

# SIA Your Marketplace Platform Privacy Policy

## Overview

Welcome to the SIA Your Marketplace. This privacy Policy explains what information Superior Integrated Auctions, LLC (“SIA”) collects about users of the SIA Your Marketplace, affiliated websites, and affiliated mobile applications (collectively, the “Service”) and what we do with that information. Please read this policy carefully. By using the Service, you agree to be bound by the terms and conditions of this Privacy Policy. Your consent to SIA’s use and disclosure of information as described in this Privacy Policy remains valid after your relationship with SIA terminates. This Privacy Policy only applies to our collection of information through the Service. It does not apply to information you may provide to SIA through other means, such as over the telephone or at a live auction.

## How we collect information

We collect information about you in the following ways:

- Through your participation on our platform in connection with remarketing transactions hosted by SIA or commissioned by one of our enterprise customers.
- Through your use of our websites, including [superiorintegratedauctions.com](https://superiorintegratedauctions.com) and [premierremarketplace.com](https://premierremarketplace.com).
- Through your use of our locally installed, hosted applications or mobile apps, including AUCTIONMASTER, CoRe, Simulcast, SIA Marketplace and other white labeled mobile apps.
- Through phone calls, emails, and/or other forms of communication with you.
- Through our business relationships with you. Such information is not subject to this privacy policy except as required by applicable law.

- From other sources, including automobile dealers with whom we have contractual relationships and other third-party sources. The categories of other sources from which we collect information include:
  - affiliates with your consent or where we act as their service provider;
  - clients who ask us to process personal information on their behalf;
  - service providers acting on our behalf;
  - social media platforms where you choose to interact with us or through tools provided by these platforms;
  - automobile dealers with whom we have contractual relationships, as noted above;
  - data brokers from which we purchase demographic, location, and other data to supplement the data we collect;
  - partners with which we offer co-branded services, sell, or distribute our products, or engage in joint marketing activities; and
  - demographic or aggregate information from publicly available sources such as open government databases or other data in the public domain.

## Types of information we collect

The information we collect sometimes includes information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to you. The categories of information we collect about you include: Information you provide to us:

- Contact identifiers, including your first and last name, email address, postal address, and phone number.
- Characteristics or demographics, including date of birth, gender, ethnicity, mental or physical health condition or diagnosis, and country.
- Credentials and authentication information, including your username, password, password hints, and other information for authentication and account access.
- Payment information, including payment instrument number (such as a credit card number), and the security code associated with your payment instrument.
- Vehicle transaction and service information, including your vehicle identification number, make and model of vehicle purchased

- Profile information, including your interests and favorites.
- Content that you create, load, or share on the Service, such as your participation on our platform , recordings, photos, videos, and product reviews.

Do not provide any information we do not request.

## Information automatically collected through your browser or device

- Device identifiers, including your device's IP address, MAC address, and device advertising ID (e.g., IDFA or AAID).
- Device information, including your device's operating software, regional and language settings, carrier, time zone, network status, and internet service provider.
- Internet activity, including information about your browsing history and interactions, the features you use, the pages you visit, the emails, content, and ads you view, the products you purchase and consider, the time of day you browse, and your referring and exiting pages.
- Non-precise location data, such as location derived from an IP address or data that indicates a city or postal code level.
- Precise-location data, such as latitude or longitude, with your consent.

## Information we infer

We infer new information from other information we collect, including using automated means to generate information about your likely preferences or other characteristics.

## Sensitive Information

Some of the information we collect may be considered sensitive under applicable law. For example, on our platform we may collect personal information that identifies your precise location. To the extent any of the categories of information we collect are sensitive categories of information under applicable law, we process such information only for the

limited purposes permitted by applicable law. We do not sell or use sensitive information categories for targeted advertising or to make inferences.

## Information on behalf of our clients

In connection with providing services to our clients, we collect and process information about individuals (including through Tracking Technologies, defined below) at our clients' direction and on their behalf ("Client Data"). Client Data has historically included contact identifiers, characteristics or demographics, content, device identifiers, device information, internet activity, and non-precise location data, among other information. Our processing of Client Data is governed by the terms of our service agreements with our clients, and not this privacy policy. We are not responsible for how our clients treat the information we collect on their behalf, and we recommend you review their own privacy policies. In the event we are permitted to process Client Data for our own purposes, we will process the Client Data in accordance with the practices described in this privacy policy.

## How we use your information

We collect and use information in accordance with the practices described in this privacy policy. In addition to the "Additional details about how we use your participation" section below, our purposes for collecting and using information include to:

- Manage the Service.
- Perform services requested by you and provide customer service.
- Conduct market research into consumer preferences and attitudes around a variety of products and services, including surveys.
- Verify consumer responses if needed to ensure the accuracy.
- Enter you for a sweepstakes, contest, or other promotion.
- Communicate with you, including responding to inquiries.
- Process payment information for your purchases.
- Manage our contractual relationship with you.
- Send you technical notices, updates, security alerts, information regarding changes to our policies, and support and administrative messages.
- Link or combine your information with other information we get from other sources.

