



# FireFly Automatrix Privacy Statement

Prepared from the approved policy source document.

Last Revised: December \_\_, 2025 | Effective Date: \_\_\_\_\_

## Privacy Statement

Last Revised: December \_\_, 2025

Effective Date: \_\_\_\_\_

FireFly Automatrix, Inc., a Delaware corporation, provides this Privacy Statement in connection with its website and any other information services where we link to or post this Privacy Statement (collectively, the "Services"). "We," "our," and "us," refer collectively to FireFly Automatrix, Inc. We are committed to protecting the privacy and security of personal information and providing transparency about how we process personal information (also known as personal data). For the purposes of this Privacy Statement, we regard personal information as any information that relates to an identified or identifiable person or household.

This Privacy Statement does not address our collection of personal information of employees or applicants for employment.

Within the context of the Services, this Privacy Statement explains how we process personal information. It also explains your rights and choice with respect to certain uses and disclosures of your personal information. We may update this Privacy Statement from time to time, or as our privacy practices change, to ensure it accurately describes how we use your information on behalf of our customers. When we do so, we will make the updated Privacy Statement available on the Services. We recommend that you review this Privacy Statement from time to time for the latest information.

To exercise your rights (as described further below) or for other privacy-related inquiries that relate to how we process your personal information as a controller, you may contact us at:

FireFly Automatrix, Inc.

1130 S 3800 W, Suite 100

**Salt Lake City, UT 84104**

**United States**

**Email: [webmaster@fireflyautomatrix.com](mailto:webmaster@fireflyautomatrix.com)**

**Toll-free Phone: +1 (888) 700-6086**

You may submit data rights requests via our Data Rights Request Form.

**How we collect and process personal information**

We collect and process personal information in the following ways.

## **Data processing contexts**

The following table summarizes the main ways FireFly Automatrix collects, processes, and shares personal information through the Services and related platforms.

For purposes of this table, "Contact Information" includes details such as name, email address, phone number, company name, job title, mailing address, and general location (country, state, and/or region) that enable us to identify or communicate with an individual or their organization.

## **Categories of Individuals**

## **Categories of Personal Information**

## **Purposes of Collection and Processing**

## **Sources / Methods of Collection**

## **Categories of Third-party Recipients**

### **Website visitors**

(server logs)

- IP address
- Timestamp
- URL and query parameters accessed
- Referrer URL
- User-Agent (browser, OS, device)
- Security monitoring and intrusion prevention
- Website performance optimization
- Troubleshooting and diagnostics
- Traffic / usage analysis
- Automatically via server logs
- None

### **Website visitors**

(analytics and tracking)

- IP address (may be anonymized)
- Device / browser type
- Pages visited, clicks, session duration
- Referrer URL

- Non-precise geographic information
- Website performance and optimization
- Security monitoring
- Marketing insights and reporting
- Business purposes
- Automatically via scripts on the website
- Analytics providers
- Tracking providers
- Business intelligence providers

### **Users who submit contact / inquiry forms**

- Contact information
- Comments / questions
- Department requested
- Respond to inquiries
- Customer support
- Marketing communications (if permitted)
- Business purposes
- Directly from user
- Customer relationship management providers
- Business intelligence providers

### **Users who subscribe to newsletters, marketing messages, or text messages**

- Contact information
- Email / SMS marketing
- Business purposes
- Directly from user
- Customer relationship management providers
- Business intelligence providers

### **Users who submit forms requesting quotes, demos, or consultations**

- Contact information
- Product or service interest
- Session selection for webinars
- Comments / questions

- Respond to requests
- Schedule demos / consultations
- Marketing communications (if permitted)
- Business purposes
- Directly from user
- Customer relationship management providers
- Business intelligence providers

### **Users who request information or updates for used equipment**

- Contact information
- Equipment type, budget, year, hours
- Provide info on used equipment availability
- Respond to user requests
- Marketing communications (if permitted)
- Business purposes
- Directly from user
- Customer relationship management providers
- Business intelligence providers

