

## Vantage Privacy Policy

Vantage Data House LLC and its affiliates (“Vantage,” “we,” “our,” and/or “us”) value the privacy of individuals who use our website and related services (collectively, our “Services”). This privacy policy (the “Privacy Policy”) explains how we collect, use, and disclose information from users of our Services, including our business customers who subscribe to our polling platform (“Customers”) and individuals who participate in our surveys. By using our Services, you agree to the collection, use, disclosure, and procedures this Privacy Policy describes. Beyond the Privacy Policy, your use of our Services is also subject to our Terms of Service (<https://www.vantagedatahouse.com/termservice>).

### Information We Collect

We may collect a variety of information from or about you or your devices from various sources, as described below.

#### A. Information You Provide to Us.

**Customer Account Information.** If you sign up for a Vantage customer account, we ask you for your name, email address, and password. Third party service providers may receive and store your information on our behalf.

**Survey Registration.** If you sign up to participate in our surveys, we ask you for your name, phone number, and email address. When you sign up, third party service providers may receive and store your information on our behalf. We do not sell your registration information to third parties.

**Survey Responses.** If you participate in our surveys, we may receive information about you, such as your name, contact information, the contents of your survey response, and any other information you choose to provide. Third party service providers may receive and store these communications on our behalf.

**Communications.** If you contact us directly, we may receive additional information about you, such as your name, email address, phone number, the contents of a message or attachments that you may send to us, and other information you choose to provide. When you communicate with us online, third party service providers may receive and store these communications on our behalf.

**Payment Information.** If you make a payment through our Services, your payment-related information, such as credit card or other financial information, may be collected by a third-party payment processor on our behalf.

## **B. Information We Collect When You Use Our Services.**

**Location Information.** When you use our Services, we infer your general location information, for example by using your internet protocol (IP) address.

**Device Information.** We receive information about the device and software you use to access our Services, including IP address, web browser type, operating system version, and device identifiers.

**Usage Information.** We may automatically receive information about your interactions with our Services, like the pages or other content you view and the dates and times of your visits.

**Information from Cookies and Other Tracking Technologies.** We and our third-party partners may collect information using cookies, pixel tags, SDKs, or other tracking technologies. Our third-party partners, such as analytics and advertising partners, may use these technologies to collect information about your online activities over time and across different services.

## **C. Information We Receive from Other Sources.**

**Other third parties.** We may receive additional information about you from third parties such as data or marketing partners and combine it with other information we have about you.

### **How We Use the Information We Collect**

We use the information we collect:

- To provide, maintain, improve, and enhance our Services;
- To understand and analyze how you use our Services and develop new products, services, features, and functionality;
- To communicate with you, provide you with updates and other information relating to our Services, provide information that you request, respond to comments and questions, and otherwise provide customer support;
- For marketing and advertising purposes, such as developing and providing promotional and advertising materials that may be relevant, valuable or otherwise of interest to you;
- To generate anonymized or aggregate data containing only de-identified, non-personal information that we may use for any lawful purposes such as to publish reports or polling results;
- To send you text messages;
- To find and prevent fraud and abuse, and respond to trust and safety issues that may arise;
- For compliance purposes, including enforcing our legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency; and

- For other purposes for which we provide specific notice at the time the information is collected.

## How We Disclose the Information We Collect

**Vendors and Service Providers.** We may disclose any information we receive to vendors and service providers retained in connection with the provision of our Services.

**Analytics Partners.** We use analytics services such as Google Analytics to collect and process certain analytics data. These services may also collect information about your use of other websites, apps, and online resources. You can learn more about Google's practices by visiting <https://www.google.com/policies/privacy/partners/>.

**Advertising Partners.** We may work with third-party advertising partners to show you ads that we think may interest you. Some of our advertising partners are members of the Network Advertising Initiative (<https://optout.networkadvertising.org>) or the Digital Advertising Alliance (<https://optout.aboutads.info>). If you do not wish to receive personalized ads, please visit their opt-out pages to learn about how you may opt out of receiving certain web-based personalized ads from member companies. You can access any settings offered by your mobile operating system to limit ad tracking, or you can install the AppChoices mobile app to learn more about how you may opt out of personalized ads in mobile apps.

