

STATE PRIVACY LAWS

Some state’s privacy laws require us to provide some additional information to residents of those states, which we explain below.

The table below outlines the categories of personal information we may collect, the sources and recipients of personal information, and the purposes for which we may use personal information (depending on how and why you interact with the Site).

Personal Information Category	Sources	Purposes	Recipients
Customer Records (e.g., name, address, telephone number, education, employment history, credit card or debit card number)	Information you provide directly or through your interactions with our Site; Third-party providers; Information from our partners or customers	(a) Providing our Site; (b) Improving our Site; (c) Ensuring the security of our Site; (d) Providing technical support; (e) Enabling participation in content offerings; (f) Communicating with you; (g) Conducting qualitative and quantitative research on behalf of ourself or our customers; (h) Marketing and business development; (i) Exercising/protecting legal rights and complying with legal obligations;	Service Providers
Identifiers (e.g. name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers) and biometric information	Information you provide to us directly or through your interactions with our Site and Services; Information from our partners or customers	(a) Providing our Site; (b) Improving our Site; (c) Ensuring the security of our Site; (d) Providing technical support; (e) Enabling participation in content offerings; (f) Communicating with you; (g) Conducting qualitative and quantitative research on behalf of ourself or our customers; (h) Marketing and business development; (i) Exercising/protecting legal rights and complying with legal obligations;	Service Providers;
Characteristics of protected classifications under applicable laws (e.g., your gender or age)	Information you provide to us directly; Third-party providers	(a) Enabling quantitative or qualitative research on behalf of ourselves or our Customers; (b) Marketing and business development; (c) Exercising/protecting legal rights and complying with legal obligations;	Service providers;

Commercial information (e.g., information regarding products or services purchased, obtained, or considered)	Information you provide to us directly, such as purchasing product	(a) Providing our Site and Services; (b) Improving our Site; (c) Ensuring the security of our Site; (d) Providing technical support; (e) Communicating with you; (f) Marketing and business development; (g) Exercising/protecting legal rights and complying with legal obligations (h) Enabling quantitative or qualitative research on behalf of ourselves or our Customers	Service Providers;
Internet or Other Electronic Network Activity Information (e.g., browsing history, search history, and information regarding your interactions with our Services)	Your interactions with our Site	(a) Providing our Site; (b) Improving our Site; (c) Ensuring the security of our Site; (d) Providing technical support; (e) Enabling participation in content offerings	
Professional or Employment-Related Information / Education information	Information you provide to us directly; Customers; Third-party providers	(a) Providing our Site; (b) Improving our Site; (c) Ensuring the security of our Site; (d) Providing technical support; (e) Communicating with you; (f) Enabling quantitative or qualitative research on behalf of ourselves or our Customers; (g) Exercising/protecting legal rights and complying with legal obligations; (h) Hiring decisions	Service Providers
Inferences	Information you provide to us directly or through your interactions with our Site; Information from our partners and third-parties	(a) Providing our Site; (b) Improving our Site; (c) Enabling participation in content offerings; (d) Enabling quantitative or qualitative research on behalf of ourselves or our Customers	N/A

Disclosure of Personal Information

We may disclose the personal information identified in the table above to third parties as follows (depending on how and why you interact with the Site and Services):

Service Providers

We may disclose personal information to our service providers in order to have them perform services that assist us in fulfilling the purposes listed above. Our service providers provide us with a range of services including: hosting our Site, processing payments, legal services, auditing and accounting professional services, postal and email delivery, conducting analysis to improve our products and Site, fulfilling requests you make, managing payments, performing identity verification, and answering your questions. We may disclose personal information to our service providers in order to improve our Site and Services, such as to identify bugs, repair errors, or ensure that services function as intended, or conduct internal research and analysis to improve our technology.

No Disclosure To Advertising Partners

We do not disclose any of your information for any advertising purposes.

Other Disclosures

On an ad hoc basis as necessary, we may also disclose personal information to third parties (such as our partners, service providers, and law enforcement and government agencies) to secure our Site and Services and the rights and interests of LRP and its partners, including to detect, prevent, and investigate security incidents or violations of our Terms of Use or applicable laws, or in the context of legal proceedings. We may also disclose personal information to an acquirer, assignee or other successor entity in connection with a sale, merger, or reorganization of all or substantially all of the equity, business, or assets of LRP.

Sensitive Personal Information

Depending on how and why you interact with the Site, some of the personal information that LRP may collect or infer and use about you may be considered “sensitive data” or “sensitive data inferences” under Colorado Law in certain circumstances:

- Demographic information (e.g. racial or ethnic origin);
- Religious beliefs;
- Sexual orientation;
- Citizenship status;
- Genetic or biometrics information processed for identification purposes;
- Mental or physical health condition or diagnosis.

We only collect your sensitive personal information when you voluntarily provide this information to us and provide clear, specific, opt-in consent. If you would like us to limit or stop our use of your sensitive personal information, you may contact us as indicated in the [Contact Us](#) section. We will respond to your request as required by applicable laws.

Retention of Personal Information

We will delete your information upon your request. We otherwise retain your personal information indefinitely.

Privacy Rights

Residents of certain states have certain rights in respect of your personal information under applicable state law. You may not be discriminated against because you exercise your rights under state law. These rights include:

- The right to know what personal information we collect about you, including the categories of personal information, the categories of sources from which the personal information is collected, the purpose for collecting or sharing personal information, and the categories of third parties to whom we disclose personal information.
- The right to have us delete your personal information.
- The right to correct any inaccurate personal information we may have.
- The right to opt-out of the sale of your personal data.
- The right to opt-out of targeted advertising online.
- The right not to have "sensitive personal data" processed unless the entity has the resident's clear, specific, opt-in consent.

Certain state residents are also entitled to request and, once a year, obtain free of charge a copy of their personal data that we hold.

Exercising your rights

You can make privacy requests as indicated in the Contact Us section. We may ask that you provide documentation, as well as certain additional information, to verify your identity; the information we request from you will depend on your prior interactions with us and the sensitivity of the personal information at issue. Any information requested will be used for the sole purpose of verifying your identity. Once confirmed, we will respond to your request in accordance with applicable law. If we deny your request, we will explain why.

Right to appeal

If we deny your request to exercise any of your state privacy rights, you may appeal that decision by contacting us at info@lakeresearch.com and providing your request and the reason behind your appeal.

CONTACT US

If you have any questions about our privacy practices or this Privacy Policy, or to exercise your rights as detailed in this Privacy Policy, please contact us at info@lakeresearch.com.