

ProtiFi LLC

Privacy Notice

I) The purpose and reach of this Privacy Notice

At ProtiFi, we recognize the importance of data protection and privacy. This Privacy Notice (“Notice”) explains how we collect and use Customer’s* Personal Data, for what purposes, how it is processed, and how we keep it secure. Our privacy practices are based on accepted principles of privacy and data protection, including transparency (being open about and communicating how and why we collect Personal Data before such collection takes place), fairness (respecting privacy and obtaining Personal Data in good faith by legitimate, lawful, and fair means and acting in accordance with this Notice), and privacy and security by design (creating solutions and processing Personal Data that address privacy and data security needs upfront and in accordance with these principles and this Notice).

This Notice applies to Personal Data collected or processed by us in various contexts, including and not limited to: i) when Customer communicates to us in person, by telephone, by mail or through interactive forums (such as and not limited to X); when Customer visits or uses our websites, Hosted Services*, orders, applies, emails or interacts on social media and other similar interactions (“Online Services”); ii) when we provide Products* and/or Services* to Customers; iii) when processing data in connection with other events and interactions (e.g., tradeshow, virtual events, conferences); iv) when we process Customer’s data in the process of providing Products and/or Services, or collaborate to develop and/or sell such Products and/or Services; v) when we process Customer’s data as an employee of a company from which we procure products and/or services; vi) when we process Customer’s Personal Data as a prospective employee of ProtiFi; or vii) wherever this Notice is posted or referenced; and viii) any other scenarios where Customers interact with us.

This Notice describes the types of Personal Data that ProtiFi may collect or process, how we may use and disclose that Personal Data, and how Customers* may exercise any rights they may have regarding our processing of their Personal Data. We also recognize that specific rights and obligations may vary depending on the jurisdiction, as detailed in the “US state privacy rights” section below.

Definitions: All terms marked with an asterisk (*) are defined in our Terms and Conditions available at https://files.protifi.com/Terms_and_Conditions.pdf. The first instance of the use of such terms is marked with an asterisk. The use of “or” and/or “and” in this document means “and/or” unless explicitly stated otherwise, or where the use of “and/or” is clearly inappropriate.

II) Information collected, manner and purpose of collection information

What is Personal Data?

- “Personal Data” is any information—as electronically or otherwise recorded—that can be used to identify a person or that we can link directly to an individual, such as name, address, email address or telephone number. Personal Data in some jurisdictions can include information that indirectly identifies a person, such as a unique number assigned to a person or entity, even absent other identifying information. Please note that we may receive Customer’s Personal Data from a third party such as (and not limited to) a distributor.
- **Sensitive Personal Data:** Personal Data might include information considered sensitive in some jurisdictions, such as financial account information, geolocation, and other information. In jurisdictions with additional protections for sensitive data, we process such data only with the appropriate legal basis, such as consent where required.
- We will process any Personal Data we collect in accordance with applicable law and as described in this Notice (unless, as a separate policy or notice governs). In some circumstances, if Customer does not provide us with Customer’s Personal Data, certain Products and/or Services may be unavailable to Customer.

Below is a description of the types of Personal Data we may collect from Customer, information on how we collect, process, and use Personal Data and the potential recipients of Customer’s Personal Data. Some jurisdictions require us to state the legal bases for processing Customer’s Personal Data, which are included below, but please note that not all jurisdictions may recognize all legal bases.

We may process Customer's Personal Data when Customer:

- Buys, tests, samples, registers for, visit, orders or uses our Products and/or Services including Hosted Services;
- Submits inquiries and/or orders to us both online (e.g., via email, social media) or offline (e.g., by written letters, purchase orders, applications, etc.), or otherwise interact with us in person or otherwise (e.g., tradeshow, virtual events, and conferences, as non-limiting examples);
- Visits or use our websites, Services, Hosted Services and/or our physical locations;
- Signs up for our newsletters or other informational or marketing materials;
- Interacts with ProtiFi via online forums such as X;
- Is a company from which we procure products and/or services;
- Is a collaborator with whom we are researching, developing (e.g. new or existing Products and/or Services) or otherwise working with; and
- Is a prospective employee of ProtiFi and we process Customer's Personal Data as such; and/or
- Sees this Notice is posted or referenced.

We may also process Personal Data to:

- Detect security incidents and protect against malicious or illegal activity;
- Ensure the appropriate use of our Products and/or Services.

Examples of the types of data we may process include:

- Identity and contact information, such as: first and last name, email address, postal address, phone number, employer, or username and password;
- Other Personal Data, such as: age or gender;
- Visual and audio information, such as: still images, video (including via CCTV or screen captures from video interactions), or recordings of Customer's calls with our Customer service representatives;
- Technical Information, such as: Internet Protocol (IP) addresses (which may identify Customer's general geographic location or company), browser type and browser language, device type, operating system, advertising IDs associated with Customer's device (such as Apple's Identifier for Advertising (IDFA) or Android's Advertising ID (AAID)), date and time Customer uses or accesses our Products and/or Services or websites or Services or Hosted Services, amount of data transmitted, Uniform Resource Locators, or URLs (i.e., website addresses) visited prior to arriving and after leaving websites or Hosted Services or Services, activity on our websites or Hosted Services or Services and referring websites or applications, data collected from cookies or other similar technologies (Note: ProtiFi does not currently use cookies); geolocation information; and
- Anonymized / De-identified Data, data for which Customer's individual personal characteristics have been removed such that Customer is not identified and the information is no longer considered Personal Data under data protection laws. In the United States, this includes the removal of identifiers from protected health information required under the Health Insurance Portability and Accountability Act ("HIPAA"), 45 CFR § 164.514(b)(2), for such data to be considered deidentified. In the course of research, study doctors and authorized personnel may still have access to named subject records collected for such research.

Where do we get the data?

We get data from Customer directly, Customer's devices, accessing our website, our security systems (including CCTV) and/or third parties such as LinkedIn.

Why we process the data?

