

## Your California Privacy Rights

Under the California Consumer Privacy Act of 2018 (CCPA), California residents may have certain rights regarding their data, including:

- The right to know the categories of personal information we've collected and the sources from which we obtained the information.
- The right to know the business purposes for sharing personal information.
- The right to know the categories of third parties with whom we've shared personal information.
- The right to access the specific pieces of personal information we've collected and right to request the deletion of your information (see "Your Rights and Choices" below).

**Categories of personal information we collect about you, the sources of that information, the purpose for the collection, and how we share it.**

| <b>Categories of Personal Information Collected</b>   | <b>The Source of Personal Information</b>  | <b>The Purpose for Collection</b>  | <b>How We Share Your Personal Information</b>  |
|---|--|--|--|
| <p><b>Identifiers</b> such as name, alias, postal or mailing address, email address, or telephone number. We may ask for additional identifiers under special circumstances, or if we provide an individual with more than \$599 during one calendar year (e.g. SSN, driver's license or state identification card number, or passport number).</p> | <p>Provided by you when joining our VuPoint Research Community or provided by you when screening for (or participating in) a market research engagement.</p> | <p>To create and manage your membership with VuPoint Research Community, including (but not limited to) responding to your inquiries, screening for market research participation eligibility, confirming your identity, and reporting monetary incentives of \$599+ to the IRS.</p> | <p>We may share this data with service providers and/or third-party research clients, or government entities like the IRS.</p> |
| <p><b>Personal information categories listed in the California</b></p>  | <p>Provided by you when joining our VuPoint Research Community, when screening for or</p>  | <p>To create and manage your membership with VuPoint Research Community and to</p>   | <p>We may share this data with service providers</p>   |

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| <p><b>Customer Records statute (Cal. Civ. Code § 1798.80(e))</b><br/> such as a 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.</p> | <p>participating in a market research engagement, or when you log into our online VuPoint Research Community database as a survey respondent.</p>  | <p>screen (and potentially invite) you to participate in a market research engagement.</p>  | <p>and/or third-party research clients.</p>   |
| <p><b>Protected classification</b><br/> characteristics under California or federal law such as age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions),</p>  | <p>Provided by you when joining our VuPoint Research Community, when screening for or participating in a market research engagement, or when you log into our online VuPoint Research Community database as a survey respondent.</p> | <p>To create and manage your membership with VuPoint Research Community, to screen (and potentially invite) you to participate in a market research engagement, and for us and/or our clients to improve products and services.</p> | <p>We may share this data with service providers and/or third-party research clients.</p> |

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| sexual orientation, veteran or military status, genetic information (including familial genetic information).   |   |  |  |
| <b>Commercial information</b> such as records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.  | Provided by you when joining our VuPoint Research Community, when screening for or participating in a market research engagement, or when you log into our online VuPoint Research Community database as a survey respondent. | To create and manage your membership with VuPoint Research Community, to screen (and potentially invite) you to participate in a market research engagement, and for us and/or our clients to improve products and services. | We may share this data with service providers and/or third-party research clients. |
| <b>Biometric information</b> such as genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, keystroke, eye tracking, or other physical patterns, and sleep, health, or exercise data. | Provided by you when joining our VuPoint Research Community, when screening for or participating in a market research engagement, or when you log into our online VuPoint Research Community database as a survey respondent. | To create and manage your membership with VuPoint Research Community, to screen (and potentially invite) you to participate in a market research engagement, and for us and/or our clients to improve products and services. | We may share this data with service providers and/or third-party research clients. |
| <b>Internet or other similar network activity</b> such as browsing history, search history, information on a consumer's   | Automatically from you when you navigate through and interact with our Website or online surveys and when you interact with devices provided  | To create and manage your membership with VuPoint Research Community, to screen (and potentially invite) you to participate in a market research   | We may share this data with service providers and/or third-                        |

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| interaction with a website, application, or advertisement.  | during usability research testing.  | engagement, and for us and/or our clients to improve products and services.   | party research clients.  |
| <b>Geolocation data</b> such as physical location or movements.   | When interacting with geolocation testing services.   | To help us and/or our clients improve products and services.  | We may share this data with service providers and/or third-party research clients. |
| <b>Sensory data</b> such as audio, electronic, visual, thermal, olfactory, or similar information.                    | When interacting with devices or engaging in discussion during usability research testing.  | To help us and/or our clients improve products and services.  | We may share this data with service providers and/or third-party research clients. |
| <b>Professional or employment-related information</b> such as current or past job history or performance evaluations. | Provided by you when joining our VuPoint Research Community, when screening for or participating in a market research engagement, when you log into our online VuPoint Research Community database as a survey respondent, and as described in our “Disclosure to MDC/VuPoint Research Employment Applicants” form that is provided upon your employment inquiry. | To create and manage your membership with VuPoint Research Community, to screen (and potentially invite) you to participate in a market research engagement, for us and/or our clients to improve products and services, to evaluate applications, and to maintain human resource files for current and past employees. | We may share this data with service providers and/or third-party research clients. |
| <b>Inferences drawn from other personal information</b> such as profile reflecting a                                  | Provided by you when joining our VuPoint Research Community, when screening for or  | To help us and/or our clients improve products and services.  | We may share this data with service providers                                      |

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| person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes. | participating in a market research engagement, or when you log into our online VuPoint Research Community database as a survey respondent. |  | and/or third-party research clients. |
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*In addition to the purposes listed in the chart above, we may also use or disclose the personal information we collect for one or more of the following purposes:*

- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of MDC/VuPoint Research's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by MDC/VuPoint Research about our Website users is among the assets transferred.

### **Your Rights and Choices**

*Below are the rights you may have under the CCPA. There are exceptions, so not all of these rights may apply to you*

#### ***Access to Specific Information and Data Portability Rights***

You have the right to request that MDC/VuPoint Research disclose certain information to you about our collection and use of your personal information over the past 12 months.

#### ***Deletion Request Rights***

You have the right to request that MDC/VuPoint Research delete any of your personal information that we collected from you and retained, subject to certain exceptions. If you have questions regarding these exceptions, please contact us at [dataprotection@vupointresearch.com](mailto:dataprotection@vupointresearch.com).

### ***Right to Opt Out***

You have the right to opt out of the sale of Personal Information about you. To opt out, click [Do Not Sell My Personal Information](#).

### ***Exercising Access, Data Portability, and Deletion Rights***

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request with our [Personal Information Request Form](#) by either:

- Emailing your request to [dataprotection@vupointresearch.com](mailto:dataprotection@vupointresearch.com); or
- Mailing your request to:  
MDC/VuPoint Research  
8959 SW Barbur Blvd., Suite 204  
Portland, OR 97219
- Calling our toll-free number: 1-800-344-8725

Only you, or someone legally authorized to act 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 endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time, we will inform you of the reason and extension period. If we deny your request, we will provide reasons for the denial.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period.

### **Non-Discrimination**

We will not discriminate against you for exercising any of your CCPA rights.

### **Other California Privacy Rights**

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us at the physical address or email address included below.

### **Contact Information**

If you have any questions or comments about this notice please do not hesitate to contact us at:

MDC/VuPoint Research  
8959 SW Barbur Blvd., Suite 204

Portland, OR 97219  
dataprotection@vupointresearch.com

**Effective Date:** May 21, 2020