

**TARGETSMART COMMUNICATIONS LLC PRIVACY POLICY – EFFECTIVE APRIL 23, 2024**

**1. Introduction**

- A. TargetSmart Communications LLC ("TargetSmart" or "we") operates this website to specialize in providing data-driven solutions that empower clients to understand, engage, and activate their key stakeholders. Our mission is to empower forward-thinking campaigns, companies, governments, labor unions, and non-profits to harness the full power of data, technology, and strategy to win their battles and build a better future.
- B. TargetSmart respects the privacy of every individual about whom we provide information. We offer our clients information management services and information products to help with targeted communications and opinion research. When TargetSmart provides information products to our clients, we adhere to the information practices described in this Privacy Policy (“Privacy Policy”).
- C. The Privacy Policy covers the privacy policy of our website([www.targetsmart.com](http://www.targetsmart.com)) and any tools, data, or resources related to, or linked, this website (“Services”)
- D. We review this Privacy Policy no less than yearly but reserve the right to update it anytime. Any change in the Privacy Policy will become effective when posted to our website. Your continued use of the TargetSmart website, our products, or our services will act as your acceptance of this Privacy Policy and any update made to the Privacy Policy.
- E. Most information gathered by TargetSmart is not done via this or any other TargetSmart website. Most TargetSmart data is collected from outside sources, including but not limited to data service providers, data vendors, publicly available data, and governmental agencies and regulatory bodies. This Privacy Policy addresses information from all outside sources and any information collected from this website.
- F. TargetSmart is not responsible for our clients and customers' data security practices when acting as a processor or service provider. When TargetSmart acts as a processor or service provider, you should reach out directly to the controller of your information to determine their specific privacy policies. TargetSmart is not responsible for any third party's data security practices or privacy policy provisions.

**2. Personal Information that we collect and hold about you.**

- A. TargetSmart is the sole and exclusive owner of any material or data on this site.
- B. TargetSmart's information products help our clients, a wide variety of public-facing organizations, membership organizations, researchers, data compilers, and suppliers manage, use, and optimize data and assist them in identifying and reaching relevant audiences.
- C. TargetSmart brings information products and services to market through Analytics Data Installs, ListBuilder, Digital Voter Files, SmartVAN, Polling services, Communications services, Data Enhancement services, and Strategic Consulting, each containing only the information needed for their intended use. Each of TargetSmart's information products is designed for specific use by our clients who have a legitimate need for the product. While TargetSmart is a data company, we do not sell data collected from visitors to our website or information their web browsers provide to any of our clients.
- D. This Privacy Policy defines personal information, personally identifiable information, or “PII” broadly as information that can be used to distinguish a person, a device, or to trace an individual’s identity, either alone or when combined with other information that is linked or linkable to a specific individual.
- E. We collect and hold your personal information from different sources to fulfill our client's needs. The outline below defines the categories of personal information we may have collected in the past twelve (12) months, listed by category of services. Please note: The information in the chart below may appear in one or more categories:

<b><u>Category of Information:</u></b>	<b><u>Source of Information that TargetSmart Collects:</u></b>	<b><u>Use of Data Collected:</u></b>
<b>Identifiers:</b> Name (first, last, and maiden name), home address or other physical	Government sources, campaign compliance disclosures, telephone directories, website directories and	For any business purposes, including administering client accounts, providing a service or services, charging a client for

