categories of personal information we sell to or share with third parties and how to opt out of future sales or sharing. The CCPA defines personal information to include internet or other electronic network activity information which includes identifiers, such as IP addresses, cookies IDs, and mobile IDs. The law also defines a “sale” or “share” broadly to include simply making data available to third parties in some cases.

**To opt out of sharing and selling for purposes of cross context behavioral advertising you can:**

You can learn more about our advertising practices and your privacy choices in our [Privacy Policy](#).

Review your preferences and opt out of advertising cookies and other technologies used for browser based cross context behavioral advertising. Note that you will need to opt out from each browser that you use to access our websites and apps.

Opt out of the sale or sharing of customer record information for cross context behavioral advertising and partner marketing

Our websites [[do not yet]] recognize the Global Privacy Control available in some web browsers. [[If your browser is configured to send this signal, we will opt you out of our use of advertising cookies on that browser.]]

Further, using these choices will not stop all interest-based advertising, such as contextual-based ads.

### **Right to Know or Request Categories of Personal Information**

You have a right to request that we disclose to you the personal information we have collected about you. You also have a right to request additional information about our collection, use, disclosure, or sale of such personal information such as a list of the categories of personal information collected about you, and other related information such as the source of the information, categories of information shared or sold to third parties, and the purpose for such sharing. We have provided this information in the [Privacy Policy](#).

### **Right to Correct.**

You have a right to request correction of inaccurate personal information.

### **Right to Request Deletion.**

You also have a right to request that we delete personal information under certain circumstances, subject to certain exceptions.

### **Right to Designate an Authorized Agent.**

You may designate an authorized agent to exercise some of your rights; however, in order to help protect the security of your personal information, the authorized agent must follow the same authentication procedures that are required if you exercise your rights without using an agent. We will verify requests made through authorized agents to help ensure the safety of your account and to comply with our policies and procedures.

### **Right against Discrimination.**

You have a right to not be discriminated against for exercising your rights set out in the CCPA.

### **Right to Notice.**

You have a right to receive notice of our practices at or before collection of personal information.

### **Additional information on exercising your rights**

You have the right to exercise the rights listed above and in our [Privacy Policy](#) free of charge or penalty, but we may limit the number of requests you make or charge reasonable fees as legally permitted. You may exercise many of these rights yourself by adjusting your preferences as outlined in our [Privacy Policy](#), or you can get in touch with us by filling out a privacy inquiry form.

Where you exercise your rights yourself, you will need to be logged on with your ID and password or on the browser of your device. When you make a request through the privacy inquiry form, your email address will be authenticated via an email verification code and will be matched with the ID you are inquiring about.

**13. Privacy Contact.**

Please see our [Privacy Policy](#) for details on how to contact us if you have a privacy question, concern, or request.