Your Privacy Choices: Do Not Sell or Share My Personal Information
Effective Date: January 01, 2025

This notice is for residents of California and supplements the information contained in our main Privacy Policy. It explains your rights under the California Consumer Privacy Act (CCPA) as amended by the California Privacy Rights Act (CPRA) and provides you with a way to exercise those rights.

1. Your Rights Under the CPRA
The CPRA provides California residents with specific rights regarding their personal information. This includes:

The Right to Opt-Out of Sale or Sharing: You have the right to direct a business that sells or shares your personal information to stop doing so.

The Right to Limit the Use of Sensitive Personal Information: You can direct businesses to only use your sensitive personal information for limited purposes, such as providing the services you requested.
2. Our Position on "Selling" and "Sharing" Data
Lid Vizion does not sell your personal information in the traditional sense, meaning we do not exchange it for monetary payment.

However, the CPRA defines "selling" and "sharing" very broadly.
"Sell" means transferring a consumer's personal information to a third party for monetary or other valuable consideration.

"Share" means disclosing a consumer's personal information to a third party for "cross-context behavioral advertising," which is essentially targeted advertising based on your activity across different websites, apps, or services.
Some of our data practices, particularly the use of third-party cookies for analytics and advertising, may be considered "sharing" under the CPRA's definition. These technologies help us understand how our services are used and make our marketing efforts more relevant.

3. How to Exercise Your Right to Opt-Out
You can exercise your right to opt-out of the sale or sharing of your personal information through the following methods:

A. Submit an Opt-Out Request Form
To formally submit your request to opt-out of the sale or sharing of your personal information, submit the form here:
https://forms.gle/zKnpgT6BYdrTuv3XA

You can also email us at privacy@lidvizion.com. Please include the email address you are opting out.

We will process your request within the 15-day timeframe required by law.

B. Use a Global Privacy Control (GPC) Signal
You can also exercise your opt-out rights by using an opt-out preference signal, such as the Global Privacy Control (GPC). If our site detects a GPC signal from your browser, we will automatically treat it as a valid request to opt-out of the sale or sharing of your personal information for that browser.

4. What to Expect After You Opt-Out
Once you have submitted an opt-out request, we will stop selling or sharing your personal information. We will not ask you to reauthorize the sale or sharing of your personal information for at least 12 months.

Opting out will not affect your ability to use the Lid Vizion platform and its core services. However, it may impact our ability to provide you with personalized content or targeted offers.

5. Right to Non-Discrimination
We will not discriminate against you for exercising any of your CPRA rights. This means we will not:

- Deny you goods or services
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

6. Contact Us
If you have any questions about this notice or need to contact us for any reason, please refer to the "Contact Us" section of our main Privacy Policy.