<b><u>Category of Information:</u></b>	<b><u>Source of Information that TargetSmart Collects:</u></b>	<b><u>Use of Data Collected:</u></b>
<p>address, e-mail address(es), telephone number(s), device identification information used to access websites, information collected passively via cookies and similar technology, IP addresses, and application identifiers. Categories of Sensitive Personal Information: Date of birth, other consumer-based information.</p>	<p>listings, census data, election administration officials, court records, county clerk records, property records, legal records, information from advertising partners, voter information (such as election districts, political party registrations, voter registration), election participation by voters, information you provide, and information collected passively via cookies and similar technology via any website.</p>	<p>providing Services, sending receipts for Services rendered to a client, promotional and product announcements, notices of product updates, various e-mail communication, responding to client inquiries, identity verification, source code updating and correction, internal operations, financial or data auditing, short-term and transient use, improving our Services, analyzing how our website or Services are being used and developed, placement of cross channel marketing advertisements, conducting surveys for research, analysis, and development of new Services, and maintaining, improving, and assisting our clients in the use of Services to the extent allowed by applicable local, state and federal law.</p>
<p><b>Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)):</b>  <i>Any information that identifies, relates to, describes, or is capable of being associated with a particular individual, including, but not limited to, an individual's 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.</i>  <b>Note that personal information in this category may overlap with other categories.</b></p>	<p>Clients using our website to obtain Services, visitors to our website, data compilers, and consumer data companies</p>	<p>For any business purposes, including administering client accounts, providing a service or services, charging a client for providing Services, sending receipts for Services rendered to a client, promotional and product announcements, notices of product updates, various e-mail communication, responding to client inquiries, identity verification, source code updating and correction, internal operations, financial or data auditing, short-term and transient use, improving our Services, analyzing how our website or Services are being used and developed, placement of cross channel marketing advertisements, conducting surveys for research, analysis, and development of new Services, and maintaining, improving, and assisting our clients in the use of Services to the extent allowed by applicable local, state and federal law.</p>
<p><b>Protected classifications categories under California or US law:</b>  Ethnicity, race, ethnicity, religion, sex/gender, gender identity, marital status, military or veteran status, national origin, and ancestry; age.</p>	<p>Public records, court records, Census data, data compilers, local, state, and federal governmental agencies.</p>	<p>For any business purposes, including administering client accounts, providing a service or services, charging a client for providing Services, sending receipts for Services rendered to a client, promotional and product announcements, notices of product updates, various e-mail communication, responding to client inquiries, identity verification, source code updating and correction, internal operations, financial or data auditing, short-term and transient use, improving our Services, analyzing how our website or Services are being used and developed, placement of cross channel marketing advertisements, conducting surveys</p>

<b><u>Category of Information:</u></b>	<b><u>Source of Information that TargetSmart Collects:</u></b>	<b><u>Use of Data Collected:</u></b>
		for research, analysis, and development of new Services, and maintaining, improving, and assisting our clients in the use of Services to the extent allowed by applicable local, state and federal law.
<p><b>Data that may be collected on our website.</b></p> <p>Including personal and non-personal information submitted through our website, information requests, and login credentials for any products and services.</p>	Any visitor to our website and information provided by a web browser, if it is collected.	For any business purposes, including administering client accounts, providing a service or services, charging a client for providing Services, sending receipts for Services rendered to a client, promotional and product announcements, notices of product updates, various e-mail communication, responding to client inquiries, identity verification, source code updating and correction, internal operations, financial or data auditing, short-term and transient use, improving our Services, analyzing how our website or Services are being used and developed, placement of cross channel marketing advertisements, conducting surveys for research, analysis, and development of new Services, and maintaining, improving, and assisting our clients in the use of Services to the extent allowed by applicable local, state and federal law.
<p><b>Data collected from prospective or existing clients.</b></p> <p>Including personal and corporate (non-personal) information to facilitate a response for an existing or prospective client.</p>	Prospective and current clients	For any business purposes, including administering client accounts, providing a service or services, charging a client for providing Services, sending receipts for Services rendered to a client, promotional and product announcements, notices of product updates, various e-mail communication, responding to client inquiries, identity verification, source code updating and correction, internal operations, financial or data auditing, short-term and transient use, improving our Services, analyzing how our website or Services are being used and developed, placement of cross channel marketing advertisements, conducting surveys for research, analysis, and development of new Services, and maintaining, improving, and assisting our clients in the use of Services to the extent allowed by applicable local, state and federal law.
<p><b>Commercial information:</b></p> <p>Records of Services you purchased, obtained, or considered purchasing from us, property records, small/personally owned business data, and business data that identifies, describes, or could reasonably be linked/associated with you.</p>	Data providers, commercial data providers, governmental sources, and public records.	For any business purposes, including administering client accounts, providing a service or services, charging a client for providing Services, sending receipts for Services rendered to a client, promotional and product announcements, notices of product updates, various e-mail communication, responding to client inquiries, identity verification, source code updating and correction, internal operations, financial or data auditing, short-term and transient use,