### **Users who submit parts orders or leasing applications**

- Contact information
- Product / machine selection
- Timing/urgency info
- Comments / questions
- Process orders or leasing requests
- Respond to inquiries
- Business purposes
- Directly from user
- Customer relationship management providers
- Enterprise resource planning providers
- Order management providers
- Business intelligence providers

### **Users who register for a support account or submit warranty claims**

- Contact information
- Product ownership information

- Machine information
- Support portal ticket number
- Optional: SMS opt-in, photos, additional notes
- Provide access to support portal
- Respond to support / warranty requests
- Send service bulletins
- Marketing communications (if permitted)
- Engineering support and solutions
- Directly from user
- Customer support providers
- Helpdesk service providers
- Issue tracking providers
- Customer relationship management providers
- Business intelligence providers

## **Users who make e-commerce or merchandise purchases**

- Contact information
- Delivery method
- Payment information
- Optional account sign-in info / saved payment preferences
- Process purchases
- Provide shipping
- Marketing communications (if permitted)
- Business purposes
- Directly from user
- E-commerce and online storefront providers
- Payment processing service providers
- Fulfillment and delivery service providers

## **Our use of cookies and similar technologies**

We process identity data, usage data, inference data, transaction data, and general location data in connection with our use of cookies and similar technologies on our Services. We may collect this data automatically.

We and authorized third parties may use cookies and similar technologies to process such data for the following purposes:

- for “essential” purposes necessary for our Services to operate (such as maintaining user sessions, content delivery, and the like);
- for “functional” purposes, such as to enable certain features of our Services (for example, to preserve certain preferences similar tool);
- for “analytics” purposes and to improve our Services, such as to analyze the traffic to and on our Services (for example, we can count how many people have looked at a specific page, or see how visitors move around the Services when they use them, to distinguish unique visits/visitors to our Services, and what website they visited prior to visiting our Services, and use this information to understand user behaviors and improve the design and functionality of the Services);
- for “targeted advertising”, or other advertising and marketing purposes, including technologies that process Inference data or other data so that we can deliver, buy, or target advertisements which are more likely to be of interest to you; and
- for “social media” e.g. via third-party social media cookies, or when you share information using a social media sharing button or “like” button on our Services or you link your account or engage with our content on or through a social networking website such as Facebook.

For a full list of the cookies we use, [click here](#).

We may also process this Personal Data for our Business Purposes. See the “Rights and Choices” section below for information regarding opt-out rights for cookies and similar technologies.

Please note, in some cases, third parties may view, edit, or set up their own cookies or place web beacons on our Services. We, or third-party providers, may be able to use these technologies to identify you across websites, devices, sites, and services. Third parties have their own privacy policies, and their processing is not subject to this Policy.

If you do not want information collected through the use of cookies, you can manage/deny cookies (and certain technologies) using your browser settings menu or our "Manage Cookie Preferences" page. You may need to opt out of third-party services directly via the third party. For example, to opt-out of Google’s analytic and marketing services, visit Google Analytics Terms of Use, the Google Policy, or Google Analytics Opt-out.

You may opt out or withdraw your consent to Targeted Advertising [here](#). In some cases, you may be able to opt-out by submitting requests to third-party partners, including the parnters listed below:

- Google Ads
- Meta Custom Audience Pixel
- Network Advertising Initiative opt-out

## **Business purposes**

In addition to the processing described above, we generally process personal information for several common purposes in connection with our business (“Business Purposes”). Please see below for more information regarding the purposes for which we process your personal information.

**Operate our Services and Fulfill Obligations** - We process any personal information as is necessary to provide the Services, and as otherwise necessary to fulfill our obligations to you, e.g. to provide you with the information, features, and services you request.

