

## Visitor Nexus - Compliance Overview

CDPR, CCPA, FCRA, GLBA, DPPA Compliant | Ethical and Compliant Data Storage.

Visitor Nexus considers consumer privacy protection and ensuring the security the information we present and share with our clients, a cornerstone of how we do business.

- GDPR - We do not accept or store any foreign data.
- CCPA/CCPA - California Privacy Rights Act (CPRA) and California Consumer Privacy Act (CCPA) - Provides certain rights to residents of California permitting them the right to be forgotten and removed from consumer databases. In addition. Consumers can request to know what data is kept on them by consumer data firms.
- U.S. State Privacy Rights Disclosures for Vermont, Virginia, Colorado, Connecticut, Nevada, and Utah. - These are in various stages of enactment but closely follow what California requires for consumers rights to know, delete, opt-out, be forgotten, correct, access and / or appeal use.
- Online Behavioral Advertising (OBA) - Provides consumers notice their data is being collected and consent to opt-out. As members of the DAA and IAB we have these links on our site providing notice, consent and opt-out so that we are certified and in compliance.
- Health Insurance Portability and Accountability Act (HIPAA) - We do not accept health related data, including ailment data that is modeled.
- Children's Online Privacy Protection Act (COPPA) - Websites that collect information from children under the age of 13 are required to comply with the FTC's regulations. We do not accept any data that identifies a minor.
- Fair Credit Reporting Act (FCRA) - Regulates how consumer reporting agencies use your information and restricts who has access to sensitive credit information. We do not accept any credit information or credit account information, including FICO scores, derogatory marks, balances, account lines or issuing banks.
- California "Shine the Light" law - gives CA residents the right under certain circumstances to request information from data suppliers regarding the way certain categories of personal information (as defined in the law) are shared with third parties for direct marketing purposes.
- We may disclose Information as necessary or appropriate under applicable laws (including laws outside your country of residence) to: comply with legal process or requirements; respond to requests from public or government authorities (including those outside your country of residence); enforce our terms and conditions; and protect our operations, rights and safety, and that of you and others, as needed.
- Visitor Nexus collects, uses, and discloses information you provide to us or which we otherwise collect ("Information"), including "Personal Data" by which we mean Information that allows us to determine your identity. This applies to [www.visitornexus.com](http://www.visitornexus.com) (the "Site"). By using the Site, our Services, or interacting with us in any way, you consent to our Privacy Policy.

Visitor Nexus takes reasonable technical and organizational measures to safeguard Personal Data against loss, theft, and unauthorized access, disclosure, alteration, misuse, or destruction. If Visitor Nexus learns of a breach of its systems, Visitor Nexus may notify you or others consistent with applicable law and/or as agreed in our contract with you. Visitor Nexus may communicate with you electronically regarding privacy and security issues affecting Information collected or stored by us

Visitor Nexus understands the importance of data privacy in today's digital landscape. We are committed to maintaining all current and future data and privacy laws and are closely following the regional policies in place to govern both data collection and audience lead marketing strategies. Visitor Nexus endeavors to set the standard for privacy safe audience platforms.