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		improving our Services, analyzing how our website or Services are being used and developed, placement of cross channel marketing advertisements, conducting surveys for research, analysis, and development of new Services, and maintaining, improving, and assisting our clients in the use of Services to the extent allowed by applicable local, state and federal law.
<b>Biometric information</b>	We do not collect this information.	We do not collect this information.
<b>Internet or other similar electronic network activity</b>	Information from TargetSmart's internal systems and web properties, any visitor to our website, and information provided by a visitor's web browser.	For any business purposes, including administering client accounts, providing a service or services, charging a client for providing Services, sending receipts for Services rendered to a client, promotional and product announcements, notices of product updates, various e-mail communication, responding to client inquiries, identity verification, source code updating and correction, internal operations, financial or data auditing, short-term and transient use, improving our Services, analyzing how our website or Services are being used and developed, placement of cross channel marketing advertisements, conducting surveys for research, analysis, and development of new Services, and maintaining, improving, and assisting our clients in the use of Services to the extent allowed by applicable local, state and federal law.
<b>Geolocation data</b>	Information is collected from clients, web cookies, and other similar technology, telecommunication providers, data providers, and marketing companies.	For any business purposes, including administering client accounts, providing a service or services, charging a client for providing Services, sending receipts for Services rendered to a client, promotional and product announcements, notices of product updates, various e-mail communication, responding to client inquiries, identity verification, source code updating and correction, internal operations, financial or data auditing, short-term and transient use, improving our Services, analyzing how our website or Services are being used and developed, placement of cross channel marketing advertisements, conducting surveys for research, analysis, and development of new Services, and maintaining, improving, and assisting our clients in the use of Services to the extent allowed by applicable local, state and federal law.
<b>Sensory data</b>	We do not collect this information.	We do not collect this information.
<b>Professional or employment-related information</b>	Clients using our website to obtain Services, visitors to our website, data compilers, and consumer data companies	For any business purposes, including administering client accounts, providing a service or services, charging a client for providing Services, sending receipts for Services rendered to a client, promotional and

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		product announcements, notices of product updates, various e-mail communication, responding to client inquiries, identity verification, source code updating and correction, internal operations, financial or data auditing, short-term and transient use, improving our Services, analyzing how our website or Services are being used and developed, placement of cross channel marketing advertisements, conducting surveys for research, analysis, and development of new Services, and maintaining, improving, and assisting our clients in the use of Services to the extent allowed by applicable local, state and federal law.

### 3. Use of Your Information

- A. The information that TargetSmart makes available to our clients is used for many purposes, including but not limited to enhancing customer and constituent files and providing lists for activities such as prospecting, voting, advocacy, marketing, and fundraising. Examples of the ways your information is used for business purposes:
- Targeting, delivering, and optimizing direct outreach campaigns through the mail, phone, in-person, and e-mail; and media campaigns through digital, broadcast, print, earned and out-of-home channels,
  - Assisting clients in measuring the effectiveness of ad campaigns,
  - Creating data and identity linkages to match common identities across different data sources,
  - Creating inference models about people, households, postal addresses, or unique online identifiers,
  - Categorization of specific audiences based on shared interests or preferences,
  - Cross-channel marketing,
  - Population research and analytics.