To the extent permitted by applicable law, including with Customer's consent where required, we may process the data Customer provides to us to:

- Determine whether Customer would like to initiate a business relationship;
- Fulfill orders and to provide Customer with or give Customer access to Products and/or Services and/or related, including providing quotes, proposals, reports, analyses, demonstrations, and generating contracts and/or purchase orders and/or other related documents;
- Communicate with Customer about or answer Customer's inquiry or quote request or order or questions, or related;
- Better understand Customer's needs and guide future improvements of or new Products and/or Services;
- Direct Customer to the appropriate department or Customer service agent;
- Administer our relationship with Customer or Customer's organization;
- Send Customer updates, to identify and authenticate Customer;

- Customize content for Customer;
- Make, modify or customize offers to Customer based on Customer's activities on our Services, Online Services and Hosted Services, among other data;
- Deliver relevant content to Customer, which may include informational or marketing emails;
- Detect security incidents;
- Protect against malicious or illegal activity, and/or conduct and monitor data protection and security activities;
- Ensure the appropriate use of our Products and/or Services, to improve our Products and/or Services;
- Determine eligibility for certain Products and/or Services;
- Provide user forums to discuss our Products and/or Services;
- Facilitate conferences, for short-term, transient use, for administrative purposes, for internal reporting and statistics such as and not limited to anonymous usage statistics, for marketing, Customer insight, internal research, brand management, and development;
- Conduct troubleshooting, data analysis, testing, research, statistical and survey analysis of our Online Services and Hosted Services to improve the functionality, content, design, and navigation, among other purposes, and/or for quality assurance and to assist in training and development of our representatives;
- Comply with applicable regulations, and to comply with applicable regulations related to the COVID-19 pandemic, we may be required to verify Customer's COVID-19 vaccination status when visiting one of ProtiFi's sites.

The legal bases for processing

The legal bases for processing Personal Data include the following:

- **Legitimate interests:** Processing is necessary for our legitimate interests, such as improving our Products and Services.
- **Contractual necessity:** Processing is required to perform or fulfill a contract or order with a Customer.
- **Consent:** Where required by law, we process Personal Data based on Customer's consent.
- **Legal obligations:** Processing is necessary to comply with legal obligations.

Who receives the data?

The following entities may receive Customer's data: ProtiFi, our affiliates, subsidiaries, distributors and related companies, partners that assist us in providing the Products and/or Services or help us improve our marketing or administration, and in limited circumstances, recipients may include, i) in the event of a sale, assignment, or transfer, to the buyer, assignee, or transferee; and ii) government or regulatory officials, law enforcement, courts, public authorities, or others when permitted by this Notice or required by law. Customer data will only be shared to the extent necessary to address Customer's order or question or related issue requiring access to Personal Data.

III) Customer's rights regarding Customer's Personal Data

In many circumstances, we cannot effectively do business with Customer without processing some Personal Data about Customer (e.g., Customer's contact information and shipping address). For example, when Customer contacts customer service representatives, we may require Customer to provide information to authenticate Customer's identity and/or address and/or email, etc., to assist with Customer's request. If Customer is unable to provide this information, we may be unable to process Customer's request.

Customers have specific rights under applicable data protection laws, which may vary depending on jurisdiction:

1. **Right to access:** Request access to Customer's Personal Data;
2. **Right to correct:** Request correction of inaccurate Personal Data;
3. **Right to delete:** Request deletion of Personal Data, subject to certain exceptions;
4. **Right to object:** Object to the sale or sharing of Personal Data;
5. **Right to restrict processing:** Request that we restrict or block the processing of Customer's Personal Data unless we can demonstrate legitimate reasons for processing.

Additional rights include:

6. **Right to opt out of solicitations:** Customers may request to opt out of marketing communications.
7. **Right to data portability:** Customers can request that their Personal Data be provided directly to another organization.

8. **Right to lodge a complaint:** Customers may lodge a complaint with the relevant data protection authority in their area.

Note: The rights to delete, object, and restrict processing (Rights 3, 4, and 5) may not apply when we must comply with a legal obligation; perform a task carried out in the public interest; exercise authority as a data controller; archive for purposes in the public interest, historical research, or statistical purposes; or establish, exercise, or defend legal claims.

Customers can make requests related to their Personal Data by completing the form located at [ProtiFi's Personal Data Request Page](#) or by contacting info@ProtiFi.com. We will not discriminate against Customers for exercising any of the rights described above, though it may affect the way we interact with Customers or provide products and/or services.

We will make reasonable efforts to respond promptly to Customer's requests in accordance with applicable laws. We may, after receiving Customer's request, require additional information from Customer to honor the request and verify Customer's identity. Please be aware that we may be unable to afford these rights to Customer under certain circumstances, such as if we are legally prevented from doing so.

Customer Personal Data: When we receive Customer's Personal Data from our Customers and process Customer's Personal Data on their behalf, we do so in the capacity of a data processor. We do not have control over our Customers' privacy and security practices and processes. If Customer's Personal Data has been submitted to us and Customer wishes to exercise any of the above-mentioned rights, or wishes to make a complaint about how we process Customer's Personal Data, please contact us at info@ProtiFi.com and we will handle Customer's request as soon as possible. Even if Customer makes a complaint to us, Customer may always make a complaint with the relevant authority in Customer's location.

Non-Discrimination

ProtiFi is committed to ensuring that Customer will not be treated differently or discriminated against for exercising Customer's privacy rights under applicable data protection laws. This means that if Customer choose to exercise Customer's rights, such as accessing Customer's Personal Data, requesting its deletion, or opting out of its sale or sharing, ProtiFi will not:

- Deny Customer goods or services, unless it is unable to do so (such as with a request to delete all records including the Customer shipping address);
- Charge Customer different prices or rates for goods or services, including through the use of discounts or other benefits, or imposing penalties;
- Provide Customer with a different level or quality of goods or services;
- Suggest that Customer may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, please be aware that exercising certain privacy rights (such as opting out of targeted advertising) may result in less personalized experiences, such as seeing fewer relevant ads. Any changes will be in accordance with applicable law and will not be discriminatory in nature.

Appeal Process

If Customer's request to exercise Customer's privacy rights (e.g., access, delete, correct Customer's Personal Data) is denied, Customer has the right to appeal this decision. To appeal, please follow these steps:

1. **Submit an appeal:** Contact us via the form located on [ProtiFi's Personal Data Request Page](#) or send an email to info@ProtiFi.com with the subject line "Privacy Rights Appeal."
2. **Review process:** Upon receiving Customer's appeal, ProtiFi will review the circumstances and reasons for the initial denial. We will assess Customer's appeal in light of applicable data protection laws and regulations.
3. **Response time:** ProtiFi will respond to Customer's appeal within a reasonable timeframe, typically within 30 days of receipt. If we require more time, we will notify Customer of the delay and provide an estimated response time.
4. **Outcome:** After the review, we will inform Customer of our final decision regarding Customer's appeal. If Customer's appeal is successful, we will proceed with the requested action (e.g., access, deletion, correction of Customer's Personal Data).

