

# L2 PRIVACY NOTICE

**Last Updated: July 3, 2024**

This Privacy Notice is provided by Labels & Lists, Inc. (“L2,” “we,” or “our”) located at 18912 North Creek Parkway, Suite 201 in Bothell, WA 98011, and explains how we collect and use personal information through our services (the “Services”) including our websites, [www.L2-data.com](http://www.L2-data.com), [www.L2datamapping.com](http://www.L2datamapping.com), and any other websites to which this Privacy Policy is linked (collectively, “Websites”). This Privacy Notice includes the following disclosures:

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We may revise this Privacy Notice from time to time in our sole discretion. If there are any material changes to this Privacy Notice, we will notify you as required by applicable law. You understand and agree that you will be deemed to have accepted the terms of the updated Privacy Notice if you continue to use our Services after the new Privacy Notice takes effect. Residents of California, Colorado, Connecticut, Oregon, Texas, Utah, and Virginia have certain additional privacy rights, which are set forth in our State-Specific Privacy Notice, available at [L2 State Specific Privacy Addendum - Multi-State 07-03-2024 \(l2-data.com\)](#).

## **What personal information do we collect?**

We are the sole owners of the information collected through our Services or Websites. We collect information that you provide to us and from third parties who maintain data about you. Some of this information may be considered “personal information,” meaning it reasonably identifies you or your device or it is reasonably associated with you. We also collect, use, and disclose aggregated or deidentified data that does not identify you or your device and is not subject to this Privacy Notice. When you use our Services, we collect the following types of information from and about you.

- **Personal Information You Provide**

- You can browse our Services without actively submitting any information about yourself, but you may choose to provide us with personal information through the Services. For example, you may provide:
  - **Identifiers:** To register for a ConsumerMapping account with us, request a free demo, purchase services or sign up to receive email updates, you may provide or we may acquire personal information such as name, physical address, email address, phone number, home value, information regarding your home mortgage and similar information you choose to provide.
  - **Demographic information:** You can submit, or we may acquire information such as age and gender, as well as your interests if you register for an account.
- **Commercial information:** We may obtain commercial information, such as your purchase history, including records of services you have purchased or are considering purchasing from us.
- **Professional or Employment-related and Education Information:** You may submit an application, resume or C.V. via email to our Vice President of Sales & Marketing. To process your application for a position, we may also obtain information about you from outside sources. Where you submit information on behalf of another person, you confirm that you have made that person aware of how we may collect, use and disclose their information, the reason you have provided it, how they can contact us, the terms of this Privacy Notice and that they have consented to such collection, use and disclosure.
- **Payment Information (Categories of Information in California Civil Code 1798.80):** You may submit credit card or other payment or billing information in connection with the purchase of a good or service.
- **Automatically Collected Information:** We automatically collect personal information when you access and use our Services, including:
  - **Identifiers:** Identifiers such as your IP address, Internet service provider (ISP), mobile advertising ID, media access control (MAC) address, and identifiers associated with browser cookies, web beacons and similar technologies we deploy on our services.
  - **Internet or Other Electronic Network Activity Information:** We may collect information about the devices and computers you use to access our Services such as browser type, language, operating system, the referring web page, pages visited, and hyperlinks clicked. When you visit our Services, we collect usage information sent to us by your computer, mobile, or other access device that tells us how you are using the Services and other information about your internet activity (“usage information”).

- **Geolocation information:** We may collect your IP address when you use a device to access our Site and use it to estimate your approximate location.
- **Cookies and Other Tracking Technologies**
  - We use tracking technologies (including pixel tags, cookies, flash cookies, web beacons, clear GIFs, embedded scripts, JavaScript, local storage and e-tags/cache browsers) to collect usage information. We may use software tools to measure and collect session information, including page response times, download errors, time spent on certain pages and page interaction information.
- **Information from Outside Sources:** We may collect personal information about you from other sources. For example, we may collect personal information about you from analytics companies, advertising networks, demographic companies, and other vendors that provide us with information, so we can better understand you and provide you with information, offers, and products and services that may be of interest to you. If you apply for a position with us as an employee or contractor, we may obtain information about you from former employers, schools, references, and credit bureaus.

