

California Notice at Collection and Privacy Notice

Last updated: 8 March 2026

This California Notice at Collection and Privacy Notice (“**California Notice**”) only applies to California residents (“you”) and supplements the information contained in our [Global Privacy Policy](#). This California Notice is delivered on behalf of Revalize, Inc. and its affiliates (the “Revalize Group”), references to “Revalize,” “we,” “us,” or “our” in this Privacy Policy refer to the relevant Revalize Group entity responsible for the processing of your personal information.

This California Notice does not apply to any information that is excluded from the definition of personal information under the California Consumer Privacy Act and its implementing regulations, as they are amended (the “**CCPA**”). References to “sell”, “sale”, or “share” of personal information in this California Notice refer to those terms as used in the CCPA.

1. Notice at Collection

a. The following table sets forth the categories of personal information we may collect from you as a business; the purposes for which we use it; and whether we share it for purposes of the CCPA. We do not sell personal information of California residents.

Category of Personal Information	Purposes for Collection and Use	Shared?
Identifiers , such as name, unique personal identifier, email, address, and IP address	Account registration and management; order processing and payment management; relationship management; website administration and security; delivery of relevant content and advertising; marketing recommendations; customer support; legal compliance	Yes
Customer Records under Cal. Civ. Code § 1798.80(e), such as name, address, phone number, payment card and bank account details	Account registration and management; order processing and payment management; relationship management; website administration and security; delivery of relevant content and advertising; customer support; legal compliance	No
Commercial Information , such as purchase history,	Order fulfillment and transaction processing; customer relationship management and support; marketing recommendations and promotional offers	No

Category of Personal Information	Purposes for Collection and Use	Shared?
transaction records, products/services considered or obtained, purchase preferences		
Internet or Other Electronic Network Activity , such as IP address, browser type/version, OS, pages visited, links clicked, session duration, cookie data	Website and service administration, security, and fraud prevention; delivery of relevant content and measurement of advertising effectiveness; data analytics to improve products and services; marketing recommendations	Yes
Geolocation Data (general/non-precise only), such as city, state or country inferred from IP address	Website and service administration; delivery of relevant content and advertising; legal compliance We do not collect precise geolocation data.	Yes
Audio, Electronic, Visual, or Similar Information , such as recordings of telephone conversations and chat sessions with customer service representatives	Relationship management; customer support delivery and improvement; quality monitoring and staff training; rights protection and dispute resolution	No
Professional or Employment-Related Information , such as job title, employer name, professional role, business contact information	Providing Revalize products and services; business relationship management with customers and partners	No

Category of Personal Information	Purposes for Collection and Use	Shared?
Inferences Drawn from Personal Information , such as profiles reflecting product preferences, purchasing interests, and marketing receptivity	Marketing recommendations and promotional communications; service improvement; delivery of relevant content and advertising; relationship management	Yes
Sensitive Personal Information , such as account credentials	Account authentication and security only.	No

b. Data Retention: We will retain your personal information for as long as necessary to fulfill the purposes for which it was collected and processed, including for the purposes of satisfying any legal, regulatory, accounting or reporting requirements. To determine the appropriate retention period for your personal information, we will consider the amount, nature and sensitivity of the personal information, the potential risk from unauthorized use or disclosure, the purposes for which we process personal information and whether we can achieve those purposes through other means, and applicable legal requirements. For example, we have to keep basic information about our customers for seven years after they cease being customers for tax purposes. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

c. Opt Out of Sharing for Cross-Context Behavioral Advertising: We share certain personal information (cookie identifiers, browsing activity, and associated inferences) with third-party advertising and analytics partners for cross-context behavioral advertising. California residents have the right to opt out of this sharing. You may use any of the following methods to opt out of this sharing.

- *Cookie Preference Center*: Adjust your cookie preferences using the cookie preference banner on our website at [Manage Cookie Preferences](#) or [here](#).
- *Browser Settings*: Configure your browser to block or delete cookies. Note that our website does not currently recognize automated "Do Not Track" browser signals.
- *Vendor-by-Vendor Opt Out*: Opt out directly through each advertising or analytics vendor. A complete list of vendors and their opt-out links is available in our [Global Cookie Notice](#).
- *Industry-Wide Opt Out*: Submit an opt-out request for interest-based advertising through the Digital Advertising Alliance (DAA) at optout.aboutads.info.