If Customer is unsatisfied with our response or if we are unable to resolve Customer's concern, Customer may have the right to lodge a complaint with the relevant data protection authority in Customer's jurisdiction.

IV) Data transfers and other disclosures

Transfer of Personal Data across national borders: ProtiFi does not transfer Personal Data to international organizations, except for international providers like FedEx, which must receive such data to fulfill Customer needs. The jurisdictions involved may vary geographically; for specific details, please refer to the “US state privacy rights” section below. Personal Data collected and processed by ProtiFi may be transferred and maintained outside the Customer’s state, province, country, or other jurisdiction where privacy laws may offer different levels of protection than those in the Customer’s location, including within the United States. To safeguard Customer’s Personal Data during these transfers, ProtiFi has implemented lawful transfer mechanisms, such as Standard Contractual Clauses (SCCs), Binding Corporate Rules (BCRs), and adequacy decisions where applicable. These measures are in accordance with relevant legal requirements, and ProtiFi obtains Customer consent for the transfer of Personal Data when necessary.

Third-party service providers: Third-party service providers acting on our behalf will only process Personal Data as necessary to perform their functions in a manner consistent with this Notice, other applicable privacy notices, and as explicitly permitted or required by applicable laws, rules, and regulations. Our third-party service providers may be in the United States and other jurisdictions.

On certain parts of our websites, Services, and Hosted Services, ProtiFi uses Google Analytics and Shopify as third-party analytics services to collect information needed to provide Customer with solutions and otherwise address Customer needs to: i) improve Services, Hosted Services, and websites, and their performance; ii) improve how users navigate through and use our Services, Hosted Services, and websites; iii) help us design better interfaces’ iv) and help us understand how users engage with us. These technologies may track Customer’s activity on our sites (i.e., the pages Customer has seen and the links Customer has clicked on) and help us measure how Customer interacts with the content that we provide. This information is used to compile reports and to help us improve the sites. The reports we receive may indicate website trends. Customer can learn about Google’s practices at www.google.com/policies/privacy/partners/. To opt-out, Customer may download the Google Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>. Customer can click on Cookie Settings to adjust how cookies perform, are stored, and are used on Customer’s device. ProtiFi does not currently use cookies. We may combine information we obtain from third parties with information we collect, whether Personal Data or not.

Interactive features of our websites: To the extent we offer any public or group forums on our products and/or services, such as Hosted Services, newsfeeds, blogs, message boards, or similar tools (“Interactive Features”), the posts or comments Customers make may be public and viewed by others. Customers should use care before posting information about themselves, including Personal Data. Customers acknowledge and understand that they have no expectation of privacy or confidentiality in the content submitted to Interactive Features. Except when required to do so by applicable law, we assume no obligation to remove Personal Data posted by Customers on our products and/or services, and Customers’ disclosure of any Personal Data through the Interactive Features is at their own risk.

V) Safeguarding information

ProtiFi is committed to protecting Customer’s Personal Data by implementing multiple physical, technical, and administrative safeguards. These measures are designed to prevent the loss, misuse, alteration, theft, unauthorized access, and unauthorized disclosure of Customer’s Personal Data, in accordance with legal obligations and industry practices. However, it is important to note that no method of data transmission or storage, in any system, can be guaranteed to be completely secure. We strive to protect Customer’s data and absolute security cannot be guaranteed

In addition, it is Customer’s responsibility to protect any passwords, identification numbers, or similar individual information associated with Customer’s use of ProtiFi’s Products and/or Services. We recommend taking steps to safeguard Customer’s access credentials and devices to minimize the risk of unauthorized access.

VII) Contact us

If Customer has questions or comments about this Notice or about how Customer’s Personal Data is processed, please contact us using one of the methods below:

Email: info@ProtiFi.com.

Mail:
ProtiFi LLC
PO Box 176
Fairport, NY 14450
USA

Website: <https://protifi.com/pages/customer-personal-data-request>

We will make reasonable efforts to respond promptly to Customer's requests in accordance with applicable laws. We may, after receiving Customer's request, require additional information from Customer to honor the request and verify Customer's identity. Please be aware that we may be unable to afford these rights to Customer under certain circumstances, such as if we are legally prevented from doing so.

Privacy Rights Page: [Privacy Rights Request Page](#)

VIII) Changes to this privacy notice

We may update this Privacy Notice periodically to reflect changes in our practices, legal requirements, or other factors. When we make significant changes, we will notify Customer by updating the "Last Modified" date at the bottom of this Notice and, if required by law, by providing additional notice through other means, such as email or prominent notices on our website. We encourage Customers to review this Privacy Notice regularly to stay informed about how we are protecting Customer Personal Data. Customer's continued use of our Products and/or Services after any changes have been made will constitute Customer's acceptance of those changes, unless otherwise required by applicable law

IX) US state privacy rights

Customer may have additional information relevant to residents of certain US states that have their own data privacy laws and regulations, and associated rights. This content should be read in conjunction with our Privacy Notice. Specific rights and obligations are detailed below for specific states.

California Privacy Rights (CCPA/CPRA)

Notice at Collection. ProtiFi collects various categories of Personal Data, including:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** For example, age, gender, and race.
- **Commercial Information:** This includes transaction history and purchasing tendencies.
- **Internet or Other Electronic Network Activity:** This covers browsing history and interaction data.
- **Geolocation Data:** Information related to Customer's IP-based location.
- **Audio, Electronic, Visual, or Similar Information:** Such as call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection. ProtiFi collects this data for several purposes:

- **Fulfilling Customer Requests:** This includes processing orders and delivering services.
- **Providing Services:** To offer and improve ProtiFi's products and services.
- **Conducting Research and Analytics:** To better understand Customer needs and preferences.
- **Advertising and Marketing:** To tailor and deliver relevant marketing content.