**Internal Processes and Service Improvement** - We may use any personal information we process through our Services as necessary in connection with our improvement of the design and functionality of our

Services, understanding how the Services are used, for customer service purposes, in connection with the creation and analysis of logs and metadata relating to Services use, and to develop new features of the Services. Additionally, we may use personal information to understand what parts of our Services are most relevant to users, how users interact with various aspects of our Services, how our Services perform or fail to perform, etc.

**Security and Incident Detection** - We may process personal information in connection with our legitimate interest in ensuring that our Services is secure, identify and prevent crime, prevent fraud, verify or authenticate users/individuals, and ensure the safety of our guests. Similarly, we process personal information as necessary to detect security incidents, protect against, and respond to malicious, deceptive, fraudulent, or illegal activity. We may analyze network traffic, device patterns, and characteristics, maintain and analyze logs, and process similar personal information in connection with our information security operations and related.

**Aggregate Analytics** - We process personal information as necessary in connection with our creation of aggregate analytics relating to how our Services is used, the pages and content users view, and to create other reports regarding the use and performance of our Service, and other similar information and metrics. The resulting aggregate data will not contain information from which an individual may be readily identified.

**Compliance, Safety & Public Interest** - Note that we may, without your consent or further notice to you, and to the extent required or permitted by law, process any personal information subject to this Policy for purposes determined to be in the public interest or otherwise required by law. For example, we may process information as necessary to fulfil our legal obligations, to protect the vital interests of any individual, or otherwise in the public interest or as required by a public authority. Please see the data sharing section for more information about how we disclose personal information in extraordinary circumstances.

## **Targeted advertising**

To support our business development activities, we may engage in advertising that is based on your interests, or we may retarget you with advertisements related to our Services on third party websites (“Targeted Advertising”). Targeted Advertising may be tailored or retargeted to you based on a profile created by us or third parties and those profiles may be created using data inferred or derived from personal information that we or those third parties obtain or infer from your activities across non-affiliated websites, applications, or services (e.g. through our use of cookies and similar technologies). Note that Targeted Advertising includes various parties and service providers, including third party data controllers, engaged in the processing of personal information in connection with Targeted Advertising. These parties may be able to identify you across sites, devices, and over time. In some cases, these third parties may build or augment user profiles using your personal information, and may track whether you view, interact with, or how often you have seen an ad, or whether you purchased advertised goods or services.

## **Disclosure and sharing**

In addition to the sharing with the third parties described in the table above, we and our customers may also share your personal information with:

- **Service providers.** We share your personal information with third parties that provide services to us, such as billing, data storage, quality assurance, web hosting, security, fraud prevention, and marketing. We engage these kinds of third parties with contracts that require them to use your personal information only to deliver the services for which we have engaged the third party and as required by law.

- Corporate affiliates. To streamline certain business operations and develop products and services that better meet the interests and needs of our customers, we may share your personal information with any of our current or future affiliated entities, subsidiaries, and parent companies.
- Legal compliance recipients. We disclose personal information to the courts, the government, law enforcement agencies, litigants, and similar recipients when required by law.
- Corporate events. We may disclose personal information to a third party in the event that we go through a business transition, such as a merger, acquisition, liquidation, or sale of all or a portion of our assets. For example, personal information may be part of the assets transferred or disclosed (subject to confidentiality restrictions) during the due diligence process for a potential transaction.

We may also disclose personal information to third parties with your consent or at your direction.

If you interact with the features of our Services that link to social media, YouTube, or other third-party services, those third parties will be able to collect and process your personal information as well. Please refer to those third parties' privacy policies for more information about their processing of your personal information.

## **Security, quality, and retention**

We use reasonable administrative, technical, and physical safeguards to protect personal information in our possession from misuse, interference, loss, unauthorized access, unauthorized modification, or unauthorized disclosure. While we take steps to ensure the integrity and security of our network and systems, you should understand that no data storage system or data transmission over the internet or any other public network can be guaranteed to be completely secure, accurate, complete, or current.

