

Supplemental State-Specific Privacy Notice

This Supplemental State-Specific Privacy Notice (the “Supplemental Notice”) supplements the information in our Privacy Notice located at <https://www.l2-data.com/l2-privacy-policy/> (the “Primary Notice”) and describes the privacy practices for our websites, including www.L2-data.com, www.L2datamapping.com, and our other related services and tools to which this Supplemental Notice is linked. When used in this Supplemental Notice, “L2”, “we,” “us,” and “our” may refer to Labels & Lists, Inc.

This Supplemental Notice provides residents of California, Colorado, Connecticut, Oregon, Texas, Virginia, and Utah additional information about their privacy rights under the California Consumer Privacy Act (“CCPA”), the Colorado Privacy Act, the Connecticut Data Privacy Act, the Oregon Consumer Privacy Act, the Texas Data Privacy and Security Act, the Virginia Consumer Data Protection Act, and the Utah Consumer Privacy Act, respectively. This Supplemental Notice (the “Supplemental Notice”) is intended only for residents of the aforementioned states. Terms used in this notice may have different but substantially analogous terms in different states, and are intended to cross-apply except where expressly limited.

Types of Personal Information L2 Collects

Right to Know about Personal Information Collected, Disclosed, Sold, or Shared

Business and Commercial Purposes for which Personal Information is Collected: We collect personal information for our own business purposes as set forth in our Privacy Notice, including internal research, internal operations, auditing, detecting security incidents, improving our services, quality control, and legal compliance. We also collect some personal information for commercial purposes from third party sources, rather than from consumers directly. The below table reflects the categories of personal information we collect, the categories of sources of the personal information we collect, the categories of third parties to whom we may sell or with whom we may share personal information, and the categories of services providers and contractors with whom we disclose personal information for a business purpose.

Categories of Personal Information Collected

- Personal identifiers
- Personal Characteristics
- Purchase History
- Payment Information
- Internet Activity
- Geolocation Information (estimated)
- Employment Information
- Education Information
- For California Only: Inferences (e.g., inferences drawn to create a profile about a consumer reflecting the consumer's characteristics) which may include information categorized in California as Sensitive Personal Information that is not Sensitive Personal Information in other states.

<p>Categories of Sources from Which Personal Information Was Collected</p>	<p><u>From Consumer Directly</u></p> <ul style="list-style-type: none">• Automatically when you visit our websites• When you fill out forms on our websites• Other instances where you provide information to use directly <p><u>California Only: Public Record and Publicly Available Information</u></p> <ul style="list-style-type: none">• Website Directories• Website Listings• Real Property Recorder Information• Assessor Information• Professional License Information• Voter Records (where allowed by law) <p><u>Information from Other Data Brokers</u></p> <ul style="list-style-type: none">• Demographic Marketing Information• Surveys and Questionnaires• Summarized or Aggregated Purchase Information• Telephone Companies• Consumer-Provided Contact Information• Identifying Information from Credit Bureaus (where permitted by law)
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Categories of Third Parties with Which Personal Information is Sold or Shared

- Agriculture, Forestry and Fishing (for example, farm cooperatives)
- Automotive (for example, car manufacturers and dealerships)
- Business Services/Agency (for example, data brokers)
- Communications (for example, wireless carriers)
- Construction (for example, real estate development companies)
- Consumer Packaged Goods (for example, companies that sell personal and household products)
- Education (e.g., colleges and universities)
- Energy and Utilities (for example, electric and gas companies)
- Entertainment (for example, movie and television studios and streaming services)
- Financial Services (for example, banks and investment companies)
- Government (for example, state and federal agencies and political parties and candidates)
- Healthcare (for example, hospitals)
- Insurance (for example, insurance carriers)
- Manufacturing (for example, consumer product manufacturers)
- Media and Publishing (for example, magazines, retail catalogs)
- Non-Profit (for example, charitable organizations)
- Real Estate (for example, real estate brokerage companies)
- Retail (for example, department stores, hardware stores)
- Services-Non-Professional (for example, consulting firms)
- Services-Professional (for example, advertising agencies and financial planners)
- Sports (for example, professional sports teams)
- Technology (for example, software and hardware providers, social media platforms)
- Transportation (for example, railway companies, airlines, rental car companies)
- Travel and Tourism (for example, cruise lines, hotels, online travel services)