Customer's California Privacy Rights. Under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA), Customer has the following rights:

1. **Right to Know:** Customer can request disclosure of the categories and specific pieces of Personal Data that ProtiFi has collected, the sources of that data, the purposes for collecting it, and the third parties with whom it has been shared.
2. **Right to Access:** Customer can request a copy of the Personal Data that ProtiFi has collected about them.
3. **Right to Delete:** Customer can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.
4. **Right to Correct:** Customer can request correction of any inaccurate Personal Data held by ProtiFi.
5. **Right to Opt-Out of Sale or Sharing:** ProtiFi does not sell Personal Data, but Customer has the right to opt-out of any potential future sale or sharing of their Personal Data.

Making Requests to Know, Access, Delete, or Correct Personal Data. To exercise any of these rights, Customer can:

- Visit ProtiFi's [Privacy Rights Request Page](#) to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.

ProtiFi will verify Customer's identity before fulfilling the request by sending a verification link to Customer's email and may request additional documentation if necessary.

Notice of Financial Incentives: ProtiFi does not currently offer financial incentives in exchange for Personal Data. If ProtiFi introduces such programs in the future, details will be provided, including how the value of the Personal Data is calculated and how Customer can opt out.

Data Retention: ProtiFi retains Personal Data only as long as necessary to fulfill the purposes outlined in this notice or as required by law. Retention periods may vary depending on the type of data, business needs, and legal requirements.

Non-Discrimination. ProtiFi will not discriminate against Customer for exercising any of their privacy rights under California law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process. If ProtiFi denies Customer's request to access, delete, or correct their Personal Data, Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's [Privacy Rights Request Page](#) to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Colorado Privacy Rights (CPA)

Notice at Collection. ProtiFi collects the following categories of Personal Data:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Including age, gender, and race.
- **Commercial Information:** Such as transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Such as call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection: ProtiFi collects this data to:

- **Fulfill Customer Requests:** This includes processing orders and providing services.

- **Provide and Improve Services:** Enhancing the quality and offerings of ProtiFi's products and services.
- **Conduct Research and Analytics:** Understanding Customer needs and preferences.
- **Advertising and Marketing:** Delivering relevant and targeted marketing content.

Customer's Colorado Privacy Rights: Under the Colorado Privacy Act (CPA), Customer has the following rights:

1. **Right to Know:** Customer can request details about the categories and specific pieces of Personal Data ProtiFi has collected, the sources of that data, the purposes for its collection, and the third parties with whom it has been shared.
2. **Right to Access:** Customer can request a copy of the Personal Data that ProtiFi has collected about them.
3. **Right to Delete:** Customer can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.
4. **Right to Correct:** Customer can request correction of any inaccurate Personal Data held by ProtiFi.
5. **Right to Opt-Out of Targeted Advertising or Sale:** ProtiFi does not sell Personal Data, but Customer has the right to opt out of any potential future sale or sharing of their Personal Data. Customer can also opt out of targeted advertising.

Making Requests to Know, Access, Delete, or Correct Personal Data. To exercise any of these rights, Customer can:

- Visit ProtiFi's [Privacy Rights Request Page](#) to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.

Before completing Customer's request, ProtiFi may need to verify Customer's identity. A verification link will be sent to Customer's email, and additional documentation or information may be requested solely for verification purposes.

Making Requests to Opt-Out of Targeted Advertising or the Sale of Personal Data

While ProtiFi does not share Personal Data except as necessary for business operations, and does not sell any Personal Data, Customer can opt-out of any potential future sale or sharing by:

- Using the "Do Not Sell or Share My Personal Data" link on ProtiFi's website.
- Enabling a universal tool, such as the Global Privacy Control (GPC), which communicates Customer's opt-out preferences automatically. ProtiFi will treat the GPC signal as a valid opt-out request.

Notice of Financial Incentives. ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customer can opt out of such programs.

Data Retention. ProtiFi retains Personal Data only as long as necessary to fulfill the purposes described in this Privacy Notice or as required by law. The retention period may vary depending on the type of data, ongoing business needs, and legal obligations.

Non-Discrimination. ProtiFi will not discriminate against Customer for exercising any of their privacy rights under Colorado law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process. If ProtiFi denies Customer's request to access, delete, or correct their Personal Data, Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's [Privacy Rights Request Page](#) to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Connecticut Privacy Rights (CTDPA)

Notice at Collection. ProtiFi collects the following categories of Personal Data:

- **Identifiers:** Including name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Such as age, gender, and race.
- **Commercial Information:** Such as transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection. ProtiFi collects this data to:

- **Fulfill Customer Requests:** Including processing orders and providing services.
- **Provide and Improve Services:** Enhancing the quality and offerings of ProtiFi's products and services.
- **Conduct Research and Analytics:** Understanding Customer needs and preferences.
- **Advertising and Marketing:** Delivering relevant and targeted marketing content.

Customer's Connecticut Privacy Rights. Under the Connecticut Data Privacy Act (CTDPA), Customer has the following rights:

1. **Right to Know:** Customer can request details about the categories and specific pieces of Personal Data ProtiFi has collected, the sources of that data, the purposes for its collection, and the third parties with whom it has been shared.
2. **Right to Access:** Customer can request a copy of the Personal Data that ProtiFi has collected about them.
3. **Right to Delete:** Customer can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.
4. **Right to Correct:** Customer can request correction of any inaccurate Personal Data held by ProtiFi.
5. **Right to Opt-Out of Sale or Sharing:** ProtiFi does not sell Personal Data, but Customer has the right to opt out of any potential future sale or sharing of their Personal Data.

Making Requests to Know, Access, Delete, or Correct Personal Data. To exercise any of these rights, Customer can:

- Visit ProtiFi's [Privacy Rights Request Page](#) to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.

Before completing Customer's request, ProtiFi may need to verify Customer's identity. A verification link will be sent to Customer's email, and additional documentation or information may be requested solely for verification purposes.

Making Requests to Opt-Out of the Sale or Sharing of Personal Data. While ProtiFi does not share Personal Data except as necessary for business operations and does not sell any Personal Data, Customer can opt-out of any potential future sale or sharing by:

- Using the "Do Not Sell or Share My Personal Data" link on ProtiFi's website.
- Enabling a universal tool, such as the Global Privacy Control (GPC), which communicates Customer's opt-out preferences automatically. ProtiFi will treat the GPC signal as a valid opt-out request.