We retain personal information for as long as necessary for the purposes we use it, or for the time required by law. What is necessary depends on the context and purpose of processing. We generally consider the following factors when we determine how long to retain personal information:

- retention periods established under applicable law;
- industry best practices;
- whether the purpose of processing is reasonably likely to justify further processing;
- risks to individual privacy in continued processing;
- applicable data protection impact assessment;
- information systems design considerations/limitations; and
- costs associated with continued processing, retention, and deletion.

Please also note that our Services do not respond to the "Do Not Track" browser signal. The Services respond to other universal opt-out mechanisms such as Global Privacy Control (GPC), however, and treat this signal as your request to opt out of the selling of personal information and the processing of your personal information for behavioral advertising/targeted advertising purposes. You can, however, also exercise your privacy rights as set forth in section 6 (for California users), section 7 (for users in the EEA, UK, or Switzerland), section 8 (for all other users) below.

## **International transfers**

Please be aware that your personal information will be processed in the United States where our operations are located. If we transfer personal information to the United States from another jurisdiction, we will do so in a way that complies with applicable legal requirements.

## SMS/Text communications

The Services allow you the capability to provide your mobile telephone number to receive SMS/text messages from us. If you elect to provide your mobile telephone number, you may receive text messages from us relating to your account as well as marketing messages, as explained more fully below.

If you consent to receive text messages from FireFly Automatrix, you may receive messages such as the following:

- Conversational
- Example: "Hi, [Name]. I received your email and will follow up with you in the morning. Reply STOP to opt out at any time."
- Customer service and support
- Example: "Hi, [Name]. I wanted to follow up with you on ticket # [Number]. Have you had a chance to install the parts? Are you still experiencing any issues? Reply STOP to opt out at any time."
- Promotions and marketing (only if opted in to receive this category of messages)
- Example: "Hi, I'm [Name] from FireFly Automatrix. Thanks for your interest! I'm happy to learn more about your needs. Want me to send over a few times to chat? Reply STOP to opt out at any time."
- Example: "FireFly Automatrix Harvester Parts Specials and Tip of the Month. Save big in November! [Link] Reply STOP to opt out at any time."

Message frequency varies depending on the type of communication. For example, you may receive up to four promotions and marketing text messages per month if you have opted in to receive them. The frequency of other messages will depend on how often you contact us for customer service and support.

Please note that standard text message and data rates may apply, depending on your carrier's pricing plan. These fees may vary if the message is sent domestically or internationally.

You may opt in to receive text messages from us by using our online form. Consent and phone numbers are not shared with any third parties or affiliates for their marketing purposes. You can opt out of receiving text messages at any time. To do so, simply reply STOP to any text message you receive. Alternatively, you can contact us directly to request removal from our messaging list. If you are experiencing any issues, you can reply with the keyword HELP or contact us using the information at the top of this document.

## Marketing communications

The Services allow you the capability to provide your mobile telephone number to receive SMS/text messages from us. If you elect to provide your mobile telephone number and consent to receive marketing messages, you may receive promotional and marketing messages from us as well as customer care messages. The frequency of marketing messages typically shall be, on average, less than one message per week. You can opt out at any time. Reply STOP to any text message to stop receiving messages from us. You can also reply HELP for more assistance or contact us using the information at the top of this document. Please be aware that message and data rates may apply to any text messages we send to you, and questions about those costs may be directed to your wireless provider. We do not share consent or phone numbers collected in connection with SMS marketing with third parties for their marketing purposes.

You can withdraw your consent to receive email marketing communications by clicking on the unsubscribe link in any email you receive from us.

## **Children's privacy**

Our Services are not directed at children, and we do not knowingly process any personal information from those under the age of 13.

## **Your privacy rights and supplemental information (for California residents)**

We provide the following information for residents of the State of California. (Sections 7 and 8, below, describe other individuals' privacy rights.)