### 4. Sharing and Disclosure of Your Information

- A. TargetSmart may disclose your information for use by qualified companies, non-profit organizations, and political organizations in their marketing, fundraising, customer service, and constituent service and outreach programs.
- B. Our client and supplier contracts require that any data sent to us be legally obtained for the uses to which it will be put. Additionally, we require that our client's usage of any data received from us comply with applicable data protection laws and industry best practices. We also agree to comply with information providers' restrictions on the data we receive. Our clients' information is the sole property of our clients, and the rights we have concerning our clients' information are the rights they grant to us. We use and share personal information that our clients share with us in the manner requested or authorized by our clients, consistent with the restrictions placed on that information.
- C. We may share personal data we obtain with the following third parties:
- i. Agents and Service Providers who help with our business activities or provide services requested by our clients. These companies are authorized to use your personal data only as necessary to provide these services to us. These services may include data storage, customer service, and business operations.
  - ii. Business and Data Partners and Clients to help provide more tailored advertising and for analytical purposes.
  - iii. Affiliates, Partners, and Subsidiaries: to provide necessary services.
  - iv. Change of Control or Ownership when TargetSmart may transfer your personal information as an asset part of a merger, acquisition, bankruptcy, or other transaction with a third party that assumes control of all our part of our business.
- D. In certain situations, TargetSmart may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

- E. We may also disclose your personal data as required by law, such as to comply with a subpoena or other legal process, when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, respond to a government request or where there has been a change in ownership, merger, or acquisition.

## 5. Security, Retention, and Data Integrity

- A. TargetSmart follows accepted standards and maintains physical, technical, and administrative safeguards to protect personal data. TargetSmart continually monitors access to its systems to detect unauthorized attempts to gain access to information. We may retain your information for as long as our client accounts are active or as needed to provide services, comply with our legal obligations, resolve disputes, and enforce our agreements.

## 6. Access

- A. TargetSmart has no direct relationship with the individuals whose personal data it processes. However, an individual who seeks access to correct, amend, or delete inaccurate data is welcome to contact us with questions regarding their data.
- B. In certain circumstances, we may be required by law to retain your personal data or may need to retain your personal data to continue providing a service.

## 7. Children Under the Age of Eighteen

- A. We do not collect personal information from any person we know to be under the age of 18, and we will delete any personal information collected that we later know to be from a person under the age of 18. Our products and services are not targeted at people under 18 years of age.
- B. If you believe a child under the age of 18 has disclosed personal information to us, please get in touch with us at [privacy@targetsmart.com](mailto:privacy@targetsmart.com) and specify the customer and information you believe to be from a child under 18.

## 8. State Consumer Privacy Rights

- A. States have differing laws that provide specific rights regarding personal information depending on your state of residence. All state laws will be defined collectively as “Applicable Privacy Laws.” Please reference your state law to determine your precise rights in the following states:
  - i. California Privacy Rights Act (inclusive of the California Consumer Privacy Act, “CPRA”)
  - ii. Colorado Privacy Act (“CPA”)
  - iii. Connecticut Act Concerning Personal Data Privacy and Online Monitoring (“CPDPA”), and
  - iv. Utah Consumer Privacy Act (“UCPA”),
  - v. Virginia Consumer Data Protection Act (“VCDPA”)
- B. When TargetSmart acts as a service provider to a client, any consumer requests for opt-out, deletion, or access to data shall be made through the client. We will forward any such requests to the specific client to the extent feasible.

## 9. Specific Rights: This section describes your state-provided rights and explains how to exercise those rights. Please also consult the rest of our general privacy policy for complete details.

### A. Right to know:

- i. You have the right to request that TargetSmart disclose certain information about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request (see [Exercising Access, Data Disclosure, and Deletion Rights](#)), we will disclose to you:
  - 1. The categories of personal information we collected about you.
  - 2. The categories of sources for the personal information we collected about you.
  - 3. Our business or commercial purpose for collecting or selling that Personal Information.
  - 4. The categories of third parties with whom we share that Personal Information.