Notice of Financial Incentives. ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customer can opt out of such programs.

Data Retention. ProtiFi retains Personal Data only as long as necessary to fulfill the purposes described in this Privacy Notice or as required by law. The retention period may vary depending on the type of data, ongoing business needs, and legal obligations.

Non-Discrimination. ProtiFi will not discriminate against Customer for exercising any of their privacy rights under Connecticut law. This includes:

- No denial of goods or services.

- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process. If ProtiFi denies Customer's request to access, delete, or correct their Personal Data, Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's [Privacy Rights Request Page](#) to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Delaware Consumer Privacy Rights (DELDPA)

Notice at Collection. ProtiFi may collect the following categories of Personal Data:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Commercial Information:** Including transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history, interaction data, and referring websites.
- **Geolocation Data:** Based on Customer's IP address.
- **Audio, Electronic, Visual, or Similar Information:** Such as call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection. This information is collected to:

- Fulfill Customer requests, including processing orders and providing services.
- Improve Products and Services, enhancing their quality and offerings.
- Conduct Research and Analytics, to better understand Customer needs.
- Advertise and Market, to deliver relevant and targeted marketing content.

Customer's Delaware Privacy Rights. Under the Delaware Consumer Data Privacy Act (DELDPA), effective January 1, 2025, Customer has the following rights:

1. **Right to Know:** You have the right to request that we disclose the categories and specific pieces of Personal Data we have collected about you, the sources from which it was collected, the purposes for which it was collected, and the third parties with whom it has been shared.
2. **Right to Access:** You can request a copy of the Personal Data that ProtiFi has collected about you.
3. **Right to Delete:** You can request that we delete Personal Data that we have collected from you, subject to certain legal exceptions.
4. **Right to Correct:** You have the right to request the correction of any inaccurate Personal Data we maintain about you.
5. **Right to Opt-Out of Sale or Sharing:** ProtiFi does not sell Personal Data, but you have the right to opt out of any potential future sale or sharing of your Personal Data.

Making Requests to Know, Access, Delete, or Correct Personal Data. To exercise any of these rights, Customer can:

- Visit ProtiFi's Privacy Rights Request Page to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.

ProtiFi will verify your identity before fulfilling the request by sending a verification link to your email and may request additional documentation if necessary.

Notice of Financial Incentives. ProtiFi does not currently offer financial incentives in exchange for Personal Data. If ProtiFi introduces such programs in the future, details will be provided, including how the value of the Personal Data is calculated and how you can opt out.

Data Retention. ProtiFi retains Personal Data only as long as necessary to fulfill the purposes outlined in this notice or as required by law. Retention periods may vary depending on the type of data, business needs, and legal requirements.

Non-Discrimination. ProtiFi will not discriminate against you for exercising any of your privacy rights under Delaware law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process. If ProtiFi denies your request to access, delete, or correct your Personal Data, you have the right to appeal the decision. To do so:

- Visit ProtiFi's Privacy Rights Request Page to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Florida Consumer Privacy Rights (FDBR)

Notice at Collection. ProtiFi may collect the following categories of Personal Data:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Including age and gender (as titles, e.g., Mr./Mrs.).
- **Commercial Information:** Such as transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection. This information is collected to:

- Fulfill Customer Requests: Including processing orders and providing services.
- Provide and Improve Services: Enhancing the quality and offerings of ProtiFi's products and services.
- Conduct Research and Analytics: Understanding Customer needs and preferences.
- Advertising and Marketing: Delivering relevant and targeted marketing content.

Customer's Florida Privacy Rights. Under the Florida Digital Bill of Rights (FDBR), Customer has the following rights:

1. **Right to Know:** Customer can request details about the categories and specific pieces of Personal Data ProtiFi has collected, the sources of that data, the purposes for its collection, and the third parties with whom it has been shared.
2. **Right to Access:** Customer can request a copy of the Personal Data that ProtiFi has collected about them.
3. **Right to Delete:** Customer can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.
4. **Right to Correct:** Customer can request correction of any inaccurate Personal Data held by ProtiFi.
5. **Right to Opt-Out of Targeted Advertising or Sale:** ProtiFi does not sell Personal Data, but Customer has the right to opt out of any potential future sale or sharing of their Personal Data. Customer can also opt out of targeted advertising.

Making Requests to Know, Access, Delete, or Correct Personal Data To exercise any of these rights, Customer can:

- Visit ProtiFi's Privacy Rights Request Page to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.

ProtiFi will verify Customer's identity before fulfilling the request by sending a verification link to Customer's email and may request additional documentation if necessary.

Notice of Financial Incentives. ProtiFi does not currently offer financial incentives in exchange for Personal Data. If ProtiFi introduces such programs in the future, details will be provided, including how the value of the Personal Data is calculated and how Customer can opt out.

Data Retention. ProtiFi retains Personal Data only as long as necessary to fulfill the purposes outlined in this notice or as required by law. Retention periods may vary depending on the type of data, business needs, and legal requirements.

Non-Discrimination. ProtiFi will not discriminate against Customer for exercising any of their privacy rights under Florida law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process. If ProtiFi denies Customer's request to access, delete, or correct their Personal Data, Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's Privacy Rights Request Page to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Indiana Privacy Rights (ICDPA)

Notice at Collection. ProtiFi may collect the following categories of Personal Data:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Including age, gender, and race.
- **Commercial Information:** Such as transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection. This information is collected to:

- Fulfill Customer requests, including processing orders and providing services.
- Provide and improve services by enhancing the quality and offerings of ProtiFi's products.
- Conduct research and analytics to understand Customer needs and preferences.
- Deliver relevant and targeted marketing content.

Customer's Indiana Privacy Rights. Under the Indiana Consumer Data Protection Act (INCDPA), effective January 1, 2026, Customer has the following rights:

1. **Right to Access:** Customers can request to access the specific pieces of Personal Data collected about them.
2. **Right to Correct:** Customers can request the correction of inaccurate Personal Data held by ProtiFi.
3. **Right to Delete:** Customers can request that Personal Data collected from them be deleted, subject to certain exceptions.
4. **Right to Data Portability:** Customers can request to obtain a copy of their Personal Data in a portable and readily usable format.