**As Required By Law and Similar Disclosures.** We may access, preserve, and disclose your information if we believe doing so is required or appropriate to: (a) comply with law enforcement requests and legal process, such as a court order or subpoena; (b) respond to your requests; or (c) protect your, our, or others' rights, property, or safety. For the avoidance of doubt, the disclosure of your information may occur if you post any objectionable content on or through the Services.

**Merger, Sale, or Other Asset Transfers.** We may transfer your information to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which we are acquired by or merged with another company or we sell, liquidate, or transfer all or a portion of our assets. The use of your information following any of these events will be governed by the provisions of this Privacy Policy in effect at the time the applicable information was collected.

**Consent.** We may also disclose your information with your permission.

## Your Choices

**Survey Communications.** You can unsubscribe from our survey communications at any time. You can unsubscribe from email surveys via the link provided in the emails. You can unsubscribe

from SMS surveys by replying “STOP.”

**Marketing Communications.** You can unsubscribe from our promotional emails via the link provided in the emails. Even if you opt out of receiving promotional messages from us, you will continue to receive administrative messages from us.

### **Third Parties**

Our Services may contain links to other websites, products, or services that we do not own or operate. We are not responsible for the privacy practices of these third parties. Please be aware that this Privacy Policy does not apply to your activities on these third-party services or any information you disclose to these third parties. We encourage you to read their privacy policies before providing any information to them.

### **Security**

We make reasonable efforts to protect your information by using physical and electronic safeguards designed to improve the security of the information we maintain. However, because no electronic transmission or storage of information can be entirely secure, we can make no guarantees as to the security or privacy of your information.

### **Children’s Privacy**

We do not knowingly collect, maintain, or use personal information from children under 18 years of age, and no part of our Service(s) is directed to children. If you learn that a child has provided us with personal information in violation of this Privacy Policy, then you may alert us at [Contact@VantageDataHouse.com](mailto:Contact@VantageDataHouse.com).

### **International Visitors**

Our Services are hosted in the United States and intended for visitors located within the United States. If you choose to use the Services from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your personal information outside of those regions to the U.S. for storage and processing. We may also transfer your data from the U.S. to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By providing any information, including personal information, on or to the Services, you consent to such transfer, storage, and processing.

### **Update Your Information**

You can update your account through your profile settings.

### **Changes to this Privacy Policy**

We will post any adjustments to the Privacy Policy on this page, and the revised version will be effective when it is posted. If we materially change the ways in which we use or disclose personal information previously collected from you through the Services, we will notify you through the Services, by email, or other communication.

### **Contact Information**

If you have any questions, comments, or concerns about this Privacy Policy, please email us at [Contact@VantageDataHouse.com](mailto:Contact@VantageDataHouse.com).

## Vantage U.S. State Privacy Notice Addendum

This U.S. State Privacy Notice Addendum (this "Notice") supplements the information and disclosures contained in our Privacy Policy <https://www.vantagedatahouse.com/privacy-vdh>. It applies to the residents of California, Colorado, Connecticut, Montana, Oregon, Texas, Utah, and Virginia and explains how we collect and process information about you as a business or controller and how you can exercise your privacy rights under the California Consumer Privacy Act, the Colorado Privacy Act, the Connecticut Act Concerning Personal Data Privacy and Online Monitoring, the Montana Consumer Data Privacy Act, the Oregon Consumer Privacy Act, the Texas Data Privacy and Security Act, the Utah Consumer Privacy Act, and the Virginia Consumer Data Protection Act (the "U.S. State Privacy Laws").

**Personal Information** means information that the U.S. State Privacy Laws in this Notice defines as "Personal Information" or "Personal Data." Personal Information does not include information that is deidentified or aggregated or otherwise excluded from the scope of the U.S. State Privacy Laws.

### 1. Sources of Personal Information We Collect

We collect Personal Information from you when you provide it to us or automatically through our services. We may also obtain information about you from other sources, such as service providers (including payment service providers), ad networks and advertising partners, and data providers.