- ii. If we provide this information to you electronically, it will be in a portable format. To the extent that it is technically feasible, we will give you the information in a readily usable format that you can easily transfer to another entity.
- iii. California residents also have the right to request that we disclose the categories of their personal information that we collect, use, or sell.
- iv. Residents of states with Applicable Privacy Laws must prove their residency in their respective state.

**B. The right to correct:**

- i. If you determine that TargetSmart has inaccurate personal information about you that we maintain, you have the right to request a correction to that information.
- ii. You must use our "Exercising Access, Data Disclosure, and Deletion Rights" system to verify your identity and provide us with any information you wish to correct.
- iii. Requests to correct information will only be made where the information provided and the requester's identity is verifiable.

**C. The right to delete:**

- i. You have the right to request that TargetSmart delete any of your personal information that we collected from you and retain, subject to certain exceptions.
- ii. Once we receive and confirm your verifiable consumer request for deletion (see "Exercising Access, Data Disclosure, and Deletion Rights"), we will delete (and direct our service providers to delete) your personal information from our records unless an exception applies.
- iii. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:
  - 1. Complete the transaction for which we collected the Personal Information, 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.
  - 2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such actions.
  - 3. Debug products to identify and repair errors impairing intended functionality.
  - 4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
  - 5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.).
  - 6. 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.
  - 7. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
  - 8. Comply with a legal obligation.
  - 9. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

**D. Right to Opt-Out of Personal Information Sales:**

- i. You have the right to direct TargetSmart not to sell your personal information at any time (the "Right to Opt-Out").
- ii. Once you make an opt-out request, we will wait at least twelve (12) months before asking you to reauthorize personal information sales. However, you may change your mind and opt back into personal information sales at any time by contacting TargetSmart at the e-mail address or phone number provided in this notice.
- iii. Once we receive and confirm your verifiable consumer request for opt-out of the sale/sharing of personal information (see "Exercising Access, Data Disclosure, and Deletion Rights"), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

**E. The right to be free from discrimination:**

- i. You have the right not to receive discriminatory treatment from TargetSmart for exercising the privacy rights conferred by any Applicable Privacy Law.
- ii. Choosing to exercise any right that is part of this privacy policy will not cause:

1. Denial of any goods or services.
2. Charges of a different price or rate for goods and services, including the granting of discounts, benefits, or penalties.
3. Different levels of quality of goods or services that may be provided.
4. Suggestions that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

**F. The right to opt out of cross-content behavioral advertising, automated decision-making/profiling, or targeted advertising.**

- i. You have the right to direct TargetSmart not to use your personal information at any time for cross-content behavioral advertising, automated decision-making/profiling, or targeted advertising.
- ii. Submit your consumer request to opt out of cross-content behavioral advertising, automated decision-making/profiling, or targeted advertising on the TargetSmart "Exercising Access, Data Disclosure, and Deletion Rights" section of our Privacy Policy.

**G. The right to limit the use of sensitive personal information.**

- i. You have the right to limit how TargetSmart may use your sensitive personal information.
- ii. For this section, sensitive personal information may include, but is not limited to:
  1. Social Security Number
  2. Driver's License Number
  3. Biometric Information
  4. Precise geolocation
  5. Racial description
  6. Ethnic origin

**H. The Right to Appeal**

- i. If TargetSmart denies a request by a consumer regarding a privacy request, the consumer has the right to appeal that decision.

**10. Exercising Access, Data Disclosure, and Deletion Rights**

- A. To exercise the access, data disclosure, or deletion rights described above, please submit a verifiable consumer request to one of the below methods:
  - i. Fill out the web form found at <https://privacy.targetsmart.com>.
  - ii. Phoning us at 888-678-6880.
- B. Questions unrelated to submitting a data disclosure or deletion request should be sent via e-mail to [privacy@targetsmart.com](mailto:privacy@targetsmart.com). TARGETSMART DOES NOT ACCEPT ACCESS, DATA DISCLOSURE, OR DELETION RIGHTS REQUESTS VIA E-MAIL.