### How do we use personal information?

We collect personal information for a variety of business and commercial purposes, such as to:

- Provide, maintain, and improve our Services, as well as to develop new content and features;
- Process or fulfill orders and transactions;
- Provide customer service (e.g., to resolve disputes, feedback, problems with your account/profile or the Services);
- Process payments;
- Complete the transactions you request, perform our contractual obligations, and, as otherwise anticipated within the context of our relationship;
- Create and manage your account;
- Send notifications related to your account and purchases;
- Send newsletters and promotional messages you request;
- Conduct internal research and development;
- Analyze traffic and user activities on our Services, identify popular areas or features, and optimize and personalize the Services;

- Target advertisements to you both on and off of our Services;
- Debug, identify and repair errors that impair the functionality of our Services;
- Process and evaluate applications for positions as an employee or contractor with us;
- Protect the rights and property of L2, Inc. and others and comply with our legal obligations, including to detect, investigate, and prevent fraud and other illegal activities and to enforce our agreements;
- Carry out certain short-term activities and other reasonable internal purposes related to the products or services you purchase from us or your ongoing relationship with us.

### How do we share personal information?

Information collected may be shared with:

- **Service Providers:** We may disclose your information to service providers under contract who help with our business operations (such as fraud investigations, bill collection, payment processing, web hosting, product fulfillment, shipment, recruitment, employment, research, IT, to process opt-out requests, to assist us in responding to consumer requests for access, deletion, or correction of information, direct mail and email distribution, site **analytics and operations**). We may also share your information with legal, financial, insurance and other advisors in connection with corporate transactions, the management of our business and operations, to defend against legal claims; to investigate, prevent, or act against illegal activities, suspected fraud, situations involving potential threats to safety, or violations of L2's terms of use; to protect our operations, assets, and intellectual property; to allow us to pursue appropriate legal remedies or limit damages; to pursue any reorganization, merger, sale, joint venture, assignment, transfer of assets, or other disposition of all or any portion of our business, assets, or stock; or as otherwise required by law.
- **Advertising Technology ("Ad Tech") Vendors:** On the Services, we may work with third parties to serve advertisements, provide us with data collection, reporting, and ad response measurement and assist with delivery of relevant marketing messages and advertisements. These third parties may view, set, or edit their own tracking technologies/cookies that are deployed when you visit our Services. The use of these technologies by these third parties is subject to their own privacy policies and we encourage you to review them. They might also obtain information about other applications that you have downloaded to your mobile device, the mobile websites you visit and other information about you or your device in order to analyze and serve targeted advertising on the Services and elsewhere. For more information about third party ad servers at our Services and your ability to opt-out of targeted advertising from such third parties, please visit **Ad Choices**.

- **Legal and Law Enforcement:** Law enforcement, governmental agencies, or authorized third parties, in response to a verified request relating to a criminal investigation or alleged illegal activity or any other activity that may expose us, you, or any other L2 user to legal liability. In such events, we will only disclose information relevant and necessary to the investigation or inquiry, such as name, city, state, ZIP code, telephone number, email address, user ID history, IP address, fraud complaints, and anything else we may deem relevant to the investigation.
- **Change of Control – New Owners:** We may transfer your personal information as an asset that is part of a merger, acquisition, bankruptcy or other transaction in which a third party assumes control of all or part of our business.
- **Other Entities with your Consent.** Other third parties at your specific direction.

We also share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person. We use an outside credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes beyond filling your order.

### **How do we use cookies and similar technologies?**

We use “cookies” and similar user tracking tools on this site. A cookie is a piece of data stored on a site visitor’s hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. For more information about cookies and our usage, please see the below.

### **Key concepts**

**First and third-party cookies:** whether a cookie is 'first' or 'third' party refers to the domain placing the cookie. First-party cookies are those set by a website that is being visited by the user at the time (e.g., cookies placed by www.l2-data.com).

**Third-party cookies** are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

**Persistent cookies:** these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

**Session cookies:** these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

**The cookies used on our site are further categorized as follows:**

- Strictly necessary
- Performance

- Functional
- Targeting
- Social Media

## Strictly Necessary

'Strictly necessary' cookies let you move around the website and use essential features like those designed to maintain secure log in areas. Without these cookies, we cannot provide the requested services.

We use these Strictly Necessary cookies to:

1. Identify you as being logged in to the website and to authenticate you;
2. Make sure you connect to the right service on the website when we make any changes to the way it works; and
3. For security purposes

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## Performance

'Performance' cookies collect information about how you use our Website - e.g. which pages you visit and if you experience any errors. These cookies do not collect any information that could identify you and are only used to help us improve how our website works, understand what interests our users and measure how effective our content is.

We use performance cookies to perform:

- Web analytics: Provide anonymous statistics on how our website is used
- Error management: Help us improve the website by measuring any errors that occur.