- Collection of personal information

The following table lists the categories of personal information we have collected in connection with the Services in the last 12 months in the fashion required by Cal. Civ. Code § 1798.130(a)(5)(B)(i).

### **Category under the California Consumer Privacy Act**

#### **Specific Legal Description**

##### **Collected**

##### **A. Identifiers**

Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver's license number, passport number, or other similar identifiers.

**Yes**

##### **B. Customer records (as defined in Cal. Civ. Code § 1798.80(e))**

A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information or health insurance information.

**Yes**

##### **C. Protected classifications**

Characteristics of protected classifications under California or federal law, such as race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information), and age over 40.

**No**

#### **D. Commercial information**

Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

**Yes**

#### **E. Biometric information**

An individual's physiological, biological, or behavioral characteristics, including DNA information that is used or is intended to be used to establish individual identity. Biometric information includes, but is not limited to, imagery of the iris, retina, fingerprint, face, hand, palm, vein patterns, and voice recordings, from which an identifier template, such as a face print, a minutiae template, or a voiceprint, can be extracted, and keystroke patterns or rhythms, gait patterns or rhythms, and sleep, health, or exercise data that contain identifying information.

**No**

#### **F. Usage data**

Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an internet website application, or advertisement.

**Yes**

#### **G. Geolocation data**

Data intended to locate a customer within a geographic area.

**No**

#### **H. Sensory data**

Audio, electronic, visual, thermal, olfactory, or similar information.

**Yes**

#### **I. Professional or employment information**

Your job role, professional and educational qualifications, employment and education history, compensation information and similar data.

**No**

#### **J. Education information**

Information that is not publicly available personally identifiable information as defined in the California Family Educational Rights and Privacy Act, including education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.

**No**

## **K. Inferences**

Inferences drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

**Yes**

## **Collection of sensitive personal information**

As required by Cal. Civ. Code § 1798.100(a)(2), we disclose that we process the following categories of sensitive personal information: A consumer's account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account. We process this information for the purpose of processing payments.

## **Disclosure of personal information for a business purpose**

As required by Cal. Civ. Code § 1798.130(a)(5)(C), the following table lists the categories of personal information that we have "sold" or "shared for cross-context behavioral advertising" with third parties or disclosed for our business purposes in the past twelve months.

## **Category under the California Consumer Privacy Act**

### **Sold or shared in the last 12 months**

### **Disclosed for business purposes in the last 12 months**

#### **A. Identifiers**

**Yes**

**Yes**

#### **B. Customer records (as defined in Cal. Civ. Code § 1798.80(e))**

**No**

**Yes**

**C. Protected classifications**

**Not collected**

**No**

**D. Commercial information**

**No**

**Yes**

**E. Biometric information**

**Not collected**

**No**

**F. Usage data**

**Yes**

**Yes**

**G. Geolocation data**

**Not collected**

**No**

**H. Sensory data**

**Not collected**

**No**

**I. Professional or employment information**

**Not collected**

**No**

**J. Education information**

**Not collected**

**No**

## **K. Inferences**

**Not collected**

**No**

To understand more about the purposes for which we collect personal information, see section 1, above.

## **Your rights**

If you are a California resident, California law gives you several rights relating to your personal information, including:

- the “right to know,” meaning the right to request any or all of the following:
- the specific pieces of personal information we collected about you;
- the categories of personal information we collected;
- the categories of sources used to collect personal information;
- the business or commercial purposes for collecting your personal information; and
- the categories of third parties with whom we have shared your personal information;
- the right to request deletion of your personal information that we collected;
- the right to have someone you authorize exercise your rights on your behalf;
- the right to opt out of “sale” (as that term is defined in the law) or the sharing of personal information for cross-contextual behavioral advertising purposes (please note, however, that we do not sell or share personal information);
- the right to request the correction of errors or inaccuracies in your personal information;
- the right to restrict the processing of sensitive personal information to uses which are necessary to perform the Services or provide the goods reasonably expected by an average consumer or for specific other purposes explicitly permitted by law; and
- the right not to be discriminated against for exercising these rights.