**11. Verification Process and Required Information**

- A. Only you, your legally authorized agent, or a person registered with the California Secretary of State can act on your behalf to make a verifiable consumer request related to your Personal Information. You may also make a verifiable consumer request for your minor child.
- B. You may only make a verifiable consumer request for access or data portability twice within 12 months. The verifiable consumer request must:
  - i. Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information; and,
  - ii. Describe your request with enough detail to understand, evaluate, and respond to it appropriately.
- C. 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.
- D. Making a verifiable consumer request does not require creating an account with us.
- E. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.



## 12. Verifiable Consumer Request Response Timing and Format

- A. TargetSmart endeavors to respond to a verifiable consumer request within forty-five (45) days of receipt. If we require more time (up to ninety (90) days), we will inform you of the reason and extension period in writing. If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will provide our written response by mail or electronically at your option.
- B. Any disclosures we provide will only cover the 12 months preceding the verifiable consumer request's receipt.
- C. Our response will also explain why we cannot comply with a request, if applicable.
- D. For data portability requests, 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.
- E. We do not charge a fee to process or respond to your verifiable consumer request unless 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 a cost estimate before completing your request.

## 13. Authorized Agents

- A. State law allows consumers to use authorized agents to submit requests to TargetSmart on their behalf (“Authorized Agent”). If you have elected to use an Authorized Agent, or if you are an Authorized Agent who would like to submit requests on behalf of a consumer, the following minimum procedures will be required before acceptance of any requests by an Authorized Agent on behalf of a consumer.
  - i. Authorized Agents must use the TargetSmart Privacy web form(<https://privacy.targetsmart.com/>) or our toll-free number (1-888-678-6880) to submit any request on behalf of a consumer.
  - ii. Authorized Agents are required to:
    - 1. identify themselves as agents and;
    - 2. submit proof of their agency relationship in the form of a valid power of attorney in compliance with their agent’s state law or reliable evidence of signed permission to act on behalf of a consumer.
- B. For the safety and security of the consumer's information, requests submitted to TargetSmart by an Authorized Agent will require TargetSmart to verify the consumer's identity by establishing a direct method of communication, either via a valid mailing address or e-mail address, with the consumer and the Authorized Agent.

## 14. CCPA Annual Consumer Privacy Reporting (2023)

- A. From January 1, 2023, to December 31, 2023, TargetSmart facilitated requests made by Californian consumers pursuant to CCPA who requested to access information (“requests to know”), delete information (“requests to delete”), and Do Not Sell requests (“requests to opt-out”). Below are the metrics from the previous calendar year on the totals for each type of request.

<b><u>Type of Request</u></b>	<b><u>Number of California Requests</u></b>
Requests to know received	57
Requests to know complied with in whole	57
Requests to know complied with in part	0
Requests to know denied	0
Requests to know mean calendar days to respond	7 days
Requests to opt-out received	103
Requests to opt-out complied with in whole	103
Requests to opt-out complied with in part	0

<b><u>Type of Request</u></b>	<b><u>Number of California Requests</u></b>
Requests to opt-out denied	0
Requests to opt-out mean calendar days to respond	7 days
Requests to delete received	60
Requests to delete complied with in whole	60
Requests to delete complied with in part	0
Requests to delete denied	0
Requests to delete mean calendar days to respond	7 days

**15. Contacts for More Information.**

- A. For questions or concerns about TargetSmart's privacy policy or practices, please get in touch with us at:
  - i. TargetSmart Communications LLC  
 Compliance Department  
 1-888-678-6880  
[privacy@targetsmart.com](mailto:privacy@targetsmart.com)