

## Regarding our Members, Program Participants, Website Visitors, and Others Not Listed

Categories of Personal Information	Sources of Personal Information	Parties to Whom Information May Be Disclosed	Is the Personal Information Listed (i) Processed for Targeted Advertising, (ii) Sold, or (iii) Shared or (iv) All of the Above?	Purposes of Disclosure
<b>Identifiers</b> such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, driver's license number, passport number, or other similar identifiers.	<p>From you:</p> <ul style="list-style-type: none"> <li>Information you provide to us directly</li> <li>Information obtained during your interactions with us, including with our website</li> <li>Inferences we make based on that information</li> </ul> <p>From Service Providers and Member Benefit Providers ("Providers"):</p> <ul style="list-style-type: none"> <li>Information you provided to Providers, who then share the information with us</li> <li>Information obtained during your interactions with a Provider,</li> </ul>	<ul style="list-style-type: none"> <li>Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures, including:               <ul style="list-style-type: none"> <li>Vendors that provide information to help us serve Members relevant ads and understand the ads' effectiveness</li> </ul> </li> <li>Member Benefit Providers who provide benefits and services to you as part of your membership</li> </ul>	<ul style="list-style-type: none"> <li>All of the above</li> </ul>	<ul style="list-style-type: none"> <li>Performing services on behalf of AARP, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</li> <li>Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a service provider or contractor shall not combine the personal information of opted-out consumers that the service provider or contractor receives from, or on behalf of, the business with personal information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with consumers.</li> <li>Helping to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for these purposes.</li> <li>Debugging to identify and repair errors that impair existing intended functionality.</li> <li>Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.</li> <li>Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as</li> </ul>

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	<p>who then shared the information with us</p> <ul style="list-style-type: none"> <li>▪ Inferences the Providers make about you and shares with us</li> </ul>	<ul style="list-style-type: none"> <li>▪ Law enforcement or other third parties, for the legal reasons described</li> </ul>		<p>part of a consumer's current interaction with the business, provided that the consumer's personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's experience outside the current interaction with the business.</p> <ul style="list-style-type: none"> <li>▪ Undertaking internal research for technological development and demonstration.</li> <li>▪ Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> <li>▪ Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction.</li> </ul>
<b>Characteristics of protected classifications under state or federal law</b> , such as race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition or	<p>From you:</p> <ul style="list-style-type: none"> <li>▪ Information you provide to us directly</li> <li>▪ Information obtained during your interactions with us, including with our website</li> </ul>	<ul style="list-style-type: none"> <li>▪ Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other</li> </ul>	<ul style="list-style-type: none"> <li>▪ All of the above</li> </ul>	<ul style="list-style-type: none"> <li>▪ Helping to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for these purposes.</li> <li>▪ Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as part of a consumer's current interaction with the business, provided that the consumer's personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's</li> </ul>

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history, marital status, sex, age, or sexual orientation	<ul style="list-style-type: none"> <li>Inferences we make based on that information</li> </ul> <p>From Service Providers and Member Benefit Providers (“Providers”):</p> <ul style="list-style-type: none"> <li>Information you provided to Providers, who then share the information with us</li> <li>Information obtained during your interactions with a Provider, who then shared the information with us</li> </ul> <p>Inferences the Providers make about you and shares with us</p>	<p>appropriate confidentiality and security measures, including:</p> <ul style="list-style-type: none"> <li>Vendors that provide information to help us serve Members relevant ads and understand the ads’ effectiveness</li> <li>Member Benefit Providers who provide benefits and services to you as part of your membership</li> <li>Law enforcement or other third parties, for the legal reasons described</li> </ul>		<p>experience outside the current interaction with the business.</p> <ul style="list-style-type: none"> <li>Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</li> <li>Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a Service Provider shall not combine the personal information of opted-out consumers that the Service Provider receives from, or on behalf of, the business with Personal Information that the Service Provider receives from, or on behalf of, another person or persons or collects from its own interaction with consumers.</li> <li>Undertaking internal research for technological development and demonstration.</li> <li>Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> <li>Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or</li> </ul>