## **Appeal process**

You may appeal our decision concerning your request to exercise these legal rights. You may contact us to submit such an appeal using the contact information below. You must include sufficient information to allow us to verify your identity, reference the date and time of your previous request to exercise your legal rights, and explain why you believe our decision was insufficient or improper. We will respond to your appeal in accordance with the timelines required by applicable law.

## **Opt-out rights**

You can opt out of the “sharing” of your personal information for behavioral targeting purposes by using the Global Privacy Control or using our online tool. Please note that although you have the right to restrict the processing of sensitive personal information to uses which are necessary to perform the Services or

provide the goods reasonably expected by an average consumer or for specific other purposes explicitly permitted by law, we do not process sensitive personal information except for these uses. Please note that although you have the right to restrict the processing of sensitive personal information to uses which are necessary to perform the Services or provide the goods reasonably expected by an average consumer or for specific other purposes explicitly permitted by law, we do not process sensitive personal information except for these uses.

## **Exercising your other rights**

You may exercise your other rights by contacting us using the contact information at the top of this document.

Please note that we may take steps to verify your identity before granting you access to information or acting on your request to delete your information. You may designate an authorized agent to make a request to know or request to delete on your behalf. An agent may be an individual or a business entity registered with the California Secretary of State. To designate an authorized agent, you must provide the agent with written permission to submit the request. We may still require you to verify your identity directly as the law permits. We may refuse a request if the agent does not provide adequate proof of their authorization.

We may not discriminate against you for exercising your rights. This means that we may not deny you services, charge you different prices or rates for service, or provide you with a different level or quality of service (or suggest that we will do so) in response to such a request made under California law. However, as permitted by law, we may charge different prices or rates, or provide a different level or quality of services, where that difference is reasonably related to the value provided to us by your personal information.

## **Shine the Light**

California's "Shine the Light" law, Cal. Civ. Code § 1798.83, entitles California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. We do not disclose personal information to third parties for their direct marketing purposes. Other inquiries regarding our sharing of personal information with third parties may be directed to us using the contact information at the top of this document.

Your privacy rights and supplemental information (for residents of the EEA, UK, and Switzerland)

The information in this section is provided for residents of the EEA, UK, and Switzerland.

- Controller

The controller of Personal Data collected under this Privacy Statement is FireFly Automatrix, Inc.

## **Lawful bases of processing**

The following table explains the lawful basis or bases on which we process the personal information described in section 1 above.

## **Categories of Individuals**

## **Categories of Personal Information**

## **Lawful basis/bases of processing**

### **Website visitors**

(server logs)

- IP address
- Timestamp
- URL and query parameters accessed
- Referrer URL
- User-Agent (browser, OS, device)
- Our legitimate interests

### **Website visitors**

(analytics and tracking)

- IP address (may be anonymized)
- Device / browser type
- Pages visited, clicks, session duration
- Referrer URL
- Non-precise geographic information
- Our legitimate interests

### **Users who submit contact / inquiry forms**

- Contact information
- Comments / questions
- Department requested
- Your consent

### **Users who subscribe to newsletters, marketing messages, or text messages**

- Contact information
- Your consent

### **Users who submit forms requesting quotes, demos, or consultations**

- Contact information
- Product or service interest
- Session selection for webinars
- Comments / questions

- Your consent
- Our legitimate interests

### **Users who request information or updates for used equipment**

- Contact information
- Equipment type, budget, year, hours
- Your consent
- Our legitimate interests

### **Users who submit parts orders or leasing applications**

- Contact information
- Product / machine selection
- Timing/urgency info
- Comments / questions
- Your consent
- Our legitimate interests

### **Users who register for a support account or submit warranty claims**

- Contact information
- Product ownership information
- Machine information
- Support portal ticket number
- Optional: SMS opt-in, photos, additional notes
- Your consent
- Our legitimate interests

### **Users who make e-commerce or merchandise purchases**

- Contact information
- Delivery method
- Payment information
- Optional account sign-in info / saved payment preferences
- Your consent
- Our legitimate interests

In addition to the lawful basis information set forth in the table above, to the extent that we disclose any personal information to comply with our legal obligations, such disclosures shall also be subject to disclosure on the lawful basis that processing is necessary for compliance with a legal obligation to which

we are subject.