### 2. Categories of Personal Information We Collect, Process, and Disclose to Third Parties; and the Purposes of Processing

The information we collect, use, and disclose about you will vary depending on how you interact with Vantage Services. Over the past 12 months, we may have collected, used, and disclosed each of the categories of Personal Information about you, as described below.

Categories of Personal Information We Collect	Categories of Third Parties to Whom We May Disclose Personal Information for Business Purposes
<b>Identifiers</b> , including name, address, voter ID, online identifiers, internet protocol address, email address, phone number, or other similar identifiers.	<ul style="list-style-type: none"><li>● Service providers and vendors</li><li>● Analytics partners</li><li>● Advertising partners</li><li>● Corporate affiliates</li><li>● Law enforcement or other third parties in connection with legal requests, to</li></ul>

	<p>comply with applicable law or to prevent harm</p> <ul style="list-style-type: none"> <li>● Third parties in mergers and other corporate transactions</li> </ul>
<p><b>Categories of information listed in the California Customer Records statute (Cal. Civ. Code Section 1798.80(e)),</b> including name, address, telephone number, payment card number, and education information.</p>	<ul style="list-style-type: none"> <li>● Service providers and vendors</li> <li>● Corporate affiliates</li> <li>● Law enforcement or other third parties in connection with legal requests, to comply with applicable law or to prevent harm</li> <li>● Third parties in mergers and other corporate transactions</li> </ul>
<p><b>Characteristics of Protected Classifications under California or Federal Law,</b> including age, sex/gender, ethnicity, and religion</p>	<ul style="list-style-type: none"> <li>● Service providers and vendors</li> <li>● Corporate affiliates</li> <li>● Law enforcement or other third parties in connection with legal requests, to comply with applicable law or to prevent harm</li> <li>● Third parties in mergers and other corporate transactions</li> </ul>
<p><b>Commercial Information,</b> including products or services purchased, obtained, or considered</p>	<ul style="list-style-type: none"> <li>● Service providers and vendors</li> <li>● Analytics partners</li> <li>● Advertising partners</li> <li>● Corporate affiliates</li> <li>● Law enforcement or other third parties in connection with legal requests, to comply with applicable law or to prevent harm</li> </ul>

	<ul style="list-style-type: none"> <li>● Third parties in mergers and other corporate transactions</li> </ul>
<p><b>Internet or Other Electronic Network Activity Information</b>, including browsing history, search history, and information regarding a consumer’s interaction with an internet website.</p>	<ul style="list-style-type: none"> <li>● Service providers and vendors</li> <li>● Analytics partners</li> <li>● Advertising partners</li> <li>● Corporate affiliates</li> <li>● Law enforcement or other third parties in connection with legal requests, to comply with applicable law or to prevent harm</li> <li>● Third parties in mergers and other corporate transactions</li> </ul>
<p><b>General (Non-Precise) Geolocation Information</b></p>	<ul style="list-style-type: none"> <li>● Service providers and vendors</li> <li>● Analytics partners</li> <li>● Advertising partners</li> <li>● Corporate affiliates</li> <li>● Law enforcement or other third parties in connection with legal requests, to comply with applicable law or to prevent harm</li> <li>● Third parties in mergers and other corporate transactions</li> </ul>
<p><b>Sensitive Personal Information</b>, including account log-in information, information about racial or ethnic origin, and religious information</p>	<ul style="list-style-type: none"> <li>● Service providers and vendors</li> <li>● Corporate affiliates</li> <li>● Law enforcement or other third parties in connection with legal requests, to comply with applicable law or to prevent harm</li> <li>● Third parties in mergers and other corporate transactions</li> </ul>



We do not knowingly possess Personal Information about consumers under the age of 16. We do not use or disclose Sensitive Personal Information for purposes other than those set forth in the California Consumer Privacy Act. If we process deidentified data provided to us by third parties, we will not attempt to reidentify it if we are prohibited by applicable law from doing so.