- Create data for analytics, segmentation for personalized advertising, or statistical market models.
- Develop and send you direct marketing for products and services including ads and communications about our and other entity products, offers, promotions, rewards, events, and services.
- Enhance security, monitor and verify identity or service access, combat spam, or other malware or security risks.
- Comply with law or a legal process (including a court or government order or subpoena), enforce this privacy policy or our legal rights, prevent and address fraud, and protect the rights, property or safety of SIA, our clients, our users and/or the public.
- Conduct audits, collect and assess feedback, identify usage trends, measure ad effectiveness and evaluate and improve our products, services, marketing, and client relationships.
- As otherwise permitted under this privacy policy or as otherwise authorized by you.
- Notwithstanding the above, we may use information that does not identify you (including information that has been de-identified) without obligation to you except as prohibited by applicable law.

#### **Additional details about how we use your participation**

Your participation on our platform helps us and our clients measure customer satisfaction and produce better quality products and services. As a participant, your information will be used in accordance with this privacy policy, except that you will never be contacted for sales or marketing based on your participation on our platform without your express consent. While participating on our platform, you may be given the option to submit a photo, video, or audio recording for facial expression and/or voice analysis. Submission is always optional, and we will only conduct this type of analysis with your express consent. You can withdraw your consent at any time.

## How we disclose information

We disclose information in accordance with the practices described in this privacy policy. In addition to the "Additional details about how we disclose your participation section below, we disclose information about you to the following categories of persons:

- To our service providers as necessary to enable them to provide services to us. Examples include service providers who help with marketing, billing, accounting, processing credit card payments, data analysis, data matching, technical support, and customer service. Service providers are prohibited from using your information for any purpose other than to provide this assistance, although we may permit them to use aggregate information which does not identify you or de-identified data for other purposes except as prohibited by applicable law.
- To our partners that are engaged in joint sales or product promotions. We also allow certain partners to integrate components of our services into their own websites and apps. Please be aware that we do not control our business partners' use of such information. Our partners are responsible for managing their own use of the information collected in these circumstances.
- To our clients in connection with our processing of your information on their behalf or to provide them with our products or services. For example, we disclose your information with our clients to facilitate transactions, respond to your questions and comments, comply with your requests, market, and advertise to you, and otherwise comply with applicable law.
- For promotions. When you voluntarily enter a sweepstakes, contest, or other promotion, we disclose information as set out in the official rules that govern the promotion as well as for administrative purposes and as required by law (e.g., on a winners list). By entering a promotion, you agree to the official rules that govern that promotion, and may, except where prohibited by applicable law, allow the sponsor and/or other entities involved in the promotion to use your name, voice, and/or likeness in advertising or marketing materials.
- For legal purposes, as reasonably necessary to comply with law or a legal process (including a court or government order or subpoena), to detect, prevent, or otherwise address fraud, security, or technical issues, to enforce this privacy policy, and to protect the rights, property or safety of SIA, our users, and/or the public.

- To our affiliates and subsidiaries for purposes consistent with this privacy policy, including customer support, marketing, and technical operations. In such cases, our subsidiaries and corporate affiliates will also meet the data protection obligations contained in this policy.
- During a corporate transaction, such as a merger, consolidation, acquisition, reorganization or sale of assets or in the event of bankruptcy, we reserve the right to sell, transfer or otherwise disclose some or all of our business or assets, including your information. We will make reasonable efforts to require the recipient to honor this privacy policy.
- Facilitating Requests. We disclose information at your direction, such as when you request that we disclose your interest in a vehicle with a dealership or when you request that our clients disclose your interest in a service with a third party, such as an after-market warranty service provider.
- Consent. We may disclose your information with notice to you and with your express consent.

Without limiting the foregoing, in our sole discretion, we may disclose aggregated information which does not identify you (or de-identified information about you) with third parties or affiliates for any purpose except as prohibited by applicable law.

## Tracking technologies

We use various technologies to automatically collect the information identified under the "Information automatically collected through your browser or device" subsection above ("Tracking Technologies"), including the following:

### **Cookies and pixels.**

Cookies are small data files that contain a string of characters, such as a unique browser identifier. Cookies are stored on your computer or other device and act as tags that identify your device. Our servers and those of other entities we work with send your browser or device a cookie when you visit our websites, and we, along with our clients and partners, do likewise on their websites or through their multi-site platforms. A pixel tag (also known as a web beacon) is an invisible 1 x 1 pixel that is placed on certain web pages. When you access a webpage, pixel tags generate a notice of the visit and permit us to set or read our cookies. Pixel tags are used to track activity on a site by a particular device. Even if you turn off cookies,

pixel tags may be able to detect a unique website visit. We (and the entities we work with) use cookies and pixels to, among other things, "remember" you when you visit a website, track user trends, measure ad effectiveness, and collect information about how you use our websites, use our clients' websites or interact with our or our partners' advertising. We also use cookies and pixels to provide relevant content to you and deliver ads that better match your interests.