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				enabling or effecting, directly or indirectly, a commercial transaction.
<b>Commercial information,</b> including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	<p>From you:</p> <ul style="list-style-type: none"> <li>Information you provide to us directly</li> <li>Information obtained during your interactions with us, including with our website</li> <li>Inferences we make based on that information</li> </ul> <p>From Service Providers and Member Benefit Providers (“Providers”):</p> <ul style="list-style-type: none"> <li>Information you provided to Providers, who then share the information with us</li> <li>Information obtained during your interactions with a Provider, who then</li> </ul>	<ul style="list-style-type: none"> <li>Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures, including:               <ul style="list-style-type: none"> <li>Vendors that provide information to help us serve Members relevant ads and understand the ads’ effectiveness</li> </ul> </li> <li>Member Benefit Providers who provide benefits and services to you as part of your membership</li> </ul>	<ul style="list-style-type: none"> <li>All of the above</li> </ul>	<ul style="list-style-type: none"> <li>Helping to ensure security and integrity to the extent the use of the consumer’s personal information is reasonably necessary and proportionate for these purposes.</li> <li>Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as part of a consumer’s current interaction with the business, provided that the consumer’s personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer’s experience outside the current interaction with the business.</li> <li>Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</li> <li>Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a service provider or contractor shall not combine the personal information of opted-out consumers that the service provider or contractor receives from, or on behalf of, the business with personal information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with consumers.</li> </ul>

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	<p>shared the information with us</p> <ul style="list-style-type: none"> <li>▪ Inferences the Providers make about you and shares with us</li> </ul>	<ul style="list-style-type: none"> <li>▪ Law enforcement or other third parties, for the legal reasons described</li> </ul>		<ul style="list-style-type: none"> <li>▪ Undertaking internal research for technological development and demonstration.</li> <li>▪ Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> <li>▪ Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction.</li> </ul>
<p><b>Internet or other electronic network activity information,</b> including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an internet website application, or advertisement.</p>	<p>From you:</p> <ul style="list-style-type: none"> <li>▪ Information you provide to us directly</li> <li>▪ Information obtained during your interactions with us, including with our website</li> <li>▪ Inferences we make based on that information</li> </ul> <p>From Service Providers and Member Benefit</p>	<ul style="list-style-type: none"> <li>▪ Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures, including: <ul style="list-style-type: none"> <li>▪ Vendors that provide</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ All of the above</li> </ul>	<ul style="list-style-type: none"> <li>▪ Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.</li> <li>▪ Helping to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for these purposes.</li> <li>▪ Debugging to identify and repair errors that impair existing intended functionality.</li> <li>▪ Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as part of a consumer's current interaction with the business, provided that the consumer's personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's experience outside the current interaction with the business.</li> </ul>

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	<p>Providers (“Providers”):</p> <ul style="list-style-type: none"> <li>Information you provided to Providers, who then share the information with us</li> <li>Information obtained during your interactions with a Provider, who then shared the information with us</li> <li>Inferences the Providers make about you and shares with us</li> </ul>	<ul style="list-style-type: none"> <li>information to help us serve Members relevant ads and understand the ads’ effectiveness</li> <li>Member Benefit Providers who provide benefits and services to you as part of your membership</li> <li>Law enforcement or other third parties, for the legal reasons described</li> </ul>		<ul style="list-style-type: none"> <li>Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</li> <li>Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a service provider or contractor shall not combine the personal information of opted-out consumers that the service provider or contractor receives from, or on behalf of, the business with personal information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with consumers.</li> <li>Undertaking internal research for technological development and demonstration.</li> <li>Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> <li>Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or</li> </ul>