### 3. Our Purposes for Processing Personal Information

We use the information we collect:

<b>Purpose</b>	<b>Categories of Personal Information Used for This Purpose</b>
To provide, maintain, improve, and enhance our Services;	Identifiers, Categories of information listed in the California Customer Records statute, Characteristics of Protected Classifications, Commercial Information, Internet or Other Electronic Network Activity Information, Geolocation Information, Sensitive Personal Information
To personalize your experience on our Services such as by providing tailored content and recommendations;	Identifiers, Geolocation Information, Sensitive Personal Information
To understand and analyze how you use our Services and develop new products, services, features, and functionality;	Identifiers, Commercial Information, Internet or Other Electronic Network Activity Information, Geolocation Information

<p>To communicate with you, provide you with updates and other information relating to our Services, provide information that you request, and otherwise provide customer support;</p>	<p>Identifiers, Categories of information listed in the California Customer Records statute, Sensitive Personal Information</p>
<p>For marketing and advertising purposes, such as developing and providing promotional and advertising materials that may be relevant, valuable or otherwise of interest to you;</p>	<p>Identifiers, Commercial Information, Internet or Other Electronic Network Activity Information, Geolocation Information</p>
<p>To facilitate transactions and payments;</p>	<p>Identifiers, Categories of information listed in the California Customer Records statute, Sensitive Personal Information</p>
<p>To find and prevent fraud and abuse, and respond to trust and safety issues that may arise;</p>	<p>Identifiers, Categories of information listed in the California Customer Records statute, Internet or Other Electronic Network Activity Information, Geolocation Information</p>
<p>For compliance purposes, including enforcing our TOS or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency; and</p>	<p>Identifiers, Categories of information listed in the California Customer Records statute, Characteristics of Protected Classifications, Commercial Information, Internet or Other Electronic Network Activity Information, Geolocation Information, Sensitive Personal Information</p>

**4. Retention**

We will retain Personal Information for a time period required or allowed by applicable regulations or laws and as needed to fulfill business purposes outlined in Section 3, including providing you products and services, complying with our legal obligations, resolving disputes, and enforcing our agreements, or for other purposes described in this U.S. State Privacy Notice

Addendum. Our retention of information is based on many factors such as your relationship with Vantage, the nature of the information, compliance with our legal obligations, and defending or resolving actual or anticipated legal claims.

## 5. Your U.S. State Privacy Rights

Some states provide consumers certain rights regarding their Personal Information. Depending on where you live and subject to certain exceptions, you may exercise the following rights:

- The right to confirm whether we are processing your Personal Information and to access the specific pieces of Personal Information we have collected about you in a portable and, to the extent technically feasible, readily usable format.
- The right to correct inaccurate Personal Information that we maintain about you.
- The right to request deletion of the Personal Information that we have collected about you.
- The right to be free from discriminatory treatment for the exercise of your privacy rights.
- The right to appeal any decision with regard to your privacy request.
- The right to obtain a list of specific third parties, other than natural persons, to which we have disclosed Personal Information.
- The right to opt-out of profiling in furtherance of producing legal or significant decisions concerning a consumer. We do not engage in such profiling.

## 6. Exercising Your U.S. State Privacy Rights

**Submitting Requests.** You can submit access, correction, deletion, and/or appeal requests by submitting an online form <https://www.vantagedatahouse.com/voter-panel/opt-out> or calling us at 855-904-5118. Because we do not engage in selling or sharing of information for cross-context behavioral advertising under the California Consumer Privacy Act, we do not respond to opt-out preference signals.

**Verification.** Requests for access to, deletion, or correction of Personal Information are subject to our ability to verify your identity. If you have a Vantage account, we will verify your identity by asking you to log into your account. If you do not have an account, we will attempt to verify

your identity by asking for information that we may have about you, such as your name, email address, and other information.

**Authorizing an Agent.** If you are acting as an authorized agent to make a request to know, delete, or correct on behalf of another individual, please send an email to [Contact@VantageDataHouse.com](mailto:Contact@VantageDataHouse.com) and attach a written authorization signed by the resident. We may still require the California resident to directly verify their identity and confirm that they have provided you permission to submit the request.

## **7. Contact Information**

If you have any questions, comments, or concerns about this notice, please email us at [Contact@VantageDataHouse.com](mailto:Contact@VantageDataHouse.com).