5. **Right to Opt-Out of Targeted Advertising, Sale, or Profiling:** Customers have the right to opt out of targeted advertising, sale of Personal Data, or profiling based on their Personal Data.

Making Requests to Know, Access, Delete, or Correct Personal Data

To exercise any of these rights, Customers can:

- Visit ProtiFi's Privacy Rights Request Page to submit a form.
- Alternatively, Customers can call during standard business hours in the Eastern US time zone.

Before completing a request, ProtiFi may need to verify the Customer's identity. A verification link will be sent to the Customer's email, and additional documentation or information may be requested solely for verification purposes.

Making Requests to Opt-Out of Targeted Advertising or Sale of Personal Data. While ProtiFi does not engage in the sale of Personal Data, Customers can still opt out of targeted advertising by:

- Using the "Do Not Sell or Share My Personal Data" link on ProtiFi's website.
- Enabling a universal tool, such as the Global Privacy Control (GPC), which communicates Customer's opt-out preferences automatically. ProtiFi will treat the GPC signal as a valid opt-out request.

Notice of Financial Incentives. ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customers can opt out of such programs.

Data Retention. ProtiFi retains Personal Data only as long as necessary to fulfill the purposes described in this Privacy Notice or as required by law. The retention period may vary depending on the type of data, ongoing business needs, and legal obligations.

Non-Discrimination. ProtiFi will not discriminate against Customers for exercising any of their privacy rights under Indiana law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process. If ProtiFi denies a Customer's request to access, delete, or correct their Personal Data, the Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's Privacy Rights Request Page to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Iowa Privacy Rights (IADPA)

Notice at Collection: ProtiFi may collect the following categories of Personal Data:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Including age, gender, and race.
- **Commercial Information:** Such as transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection: This information is collected to:

- Fulfill Customer Requests: Including processing orders and providing services.
- Provide and Improve Services: Enhancing the quality and offerings of ProtiFi's products and services.
- Conduct Research and Analytics: Understanding Customer needs and preferences.
- Advertising and Marketing: Delivering relevant and targeted marketing content.

Customer's Iowa Privacy Rights: Under the Iowa Consumer Data Protection Act (IADPA), Customer has the following rights:

1. **Right to Access:** Customers can request access to the specific pieces of Personal Data collected about them.
2. **Right to Delete:** Customers can request that Personal Data collected from them be deleted, subject to certain exceptions.
3. **Right to Opt-Out of Targeted Advertising:** ProtiFi does not sell Personal Data, but Customers have the right to opt out of targeted advertising.
4. **Right to Correct:** Customers can request correction of any inaccurate Personal Data held by ProtiFi.

Making Requests: To exercise any of these rights, Customers can:

- Visit ProtiFi's Privacy Rights Request Page to submit a form.
- Alternatively, Customers can call during standard business hours in the Eastern US time zone. Before completing a request, ProtiFi may need to verify the Customer's identity. A verification link will be sent to the Customer's email, and additional documentation or information may be requested solely for verification purposes.

Notice of Financial Incentives: ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customers can opt out of such programs.

Data Retention: ProtiFi retains Personal Data only as long as necessary to fulfill the purposes described in this Privacy Notice or as required by law. The retention period may vary depending on the type of data, ongoing business needs, and legal obligations.

Non-Discrimination: ProtiFi will not discriminate against Customers for exercising any of their privacy rights under Iowa law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services. However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process: If ProtiFi denies a Customer's request to access, delete, or correct their Personal Data, the Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's Privacy Rights Request Page to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Montana Consumer Data Privacy Rights (MCDPA)

Notice at Collection: ProtiFi may collect the following categories of Personal Data, which includes sensitive data such as information about racial or ethnic origin, religious beliefs, and health conditions, among others. This data is only processed with Customer's explicit consent:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Including age, gender, and race.
- **Commercial Information:** Such as transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.

- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection: This information is collected to:

- Fulfill Customer requests, including processing orders and providing services.
- Provide and improve services by enhancing the quality and offerings of ProtiFi's products.
- Conduct research and analytics to understand Customer needs and preferences.
- Deliver relevant and targeted marketing content.

Customer's Montana Privacy Rights: Under the MCDPA, Customer has the following rights:

1. **Right to Access:** Customer can request details about the categories and specific pieces of Personal Data ProtiFi has collected, the sources of that data, the purposes for its collection, and the third parties with whom it has been shared.
2. **Right to Correct:** Customer can request correction of any inaccurate Personal Data held by ProtiFi.
3. **Right to Delete:** Customer can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.
4. **Right to Data Portability:** Customer can request to obtain a copy of their Personal Data in a portable and readily usable format.
5. **Right to Opt-Out of Targeted Advertising, Sale, or Profiling:** Customer can opt-out of targeted advertising, sale of Personal Data, or profiling based on their Personal Data.

Making Requests to Know, Access, Delete, or Correct Personal Data: To exercise any of these rights, Customer can:

- Visit ProtiFi's Privacy Rights Request Page to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.

Before completing Customer's request, ProtiFi may need to verify Customer's identity. A verification link will be sent to Customer's email, and additional documentation or information may be requested solely for verification purposes.

Making Requests to Opt-Out of Targeted Advertising or Sale of Personal Data: While ProtiFi does not engage in the sale of Personal Data, Customer can still opt out of targeted advertising by:

- Using the "Do Not Sell or Share My Personal Data" link on ProtiFi's website.
- Enabling a universal tool, such as the Global Privacy Control (GPC), which communicates Customer's opt-out preferences automatically. ProtiFi will treat the GPC signal as a valid opt-out request.

Notice of Financial Incentives: ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customer can opt out of such programs.

Data Retention: ProtiFi retains Personal Data only as long as necessary to fulfill the purposes described in this Privacy Notice or as required by law. The retention period may vary depending on the type of data, ongoing business needs, and legal obligations.

Non-Discrimination: ProtiFi will not discriminate against Customer for exercising any of their privacy rights under Montana law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process: If ProtiFi denies Customer's request to access, delete, or correct their Personal Data, Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's Privacy Rights Request Page to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Oregon Privacy Rights (OCPA)

Notice at Collection ProtiFi may collect the following categories of Personal Data:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Commercial Information:** Including transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.