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				enabling or effecting, directly or indirectly, a commercial transaction.
<b>Geolocation data.</b>	<p>From you:</p> <ul style="list-style-type: none"> <li>Information you provide to us directly</li> <li>Information obtained during your interactions with us, including with our website</li> <li>Inferences we make based on that information</li> </ul> <p>From Service Providers and Member Benefit Providers ("Providers"):</p> <ul style="list-style-type: none"> <li>Information you provided to Providers, who then share the information with us</li> <li>Information obtained during your interactions with a Provider, who then</li> </ul>	<ul style="list-style-type: none"> <li>Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures, including: <ul style="list-style-type: none"> <li>Vendors that provide information to help us serve Members relevant ads and understand the ads' effectiveness</li> </ul> </li> <li>Member Benefit Providers who provide benefits and services to you as part of your membership</li> </ul>	<ul style="list-style-type: none"> <li>All of the above</li> </ul>	<ul style="list-style-type: none"> <li>Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.</li> <li>Helping to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for these purposes.</li> <li>Debugging to identify and repair errors that impair existing intended functionality.</li> <li>Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as part of a consumer's current interaction with the business, provided that the consumer's personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's experience outside the current interaction with the business.</li> <li>Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</li> <li>Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a service provider or contractor shall not combine the personal information of opted-out consumers that the</li> </ul>

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	<p>shared the information with us</p> <ul style="list-style-type: none"> <li>▪ Inferences the Providers make about you and shares with us</li> </ul>	<ul style="list-style-type: none"> <li>▪ Law enforcement or other third parties, for the legal reasons described</li> </ul>		<p>service provider or contractor receives from, or on behalf of, the business with personal information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with consumers.</p> <ul style="list-style-type: none"> <li>▪ Undertaking internal research for technological development and demonstration.</li> <li>▪ Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> <li>▪ Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction.</li> </ul>
<b>Audio, electronic, visual, thermal, olfactory, or similar information.</b>	<p>From you:</p> <ul style="list-style-type: none"> <li>▪ Information you provide to us directly</li> <li>▪ Information obtained during your interactions with us, including with our website</li> <li>▪ Inferences we make based on</li> </ul>	<ul style="list-style-type: none"> <li>▪ Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other appropriate</li> </ul>	<ul style="list-style-type: none"> <li>▪ All of the above</li> </ul>	<ul style="list-style-type: none"> <li>▪ Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.</li> <li>▪ Helping to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for these purposes.</li> <li>▪ Debugging to identify and repair errors that impair existing intended functionality.</li> <li>▪ Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as part of a consumer's current interaction with the</li> </ul>



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	<p>that information</p> <p>From Service Providers and Member Benefit Providers (“Providers”):</p> <ul style="list-style-type: none"> <li>Information you provided to Providers, who then share the information with us</li> <li>Information obtained during your interactions with a Provider, who then shared the information with us</li> <li>Inferences the Providers make about you and shares with us</li> </ul>	<p>confidentiality and security measures, including:</p> <ul style="list-style-type: none"> <li>Vendors that provide information to help us serve Members relevant ads and understand the ads’ effectiveness</li> <li>Member Benefit Providers who provide benefits and services to you as part of your membership</li> <li>Law enforcement or other third parties, for the legal reasons described</li> </ul>		<p>business, provided that the consumer’s personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer’s experience outside the current interaction with the business.</p> <ul style="list-style-type: none"> <li>Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</li> <li>Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a service provider or contractor shall not combine the personal information of opted-out consumers that the service provider or contractor receives from, or on behalf of, the business with personal information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with consumers.</li> <li>Undertaking internal research for technological development and demonstration.</li> <li>Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> </ul>

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				<ul style="list-style-type: none"> <li>▪ Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction.</li> </ul>
<b>Professional or employment-related information.</b>	<p>From you:</p> <ul style="list-style-type: none"> <li>▪ Information you provide to us directly</li> <li>▪ Information obtained during your interactions with us, including with our website</li> <li>▪ Inferences we make based on that information</li> </ul> <p>From Service Providers and Member Benefit Providers (“Providers”):</p> <ul style="list-style-type: none"> <li>▪ Information you provided to Providers, who then share the information with us</li> </ul>	<ul style="list-style-type: none"> <li>▪ Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures, including: <ul style="list-style-type: none"> <li>▪ Vendors that provide information to help us serve Members relevant ads and understand the ads’ effectiveness</li> </ul> </li> <li>▪ Member Benefit Providers who</li> </ul>	<ul style="list-style-type: none"> <li>▪ All of the above</li> </ul>	<ul style="list-style-type: none"> <li>▪ Helping to ensure security and integrity to the extent the use of the consumer’s personal information is reasonably necessary and proportionate for these purposes.</li> <li>▪ Debugging to identify and repair errors that impair existing intended functionality.</li> <li>▪ Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as part of a consumer’s current interaction with the business, provided that the consumer’s personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer’s experience outside the current interaction with the business.</li> <li>▪ Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</li> <li>▪ Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a service provider or contractor shall not combine the personal</li> </ul>