Some of our performance cookies are managed for us by third parties. For example, we use Google Analytics, a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Website. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Website available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>

## Functional

We use functional cookies to enable us to provide you with enhanced functionality and personalization. These cookies may be set by third party providers whose services we have added to our pages.

If you do not add these cookies then some of these services may not function properly.

## Targeting

We use some cookies, like Google's dynamic remarketing cookies, to help provide more appropriate advertisements to potential customers who visit our website. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>.

## Social media

These cookies are set by a range of social media services that we have added to our website to enable you to share our content with your peers or networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit.

Some cookies may fulfil more than one of these purposes.

Please note that internet browsers allow you to change your cookie settings. These settings are usually found in the 'options' or 'preferences' menu of your internet browser. In order to understand these settings, the following links may be helpful. Otherwise you should use the 'Help' option in your internet browser for more details.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

More useful information about cookies can be found at:  
<http://www.allaboutcookies.org/>

## Links

This website may contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our Website and to read the privacy statements of any other site that collects personally identifiable information.

## What are your privacy rights or choices?

You may opt out of marketing communications by unsubscribing using the link provided in any marketing emails we send you, or using other means provided under this policy, where applicable. You may also contact us to:

- Request that we change/correct any data we have collected about you from those interactions.
- Express any concern you have about our use of your data collected from our interactions with you.

Please note, you may not opt-out of administrative emails (for examples, emails about your transactions or policy changes) for your registered account.

You also may contact L2 directly to have your record removed entirely from our current databases. This is a voluntary action by L2 intended as a customer service and L2 reserves all legal rights when voluntarily removing the record.

You can contact L2 directly at [privacy@L2political.com](mailto:privacy@L2political.com) and provide your full name and address to request that your record be removed from our files. Be aware that if you move or change your name, you will need to opt-out again with your new address or name.

Residents of California, Colorado, Connecticut, Oregon, Texas, Utah, and Virginia have certain additional privacy rights, which are set forth in our State-Specific Privacy Notice, available at [L2 State Specific Privacy Addendum - Multi-State 07-03-2024 \(l2-data.com\)](#).

### **What is our data retention policy?**

Your information will be retained in accordance with our data retention policy which is designed to retain data for as long as needed for us to comply with our contractual obligations, employment obligations, and other business purposes, including legal obligations to retain data. We may retain some information from closed accounts so that we can comply with law, prevent fraud, assist with investigations, resolve disputes, analyze or troubleshoot programs, enforce our Terms of Use, or take other actions permitted by law. Likewise, if your account or membership is terminated or suspended, we may maintain some information to prevent re-registration.

### **What security measures are in place to protect your information?**

We take precautions to protect your information by maintaining reasonable technical, physical, and administrative security measures designed to help protect the security of your personal information against loss, misuse, unauthorized access, disclosure, or alternation.

Wherever we collect sensitive information, that information is encrypted and transmitted to our third-party processing servers (either PayPal or Amazon Pay). You can verify this by looking for a lock icon in the address bar and looking for “https” at the beginning of the address of the Web page where those financial transactions take place.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a

specific job (for example, billing or customer service) are granted access to personally identifiable information.

### **How do we respond to Do Not Track signals?**

Browsers or devices may include 'Do Not Track' functionality. Our information collection and disclosure practices, and the choices that we provide to visitors, will continue to operate as described in this Privacy Notice, whether or not a Do Not Track signal is received.

### **How do we handle children's privacy?**

The Services is a general audience site and it is not intended for individuals under the age of 16. We do not knowingly collect personal information via our websites, applications, services, or tools from users in this age group. L2 requires that you be 18 years of age to work in any of our facilities.

### **How can you contact us?**

If you feel that we are not abiding by this Privacy Notice or you have any questions, you should contact us immediately via telephone at 800-822-1984 or via email at [info@L2Political.com](mailto:info@L2Political.com).

### **Other Disclosures.**

#### **Texas Data Broker Disclosure**

THE ENTITY MAINTAINING THIS WEBSITE IS A DATA BROKER UNDER CHAPTER 509 OF THE TEXAS BUSINESS AND COMMERCE CODE. TO CONDUCT BUSINESS IN TEXAS, A DATA BROKER MUST REGISTER WITH THE TEXAS SECRETARY OF STATE (TEXAS SOS). YOU MAY SEARCH THE DATA BROKER REGISTRY ON THE TEXAS SOS WEBSITE TO IDENTIFY A SPECIFIC DATA BROKER AND VIEW ITS REGISTRATION INFORMATION.

[Updated July 3, 2024]