Purpose of Collection This information is collected to:

- **Fulfill Customer Requests:** Including processing orders and providing services.
- **Provide and Improve Services:** Enhancing the quality and offerings of ProtiFi's products and services.
- **Conduct Research and Analytics:** Understanding Customer needs and preferences.
- **Advertising and Marketing:** Delivering relevant and targeted marketing content.

Customer's Oregon Privacy Rights Under the Oregon Consumer Privacy Act (OCPA), Customers have the following rights:

1. **Right to Know:** Customers can request details about the categories and specific pieces of Personal Data ProtiFi has collected, the sources of that data, the purposes for its collection, and the third parties with whom it has been shared.
2. **Right to Access:** Customers can request a copy of the Personal Data that ProtiFi has collected about them.
3. **Right to Delete:** Customers can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.
4. **Right to Correct:** Customers can request correction of any inaccurate Personal Data held by ProtiFi.
5. **Right to Opt-Out of Targeted Advertising:** ProtiFi does not sell Personal Data, but Customers have the right to opt out of targeted advertising.

Making Requests to Know, Access, Delete, or Correct Personal Data To exercise any of these rights, Customers can:

- Visit ProtiFi's Privacy Rights Request Page to submit a form.
- Alternatively, Customers can call during standard business hours in the Eastern US time zone.

Before completing Customers' requests, ProtiFi may need to verify Customers' identity. A verification link will be sent to Customers' email, and additional documentation or information may be requested solely for verification purposes.

Notice of Financial Incentives ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customers can opt out of such programs.

Data Retention ProtiFi retains Personal Data only as long as necessary to fulfill the purposes described in this Privacy Notice or as required by law. The retention period may vary depending on the type of data, ongoing business needs, and legal obligations.

Non-Discrimination ProtiFi will not discriminate against Customers for exercising any of their privacy rights under Oregon law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process If ProtiFi denies Customers' requests to access, delete, or correct their Personal Data, Customers have the right to appeal the decision. To do so:

- Visit ProtiFi's Privacy Rights Request Page to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Tennessee Consumer Data Privacy Rights (TIPA)

Notice at Collection: ProtiFi may collect the following categories of Personal Data, which includes sensitive data that will only be processed with Customer's explicit consent:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Including age, gender, and race.
- **Commercial Information:** Such as transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection: This information is collected to:

- Fulfill Customer requests, including processing orders and providing services.
- Provide and improve services by enhancing the quality and offerings of ProtiFi's products.
- Conduct research and analytics to understand Customer needs and preferences.
- Deliver relevant and targeted marketing content.

Customer's Tennessee Privacy Rights: Under the TIPA, Customer has the following rights:

1. **Right to Access:** Customer can request details about the categories and specific pieces of Personal Data ProtiFi has collected, the sources of that data, the purposes for its collection, and the third parties with whom it has been shared.
2. **Right to Correct:** Customer can request correction of any inaccurate Personal Data held by ProtiFi.
3. **Right to Delete:** Customer can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.
4. **Right to Data Portability:** Customer can request to obtain a copy of their Personal Data in a portable and readily usable format.
5. **Right to Opt-Out of Targeted Advertising, Sale, or Profiling:** Customer can opt-out of targeted advertising, sale of Personal Data, or profiling based on their Personal Data.

Making Requests to Know, Access, Delete, or Correct Personal Data: To exercise any of these rights, Customer can:

- Visit ProtiFi's Privacy Rights Request Page to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.

Before completing Customer's request, ProtiFi may need to verify Customer's identity. A verification link will be sent to Customer's email, and additional documentation or information may be requested solely for verification purposes.

Making Requests to Opt-Out of Targeted Advertising or Sale of Personal Data: While ProtiFi does not engage in the sale of Personal Data, Customer can still opt out of targeted advertising by:

- Using the "Do Not Sell or Share My Personal Data" link on ProtiFi's website.
- Enabling a universal tool, such as the Global Privacy Control (GPC), which communicates Customer's opt-out preferences automatically. ProtiFi will treat the GPC signal as a valid opt-out request.

Notice of Financial Incentives: ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customer can opt out of such programs.

Data Retention: ProtiFi retains Personal Data only as long as necessary to fulfill the purposes described in this Privacy Notice or as required by law. The retention period may vary depending on the type of data, ongoing business needs, and legal obligations.

Non-Discrimination: ProtiFi will not discriminate against Customer for exercising any of their privacy rights under Tennessee law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process: If ProtiFi denies Customer's request to access, delete, or correct their Personal Data, Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's Privacy Rights Request Page to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Texas Privacy Rights (TDPSA)

Notice at Collection. ProtiFi collects the following categories of Personal Data:

- **Identifiers:** Including name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Such as age, gender, and race.
- **Commercial Information:** Including transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection. This information is collected to:

- Fulfill Customer requests and provide services.
- Improve ProtiFi's offerings through research and analytics.
- Deliver relevant and targeted marketing content.

Customer's Texas Privacy Rights. Under the Texas Data Privacy and Security Act (TDPSA), effective July 1, 2024, Customer has the following rights:

1. **Right to Know:** Customer can request details about the categories and specific pieces of Personal Data ProtiFi has collected, the sources of that data, the purposes for its collection, and the third parties with whom it has been shared.
2. **Right to Access:** Customer can request a copy of the Personal Data that ProtiFi has collected about them.
3. **Right to Delete:** Customer can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.
4. **Right to Correct:** Customer can request correction of any inaccurate Personal Data held by ProtiFi.
5. **Right to Opt-Out of Targeted Advertising or Sale:** Customer can opt out of any potential future sale or sharing of their Personal Data and can opt out of targeted advertising.

Data Protection Assessment. ProtiFi will conduct Data Protection Assessments as required by TDPSA for certain processing activities, particularly those involving high-risk data processing.

Making Requests to Know, Access, Delete, or Correct Personal Data. To exercise these rights, Customer can:

- Visit ProtiFi's Privacy Rights Request Page to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.
- ProtiFi will verify Customer's identity before fulfilling the request by sending a verification link to Customer's email and may request additional documentation if necessary.

Notice of Financial Incentives. ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customer can opt out.

Data Retention. ProtiFi retains Personal Data only as long as necessary to fulfill the purposes outlined in this notice or as required by law. Retention periods may vary depending on the type of data, business needs, and legal requirements.