<p>Categories of “Service Providers”, “Contractors” or “Processors” with Whom Personal Information is Disclosed for a Business Purpose (as applicable under relevant laws)</p>	<p>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 data subject requests, 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.</p>
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Additionally, if required, we may disclose Personal Information to (a) governments and/or government-affiliated institutions, courts, or law enforcement agencies, to comply with our obligations under relevant laws and regulations, enforce or defend our policies or contract with you, respond to claims, or in response to a verified request relating to a government or criminal investigation or suspected fraud or illegal activity that may expose us, you, or any other of our customers to legal liability; provided that, if any law enforcement agency requests your data, we will attempt to redirect the law enforcement agency to request that data directly from you, and in such event, we may provide your basic contact information to the law

enforcement agency, or (b) third parties involved in a legal proceeding, if they provide us with a court order or substantially similar legal procedure requiring us to do so.

Retention Criteria

In the absence of a compliant consumer request from you, we will retain your personal information for as long as we think is necessary to fulfill the purposes for which it was collected, and we reserve the right to retain it to the full extent permitted by law before automatically deleting (and directing our service providers to delete) it. Retention periods can vary based on the category of personal information, and we use criteria which include the following to determine the relevant retention period:

- contract requirements,
- operational needs,
- legally mandated retention periods,
- pending and potential litigation,
- historical archiving, and
- intellectual property or ownership rights.

Access and Deletion Rights

You have the right to request that we disclose certain information to you about our collection and use of your personal information. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting, selling, or sharing that personal information.
- The categories of third parties with whom we disclose that personal information.
- The specific pieces of personal information we collected about you.
- If we sold, shared, or disclosed your personal information for a business purpose, three separate lists disclosing:
 - the categories of personal information that we collected about you;

- sales or sharing (if any), identifying the personal information categories that each category of third parties to whom the personal information was sold or shared; and
- disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

Likewise, you have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the personal information, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Help to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for those purposes.
- Conduct internal research to improve, repair, or develop products, services, or technology.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech rights, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us and compatible with the context in which the consumer provided the information.
- Protect the vital interests of you or of another individual.
- Prevent, detect, protect against, or respond to security incidents, identity theft, fraud, harassment, or malicious, deceptive, or illegal activity; preserve the integrity or security of systems; or investigate, report, or prosecute those responsible for any such action.

- Comply with federal, state, or local laws, rules, or regulations.
- Comply with a civil, criminal, or regulatory inquiry, investigation, subpoena, or summons by federal, state, local, or other governmental authorities.
- Cooperate with law enforcement agencies concerning conduct or activity that the controller or processor reasonably and in good faith believes may violate federal, state, or local law.
- Investigate, exercise, prepare for, or defend actual or anticipated legal claims.

In the absence of a verifiable consumer request from you, we will retain your personal information for as long as we think is necessary to fulfill the purposes for which it was collected, and we reserve the right to retain it to the full extent permitted by law before automatically deleting (and directing our service providers to delete) it.

Further, you have the right to request a business that maintains inaccurate personal information about you to correct that inaccurate personal information, taking into account the nature of the personal information and the purposes of the processing of the personal information. Once we receive and confirm your verifiable consumer request, and taking into account the foregoing, we will use commercially reasonable efforts to correct the inaccurate personal information as directed by you.

Last, under Oregon law only, Oregon residents have the right to request a list of specific third parties with whom we disclose personal data. In response, except where a valid exception under Oregon law applies, we may provide a list of third parties, excluding natural persons, to whom we have disclosed (a) your personal data, or (b) any personal data (in each case, as defined under the Oregon Consumer Privacy Act).

You may exercise the rights discussed herein by submitting a verifiable consumer request to us by either:

- Visiting us at www.L2-Data.com
- Calling us toll-free at 1.800.822.1984
- Emailing us at privacy@L2Political.com

Only you, or a person legally entitled to submit a request on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

We reserve the right to refuse to provide or to charge for data requests to the extent permitted by applicable law. Each request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you (to the extent required under applicable law). Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

We ordinarily respond to a verifiable consumer request within 45 days. If we require more time, we will inform you of the reason and extension period in writing. Unless otherwise requested, any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. You may request that we disclose certain information to you about our collection and use of your personal information beyond the past 12 months. We, however, may decline to provide you that information if doing so would require a disproportionate effort on our part. The response we provide will also explain the reasons we cannot comply with a request, if applicable. As necessary, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless permitted by applicable law if it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Personal Information Sales and Sharing Opt-Out

You also have the right to direct us to not sell or share your personal information at any time, or to opt out of the processing of your personal information for purposes of (i) targeted advertising, (ii) the sale of personal data, or (iii) profiling in furtherance of decisions that produce legal or similarly significant effects concerning the customer (the "right to opt-out"). We do not collect, use, sell, or share the personal information of consumers we know to be less than 16 years of age.