2. Personal Information Practices

a. Personal Information Collected: In the preceding 12 months, we have collected the following categories of personal information.

- *Identifiers*, such as name, unique personal identifier, email, address, and IP address
- *Customer Records* under Cal. Civ. Code § 1798.80(e), such as name, address, phone number, payment card and bank account details
- *Commercial Information*, such as purchase history, transaction records, products/services considered or obtained, purchase preferences
- *Internet or Other Electronic Network Activity*, such as IP address, browser type/version, OS, pages visited, links clicked, session duration, cookie data
- *Geolocation Data* (general/non-precise only), such as city, state or country inferred from IP address
- *Audio, Electronic, Visual, or Similar Information*, such as recordings of telephone conversations and chat sessions with customer service representatives
- *Professional or Employment-Related Information*, such as job title, employer name, professional role, business contact information
- *Inferences Drawn from Personal Information*, such as profiles reflecting product preferences, purchasing interests, and marketing receptivity
- *Sensitive Personal Information*, such as account credentials

b. Categories of Sources: We collect personal information from the following categories of sources:

- *Directly from you*, when you fill out forms, create an account, purchase or use our products or services, subscribe to communications, respond to surveys, contact our support team, or otherwise interact with us
- *From your employer*, when your employer (as a customer or partner of Revalize) provides your contact information in connection with Revalize products or services
- *Automatically*, through cookies, server logs, pixel tags, and similar tracking technologies as you interact with our websites and services
- *From third-party analytics and advertising partners*, including Google (analytics and advertising), LinkedIn, and Facebook (advertising networks), and others as detailed in our [Global Cookie Notice](#)
- *From third parties*, such as LinkedIn, ZoomInfo, 6Sense, Intensity, and Bluewhale, to supplement our business contact records, to the extent permitted by applicable law
- *From publicly available sources*, to supplement our records with publicly available business contact and professional information
- *From companies we acquire*, when Revalize acquires another business, we may receive personal information from that company's records

c. Business and Commercial Purposes: We collect personal information for the following business and commercial purposes:

- *To register and manage customer and user accounts*, including onboarding new customers and authenticating access
- *To process and fulfill orders*, manage payments, fees, and charges, and collect amounts owed
- *To manage our ongoing relationship with you*, including notifying you of updates to our terms or privacy policy, asking for reviews or survey responses, and maintaining accurate records
- *To administer and protect our business and websites*, including troubleshooting, data analysis, testing, system maintenance, network security, fraud prevention, and IT services
- *To deliver relevant website content and advertising*, and to measure the effectiveness of advertising campaigns
- *To perform data analytics* to improve our websites, products, services, and customer experiences
- *To make marketing suggestions and recommendations* about goods and services that may interest you
- *To provide chatbot and automated customer support services*
- *To comply with legal obligations*, including tax, accounting, regulatory, and law enforcement requirements
- *For security and crime prevention*

d. Selling and Sharing of Personal Information: We do not sell the personal information of California residents for the purposes of the CCPA and have not done so in the past twelve months.

- *Categories of Personal Information*: We may share the following categories of personal information with third-party advertising and analytics partners for the purpose of cross-context behavioral advertising — that is, displaying advertisements for Revalize's products and services on third-party platforms to individuals who have previously visited our website:
 - Identifiers (e.g., cookie IDs, device identifiers, IP address)
 - Internet or other electronic network activity information (e.g., pages visited on our website)
 - Geolocation data (general/IP-derived)
 - Inferences drawn from personal information
- *Categories of third parties to whom personal information is shared for cross-context behavioral advertising*: Third-party advertising networks and analytics platforms, including Google, LinkedIn, Facebook, Bing, and others as detailed in our [Global Cookie Notice](#).
- *Purpose for Sharing*: To deliver relevant advertisements for Revalize's products and services to website visitors across third-party platforms and websites.

e. Minors: We do not have actual knowledge that we sell or share the personal information of California residents under 16 years of age.

f. Disclosure of Personal Information: In the past 12 months, we have disclosed the categories of personal information identified in Section 2(a) to service providers and contractors for business purposes identified in Section 2(c). Personal information may be disclosed to the following categories of third parties for business purposes:

- Website, software, application, and infrastructure service providers
- Cloud hosting and data center providers
- Database, backup, and disaster recovery providers
- Analytics and audience measurement providers (e.g., Google Analytics, Adobe Analytics, Microsoft Clarity, HubSpot)
- Email and marketing communications service providers
- Advertising networks and demand-side platforms (e.g., Google, LinkedIn, Facebook, Bing, and others listed in our [Global Cookie Notice](#))
- Payment processors
- Credit reference and debt collections companies
- Professional advisors (legal, accounting, audit)
- Customer support and chatbot service providers
- Other service providers or agents working on our behalf
- Affiliates and other companies within the Revalize Group
- Successor entities in connection with a merger, acquisition, or sale of all or part of our business

g. Sensitive Personal Information: We collect and process sensitive personal information of account login credentials, such as username and password/security credentials. We use and disclose sensitive personal information solely for to provide secure access to your Revalize account and maintain account security, which is consistent with the limited purposes permitted under the CCPA. Accordingly, we do not offer a separate "Right to Limit" the use or disclosure of sensitive personal information.

3. Your California Privacy Rights

As a California resident, the CCPA provides you with the following rights:

a. Right to Know: You have the right to request that we disclose to you: (a) the categories of personal information we have collected about you; (b) the categories of sources from which the personal information was collected; (c) the business or commercial purpose for collecting, selling, or sharing personal information; (d) the categories of third parties to whom we disclose personal information; and (e) the specific pieces of personal information we have collected about you.

b. **Right to Delete:** You have the right to request that we delete personal information we have collected from you, subject to certain exceptions under the CCPA (for example, where retention is necessary to complete a transaction, comply with a legal obligation, or detect security incidents).

c. **Right to Correct:** You have the right to request that we correct inaccurate personal information we maintain about you.

d. **Right to Opt Out of Sale or Sharing:** You have the right to opt out of any sale of your personal information; however, we do not sell such personal information. You have the right to opt out of the sharing of your personal information for cross-context behavioral advertising. To opt out of sharing, use any of the methods described in Section 1(c) above, including adjusting your cookie preferences using the cookie preference banner on our website at [Manage Cookie Preferences](#).

e. **Right to Non-Discrimination:** You have the right not to receive discriminatory treatment for exercising your CCPA rights. This protection applies to consumers in all roles, including as a job applicant, employee, independent contractor, or student.

4. How to Exercise Your California Privacy Rights

a. **Methods for Submitting Requests:** California residents may submit a request to exercise their rights by:

- **Online Request Form:** <https://revalizesoftware.com/legal/privacy-request-form/>
- **Email:** dpo@revalizesoftware.com
- **Opt out of Sharing:** Adjust your cookie preferences using the cookie preference banner on our website at [Manage Cookie Preferences](#) or [here](#).

b. **Verification Process:** To protect your personal information, we may verify your identity before fulfilling certain requests, such as the requests regarding the right to know, delete or correct. The verification process may involve asking you to provide information that matches the records we maintain about you. For requests to know specific pieces of personal information, we may require a higher degree of verification. We will not use information collected through the verification process for any purpose other than verification.

c. **Authorized Agents:** You may designate an authorized agent to submit a CCPA rights request on your behalf. To use an authorized agent, the agent must provide documentation of written authorization from you, or you must directly verify your own identity with us. We may deny a request from an agent who cannot provide proof of authorization. To submit a request as an authorized agent, please use the methods listed above and include documentation of your authorization.

d. **Response Timing:** We generally respond to verifiable consumer requests within 45 calendar days of receipt. If we require additional time (up to a total of 90 days), we will notify you of the extension, the reason for the extension, and the expected response date before the initial 45-day period expires. We do not charge a fee to process or respond to verifiable consumer requests unless a request is manifestly unfounded, excessive, or repetitive.

e. **Do Not Track:** We currently do not recognize “Do Not Track” signals. To opt out of sharing of your personal information for cross-context behavioral advertising, use any of the methods described in Section 1(c) above, including adjusting your cookie preferences using the cookie preference banner on our website at [Manage Cookie Preferences](#).

f. **Contact for Privacy Inquiries:** For questions or concerns about this California Notice or our privacy practices, please contact:

- *Mail:* Data Privacy Director Revalize, Inc. 50 N Laura St., Suite 2500 Jacksonville, FL 32202 USA
- *Email:* dpo@revalizesoftware.com

5. Changes to This California Privacy Policy

We review and update this California Notice periodically. When we make material changes, we will update the "Last Updated" date at the top of this notice. We encourage California residents to review this notice periodically for any updates.