Non-Discrimination. ProtiFi will not discriminate against Customer for exercising any of their privacy rights under Texas law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services. However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process. If ProtiFi denies Customer's request to access, delete, or correct their Personal Data, Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's Privacy Rights Request Page to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Utah Privacy Rights (UCPA)

Notice at Collection. ProtiFi may collect the following categories of Personal Data:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Including age, gender, and race.
- **Commercial Information:** Such as transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection. This information is collected to:

- **Fulfill Customer Requests:** Including processing orders and providing services.
- **Provide and Improve Services:** Enhancing the quality and offerings of ProtiFi's products and services.
- **Conduct Research and Analytics:** Understanding Customer needs and preferences.
- **Advertising and Marketing:** Delivering relevant and targeted marketing content.

Customer's Utah Privacy Rights. Under the Utah Consumer Privacy Act (UCPA), Customer has the following rights:

1. **Right to Know:** Customer can request details about the categories and specific pieces of Personal Data ProtiFi has collected, the sources of that data, the purposes for its collection, and the third parties with whom it has been shared.
2. **Right to Access:** Customer can request a copy of the Personal Data that ProtiFi has collected about them.
3. **Right to Delete:** Customer can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.

4. **Right to Opt-Out of Targeted Advertising:** ProtiFi does not sell Personal Data, but Customer has the right to opt out of targeted advertising.

Making Requests to Know, Access, Delete, or Correct Personal Data. To exercise any of these rights, Customer can:

- Visit ProtiFi's [Privacy Rights Request Page](#) to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.

Before completing Customer's request, ProtiFi may need to verify Customer's identity. A verification link will be sent to Customer's email, and additional documentation or information may be requested solely for verification purposes.

Making Requests to Opt-Out of Targeted Advertising. While ProtiFi does not engage in the sale of Personal Data, Customer can still opt out of targeted advertising by:

- Using the "Do Not Sell or Share My Personal Data" link on ProtiFi's website.
- Enabling a universal tool, such as the Global Privacy Control (GPC), which communicates Customer's opt-out preferences automatically. ProtiFi will treat the GPC signal as a valid opt-out request.

Notice of Financial Incentives. ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customer can opt out of such programs.

Data Retention. ProtiFi retains Personal Data only as long as necessary to fulfill the purposes described in this Privacy Notice or as required by law. The retention period may vary depending on the type of data, ongoing business needs, and legal obligations.

Non-Discrimination. ProtiFi will not discriminate against Customer for exercising any of their privacy rights under Utah law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process. If ProtiFi denies Customer's request to access, delete, or correct their Personal Data, Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's [Privacy Rights Request Page](#) to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Virginia Consumer Data Privacy Rights (VCDPA)

Notice at Collection: ProtiFi may collect the following categories of Personal Data, including sensitive data that will only be processed with Customer's explicit consent:

- **Identifiers:** Such as name, email, postal address, and IP address.
- **Characteristics of Protected Classifications:** Including age, gender, and race.
- **Commercial Information:** Such as transaction history and purchasing behaviors.
- **Internet or Other Electronic Network Activity:** Including browsing history and interaction data.
- **Geolocation Data:** Information based on Customer's IP location.
- **Audio, Electronic, Visual, or Similar Information:** Including call recordings and video surveillance.
- **Inferences Drawn from Any of the Above:** Used to create consumer profiles.

Purpose of Collection: This information is collected to:

- Fulfill Customer requests, including processing orders and providing services.
- Provide and improve services by enhancing the quality and offerings of ProtiFi's products.
- Conduct research and analytics to understand Customer needs and preferences.
- Deliver relevant and targeted marketing content.

Customer's Virginia Privacy Rights: Under the VCDPA, Customer has the following rights:

1. **Right to Access:** Customer can request details about the categories and specific pieces of Personal Data ProtiFi has collected, the sources of that data, the purposes for its collection, and the third parties with whom it has been shared.
2. **Right to Correct:** Customer can request correction of any inaccurate Personal Data held by ProtiFi.
3. **Right to Delete:** Customer can request that ProtiFi delete Personal Data it has collected, subject to certain legal exceptions.
4. **Right to Data Portability:** Customer can request to obtain a copy of their Personal Data in a portable and readily usable format.
5. **Right to Opt-Out of Targeted Advertising, Sale, or Profiling:** Customer can opt out of targeted advertising, sale of Personal Data, or profiling based on their Personal Data.

Making Requests to Know, Access, Delete, or Correct Personal Data: To exercise any of these rights, Customer can:

- Visit ProtiFi's Privacy Rights Request Page to submit a form.
- Alternatively, Customer can call during standard business hours in the Eastern US time zone.

Before completing Customer's request, ProtiFi may need to verify Customer's identity. A verification link will be sent to Customer's email, and additional documentation or information may be requested solely for verification purposes.

Making Requests to Opt-Out of Targeted Advertising or Sale of Personal Data: While ProtiFi does not engage in the sale of Personal Data, Customer can still opt out of targeted advertising by:

- Using the "Do Not Sell or Share My Personal Data" link on ProtiFi's website.
- Enabling a universal tool, such as the Global Privacy Control (GPC), which communicates Customer's opt-out preferences automatically. ProtiFi will treat the GPC signal as a valid opt-out request.

Notice of Financial Incentives: ProtiFi does not currently offer financial incentives for Personal Data. If such incentives are offered in the future, they will be detailed here, including how the value of Personal Data is calculated and how Customer can opt out of such programs.

Data Retention: ProtiFi retains Personal Data only as long as necessary to fulfill the purposes described in this Privacy Notice or as required by law. The retention period may vary depending on the type of data, ongoing business needs, and legal obligations.

Non-Discrimination: ProtiFi will not discriminate against Customer for exercising any of their privacy rights under Virginia law. This includes:

- No denial of goods or services.
- No different pricing or rates.
- No reduction in the quality or level of services.

However, exercising certain rights, such as opting out of targeted advertising, may result in less personalized experiences, like seeing fewer relevant ads.

Appeal Process: If ProtiFi denies Customer's request to access, delete, or correct their Personal Data, Customer has the right to appeal the decision. To do so:

- Visit ProtiFi's Privacy Rights Request Page to submit an appeal.
- ProtiFi will review the appeal and respond within a reasonable timeframe, typically within 30 days.

Notices

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