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	<ul style="list-style-type: none"> <li>Information obtained during your interactions with a Provider, who then shared the information with us</li> <li>Inferences the Providers make about you and shares with us</li> </ul>	<ul style="list-style-type: none"> <li>provide benefits and services to you as part of your membership</li> <li>Law enforcement or other third parties, for the legal reasons described</li> </ul>		<p>information of opted-out consumers that the service provider or contractor receives from, or on behalf of, the business with personal information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with consumers.</p> <ul style="list-style-type: none"> <li>Undertaking internal research for technological development and demonstration.</li> <li>Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> <li>Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction.</li> </ul>
<b>Education information,</b> defined as information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy	<p>From you:</p> <ul style="list-style-type: none"> <li>Information you provide to us directly</li> <li>Information obtained during your interactions with us, including with our website</li> </ul>	<ul style="list-style-type: none"> <li>Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other</li> </ul>	<ul style="list-style-type: none"> <li>All of the above</li> </ul>	<ul style="list-style-type: none"> <li>Helping to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for these purposes.</li> <li>Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as part of a consumer's current interaction with the business, provided that the consumer's personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's</li> </ul>

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Act (20 U.S.C. Sec. 1232g; 34 C.F.R. Part 99)	<ul style="list-style-type: none"> <li>Inferences we make based on that information</li> </ul> <p>From Service Providers and Member Benefit Providers (“Providers”):</p> <ul style="list-style-type: none"> <li>Information you provided to Providers, who then share the information with us</li> <li>Information obtained during your interactions with a Provider, who then shared the information with us</li> <li>Inferences the Providers make about you and shares with us</li> </ul>	<p>appropriate confidentiality and security measures, including:</p> <ul style="list-style-type: none"> <li>Vendors that provide information to help us serve Members relevant ads and understand the ads’ effectiveness</li> <li>Member Benefit Providers who provide benefits and services to you as part of your membership</li> <li>Law enforcement or other third parties, for the legal reasons described</li> </ul>		<p>experience outside the current interaction with the business.</p> <ul style="list-style-type: none"> <li>Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</li> <li>Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a service provider or contractor shall not combine the personal information of opted-out consumers that the service provider or contractor receives from, or on behalf of, the business with personal information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with consumers.</li> <li>Undertaking internal research for technological development and demonstration.</li> <li>Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> <li>Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products,</li> </ul>

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				goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction.
<b>Inferences drawn from any of the information identified</b> in this subdivision to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	<p>From you:</p> <ul style="list-style-type: none"> <li>Information you provide to us directly</li> <li>Information obtained during your interactions with us, including with our website</li> <li>Inferences we make based on that information</li> </ul> <p>From Service Providers and Member Benefit Providers ("Providers"):</p> <ul style="list-style-type: none"> <li>Information you provided to Providers, who then share the information with us</li> <li>Information obtained during your interactions with a Provider,</li> </ul>	<ul style="list-style-type: none"> <li>Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures, including:             <ul style="list-style-type: none"> <li>Vendors that provide information to help us serve Members relevant ads and understand the ads' effectiveness</li> </ul> </li> <li>Member Benefit Providers who provide benefits and services to you as part of your membership</li> </ul>	<ul style="list-style-type: none"> <li>All of the above</li> </ul>	<ul style="list-style-type: none"> <li>Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.</li> <li>Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as part of a consumer's current interaction with the business, provided that the consumer's personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's experience outside the current interaction with the business.</li> <li>Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</li> <li>Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a service provider or contractor shall not combine the personal information of opted-out consumers that the service provider or contractor receives from, or on behalf of, the business with personal information that the service provider or contractor receives from, or on behalf of,</li> </ul>