## **Your privacy rights**

### **You may have the following rights related to our processing of your personal information:**

- Access - You may have a right to access the personal information we process.
- Consent - To the extent we rely on your consent to use personal information, you may withdraw your consent at any time.
- Deletion - You may request that we delete your personal information.
- Data Portability - You may request that we send you a copy of your personal information in a common portable format of our choice.
- Restriction - You may request that we restrict the processing of personal information under certain circumstances set forth in applicable law.
- Objection - You may object to any processing of personal information based on our legitimate interests. We may continue processing your personal information where our interests in using are appropriately balanced against your privacy interests. In addition to the general objection right, you may have the right to object to processing: (A) for profiling purposes; (B) for direct marketing purposes (we will cease processing upon your objection); and (C) involving automated decision-making with legal or similarly significant effects (if any).
- Rectification - You may correct any personal information that you believe is inaccurate.
- Regulator Contact - You have the right to file a complaint with regulators about our processing of personal information. Should you wish to report a complaint or if you feel that we have not addressed your concern in a satisfactory manner, you may contact the Supervisory Authority for your jurisdiction.

Please note that applicable law may provide exceptions and limitations to these rights. You can make your request by contacting us using the information at the beginning of this document. If you submit a request, we may need to verify your identity to ensure that you have the right to make that request, to reduce fraud, and to ensure the security of your personal information. If an agent is submitting the request on your behalf, we reserve the right to validate the agent's authority to act on your behalf. We may require that you match personal information we have on file to adequately verify your identity. If you have an account, we may require that you log into the account to submit the request as part of the verification process. We may deny access to certain personal information where disclosure is prohibited by law.

## **International transfers**

We operate in and use service providers located in the United States. The U.S. may not provide the same legal protections guaranteed to personal information in foreign countries. Contact us for more information regarding transfers of data to the U.S., including the safeguards in place with respect to the transfer of your data to the United States.

## **Your privacy rights and supplemental information (for residents of other jurisdictions)**

Depending on the law in your legal jurisdiction, you may have certain rights regarding your personal information under the law.

## **Your rights may include the following:**

- the right to opt out of the use of personal information for targeted advertising, personal information sales, or profiling resulting in significant consequences;
- the right to confirm whether we process your personal information and to access a copy (from which we may, for security purposes, exclude certain personal information), including a copy that is in a portable data format;
- the right to the correction of inaccurate personal information;
- the right to the deletion of your personal information;
- the right not to be discriminated against for exercising any of these rights; and
- the right to appeal the action we take in response to any request to exercise these rights.

Although you may also have certain rights to limit our processing of your sensitive personal information. However, we do not currently process the kinds of personal information that are defined as sensitive information under applicable law in connection with the Services, or if we do, we process such data only for purposes for which you do not have a right to opt-out.

With respect to your other rights, you may make your request by contacting us using the information at the top of this document. Only you or someone legally authorized to act on your behalf may make a request related to your personal information. We will verify that any requests from persons other than you have your legal authorization. You may also make a request on behalf of your child.

## **Your request must:**

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or a legally authorized representative (except where verification is not required); and
- Describe your request with sufficient detail so that we can understand, evaluate, and respond to it appropriately.

You may also appeal our decision on your request using the contact information below. When you contact us to appeal, please tell us why you believe we erred in responding to your request. We will respond to your appeal in accordance with the timelines set forth in applicable law.