To opt-out of the sharing of personal information by submitting a request on this website, please visit one of the following links:

[Privacy Rights California \(l2-data.com\)](https://l2-data.com/privacy-rights-california)

[Opt Out - L2 Political \(l2-data.com\)](https://l2-data.com/opt-out-l2-political)

You may also use any other method described in this notice to exercise your rights.

We use any personal information collected from you in connection with the submission of your opt-out request solely for the purposes of complying with the opt-out request.

Once you have opted out, we are required to wait at least 12 months before asking whether you have changed your mind.

California Only: Right to Limit Use of Sensitive Personal Information

L2 may use Sensitive Personal Information (as categorized by the laws of the state of California, but not others states) as a part of its product offering.

Pursuant to the CCPA, California consumers have a right to request a business limit use of “sensitive personal information” about them that L2 has collected or maintained. “Sensitive personal information” includes (1) (A) A consumer’s social security, driver’s license, state identification card, or passport number; (B) 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; (C) A consumer’s precise geolocation (1850 ft radius); (D) A consumer’s racial or ethnic origin, religious or philosophical beliefs, or union membership; (E) The contents of a consumer’s mail, email, and text messages unless the business is the intended recipient of the communication; (F) A consumer’s genetic data. (2) (A) The processing of biometric information for the purpose of uniquely identifying a consumer; (B) Personal information collected and analyzed concerning a consumer’s health; and (C) Personal information collected and analyzed concerning a consumer’s sex life or sexual orientation. **L2 will treat a request to limit our use of sensitive personal information as a request to delete.**

To take advantage of your right to limit L2’s use of sensitive personal information which we will treat as a request to delete, you may submit a request through [Privacy Rights California \(l2-data.com\)](https://l2-data.com/privacy-rights-california)

You may also use any other method described in this notice to exercise your rights.

Appeals Process

L2 provides eligible consumers a formal method for appealing L2's refusal to take action on a request for access, deletion, correction, opt-out, or any other right afforded by state privacy laws. An appeal may be submitted by emailing privacy@L2Political.com.

You may also file a complaint with your state's Attorney General, where applicable under state law.

Discrimination Protections

We will not discriminate against you for exercising any of your rights. Unless permitted by applicable law, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.
- Retaliate against an employee, applicant for employment, or independent contractor for exercising their rights.

However, we may offer you certain financial incentives permitted by the applicable law that can result in different prices, rates, or quality levels. Any permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time. However, we do not currently provide any financial incentives.

De-identified Data Disclosure. L2 may use de-identified data in some instances. L2 either maintains such data without attempting to re-identify it or treats such data as personal information subject to applicable law, unless such data is publicly available information and therefore would not be personal information under applicable law even without de-identification.

Colorado Privacy Act Profiling Disclosure. L2 does not engage in profiling of consumers in furtherance of automated decisions that produce legal or similarly significant effects, as those terms are defined under the Colorado Privacy Act.

California’s “Shine The Light” Disclosure

California’s “Shine the Light” law (Civil Code Section § 1798.83) governs our disclosure of California residents’ personal information to third parties for the third-parties’ direct marketing purposes. In addition to the contact options provided above, you may opt-out of all information sharing under this law at the following link:

[Opt Out - L2 Political \(l2-data.com\)](https://l2-data.com)

Information for California Consumers

You may contact the California Attorney General (<https://www.oag.ca.gov>), or the California Privacy Protection Agency (<https://www.cppa.ca.gov>), for more information.

Information for Colorado Consumers

You may contact the Colorado Attorney General for more information. Please visit <https://coag.gov/>

Information for Connecticut Consumers

You may contact the Connecticut Attorney General more information. Please visit <https://portal.ct.gov/ag>

Information for Oregon Consumers

You may contact the Oregon Attorney General more information. Please visit <https://www.doj.state.or.us/>

Information for Texas Consumers

You may contact the Texas Attorney General more information. Please visit <https://www.texasattorneygeneral.gov/>

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.

Information for Virginia Consumers

You may contact the Virginia Attorney General for more information. Please visit [https://
www.oag.state.va.us/](https://www.oag.state.va.us/)

Information for Utah Consumers

You may contact the Utah Attorney General for more information. Please visit [https://
www.attorneygeneral.utah.gov/](https://www.attorneygeneral.utah.gov/)

Last Updated: July 3, 2024