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	<p>who then shared the information with us</p> <ul style="list-style-type: none"> <li>▪ Inferences the Providers make about you and shares with us</li> </ul>	<ul style="list-style-type: none"> <li>▪ Law enforcement or other third parties, for the legal reasons described</li> </ul>		<p>another person or persons or collects from its own interaction with consumers.</p> <ul style="list-style-type: none"> <li>▪ Undertaking internal research for technological development and demonstration.</li> <li>▪ Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> <li>▪ Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction.</li> </ul>
<p>Sensitive personal information defined as follows:</p> <p>(1) Personal information that reveals:</p> <p>(A) A consumer's social security, driver's license, state identification card, or passport number.</p> <p>(B) A consumer's account log-in,</p>	<p>From you:</p> <ul style="list-style-type: none"> <li>▪ Information you provide to us directly</li> <li>▪ Information obtained during your interactions with us, including with our website</li> <li>▪ Inferences we make based on that information</li> </ul>	<ul style="list-style-type: none"> <li>▪ Our service providers, vendors and contractors process information on our behalf, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures, including:</li> </ul>	<ul style="list-style-type: none"> <li>▪ All of the above in permitted jurisdictions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Helping to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for these purposes.</li> <li>▪ Short-term, transient use, including, but not limited to, nonpersonalized advertising shown as part of a consumer's current interaction with the business, provided that the consumer's personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's experience outside the current interaction with the business.</li> <li>▪ Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying</li> </ul>

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<p>financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account.</p> <p>(C) A consumer's precise geolocation.</p> <p>(D) A consumer's racial or ethnic origin, religious or philosophical beliefs, or union membership.</p> <p>(E) The contents of a consumer's mail, email, and text messages unless the business is the intended recipient of the communication.</p> <p>(F) A consumer's genetic data.</p>	<p>From Service Providers and Member Benefit Providers ("Providers"):</p> <ul style="list-style-type: none"> <li>Information you provided to Providers, who then share the information with us</li> <li>Information obtained during your interactions with a Provider, who then shared the information with us</li> </ul> <p>Inferences the Providers make about you and shares with us</p>	<ul style="list-style-type: none"> <li>Vendors that provide information to help us serve Members relevant ads and understand the ads' effectiveness</li> <li>Member Benefit Providers who provide benefits and services to you as part of your membership</li> <li>Law enforcement or other third parties, for the legal reasons described</li> </ul>		<p>customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.</p> <ul style="list-style-type: none"> <li>Providing advertising and marketing services, except for cross-context behavioral advertising, to the consumer provided that, for the purpose of advertising and marketing, a service provider or contractor shall not combine the personal information of opted-out consumers that the service provider or contractor receives from, or on behalf of, the business with personal information that the service provider or contractor receives from, or on behalf of, another person or persons or collects from its own interaction with consumers.</li> <li>Undertaking internal research for technological development and demonstration.</li> <li>Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business.</li> <li>Undertaking activities to advance commercial or economic interests, such as by inducing another person to buy, rent, lease, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction.</li> </ul>

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<p>(G) Personal information revealing citizenship or immigration status.</p> <p>Or</p> <p>(2) Any of the following:</p> <p>(A) The processing of biometric information for the purpose of uniquely identifying a consumer. Examples include iris, retina, fingerprint, face, and voice recordings, keystroke patterns or rhythms, gait patterns or rhythms, and sleep, health, or exercise data that contain identifying information.</p> <p>(B) Personal information collected and</p>				



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<p>analyzed concerning a consumer's health (mental or physical).</p> <p>(C) Personal information collected and analyzed concerning a consumer's sex life or sexual orientation.</p>				