

# CALIFORNIA CONSUMER PRIVACY ACT

## ADDITIONAL DISCLOSURE FOR CALIFORNIA RESIDENTS

### CONCORD MARKETING SOLUTIONS, INC.

Last Updated: March 10, 2020

This **California Consumer Privacy Act** disclosure supplements the **Concord Marketing Solutions, Inc. Privacy Policy** and is effective as of January 1, 2020. The Concord Marketing Solutions, Inc. Privacy Policy describes the personal information that we collect, the sources from which we collect it, the purposes for which we use it, the limited circumstances under which we share personal information, and with whom we share it. These additional disclosures are required by the **California Consumer Privacy Act**:

**Categories of personal information collected.** The personal information that Concord Marketing Solutions collects, or has collected from consumers in the twelve months prior to the effective date of this Disclosure, fall into the following categories established by the California Consumer Privacy Act:

- Identifiers such as your name, alias, address, phone numbers, email address, or IP address
- Personal information, such as a credit card number for billing and delivery address for shipping
- Commercial information, such as purchase and engagement on our website and applications
- Internet activity, including your interactions with our website and applications
- Professional information, for example data you may provide about your business or clients such as contact information including address, phone numbers, employee names when sending company promotional products and gifts
- Geolocation data, including location information available through IP address
- Inferences, including information about your interests and preferences

**Categories of personal information disclosed for a business purpose.** The personal information that Concord Marketing Solutions, Inc. disclosed about consumers for a business purpose in the twelve months prior to the effective date of this Disclosure fall into the following categories established by the California Consumer Privacy Act:

- Identifiers such as your name, address, phone numbers, email address, or IP address, for example if we use a third-party carrier to deliver your order
- Personal information, such as a credit card number, for example if we use a third-party payment processor
- Commercial information, such as the details of a product or service you purchased if a third-party service provider is assisting to provide that product or service to you
- Internet or other electronic network activity information, such as if we use a service provider to help us gather crash reports for analyzing the health of our devices and services
- Professional information, for example data you may provide about your business or clients such as contact information including address, phone numbers, employee names when

sending company promotional products and gifts and we use a third-party carrier to deliver your order

- Geolocation data, such as if we use a service provider to help us gather reports for analyzing the health of our devices and services where location information is available through IP address
- Inferences, including information about your interests and preferences that may be utilized by internal teams for analysis and reporting purposes

We collect and use these categories of personal information for the business purposes as described in our "Privacy Policy," including to provide and manage our websites and applications.

**Right to Request Access to or Deletion of Personal Information:** You have the right under the California Consumer Privacy Act to request information about the collection of your personal information by Concord Marketing Solutions, Inc, or access to or deletion of your personal information. To exercise any of these rights, please submit a request by email to [privacy@concordms.com](mailto:privacy@concordms.com). In the request, please specify which right you are seeking to exercise and the scope of the request.

**No sale of personal information.** In the twelve months prior to the effective date of this Disclosure, Concord Marketing Solutions, Inc. has not sold any personal information of consumers, as those terms are defined under the California Consumer Privacy Act.

**No Discrimination.** Concord Marketing Solutions, Inc. will not discriminate against any consumer for exercising their rights under the California Consumer Privacy Act.