**Mobile technologies.**

We also use, or work with clients or partners that use, mobile SDKs to collect information, such as device identifiers, connected to mobile device usage. An SDK (Software Development Kit) is computer code that app developers can include in their apps to enable ads to be shown, data to be collected, and related services to be implemented. We use this technology for purposes similar to cookies and pixels.

## Other services

Our Service contains content from and hyperlinks to websites, locations, platforms, and services operated and owned by separate unaffiliated entities. We also may allow you to connect our Service to another service or may offer our Service through another service (such as a brand page on a social media platform). Except where these entities act as our service providers, they, and not us, control the purposes of means of processing any information they collect about you, and you should contact them directly to address any concerns about their processing. The information collected and stored by those entities, whether through our Service or another service, remains subject to their own policies and practices, including what information they disclose to us, your rights and choices on their services and devices, and whether they store information in the U.S. or elsewhere.

## Analytics and advertising

Our Service contains Tracking Technologies used by us to understand trends, usage, and activities. For example, we incorporate Tracking Technologies from analytics providers, such as Google Analytics, to help us analyze your use of the Service, compile statistical reports on the Service's activity, and provide us with other services relating to Service activity and internet usage.



We also work with ad serving services, advertisers, and other entities to place ads about our products and services on other websites. For example, we place ads through Google that you may view on its platform as well as on other websites and services. As part of this process, we incorporate Tracking Technologies into our own Service as well as into our ads displayed on other websites and services, which are often owned and operated by third parties. Some of these Tracking Technologies may track your activities over time and across non-affiliated services and obtain or infer information about you for purposes of showing you relevant advertising based on your preferences and interests (“targeted advertising”).

We also use audience matching services (which are a form of targeted advertising) to reach people (or people similar to people) who have visited our Service or are identified in one or more of our databases (“Matched ads”). This is done by us providing a list of hashed email addresses to a third party or incorporating a pixel from a third party into our own Service, and the third party matching common factors between our data and their data. For instance, we incorporate the Facebook pixel on our Service and may disclose your hashed email address to Facebook as part of our use of Facebook Custom Audiences.

As indicated above, these entities may act as our service providers, or in certain contexts, independently decide how to process your information. We encourage you to familiarize yourself with and consult their privacy policies and terms of use.

For further information on the types of Tracking Technologies we use on the Service and your rights and choices regarding analytics, targeted advertising, and Matched ads, please see the “Information automatically collected through your browser or device” subsection above, and the “Tracking technologies” and “Your rights and choices” sections.

## Your rights and choices

We provide a variety of ways for you to control the information we process about you. Please see below for details.

**Country and regional rights.** Where applicable, in your region you may have specific rights under applicable law with respect to your information. See the applicable “Supplements” region-specific terms for details.

**Accounts.** If you hold an account with us, you can delete your account through your account settings. We will address your request in accordance with our data retention practices.

**Browser and device controls.**

- **Cookies and pixels.** Most browsers accept cookies by default. You may be able to instruct your browser, by changing its settings, to decline or delete cookies. If you use multiple browsers on your device, you will need to instruct each browser separately. Your ability to limit cookies is subject to your browser settings and limitations.
- **Mobile technologies.** You can reset your device advertising Id at any time through your device settings, which is designed to allow you to limit the use of information collected about you. You can stop all collection of information via an app by uninstalling the app.
- **Precise location technologies.** You can stop all collection of precise location data through an app by withdrawing your consent through your device settings or uninstalling the app.

Please be aware that if you disable or remove Tracking Technologies some parts of the Service may not function correctly.

**Third-party opt-out tools for Tracking Technologies.** Some of the partners we work with offer their own opt-out tools for Tracking Technologies. You can opt-out of your data being used by Google Analytics through cookies by visiting [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout) and downloading the Google Analytics Opt-out Browser Add-on.

**Industry opt-out tools for targeted advertising.** Some of the entities we work with participate in programs that allow you to opt-out of receiving targeted advertising from participants. For example, the Digital Advertising Alliance (“DAA”) offers a program where users can make choices about targeted advertising. To learn more about the DAA and your opt-out options for their participants, please visit (i) for website opt-out, [aboutads.info/choices](https://aboutads.info/choices) and (ii) for mobile app opt-out, [aboutads.info/appchoices](https://aboutads.info/appchoices). To learn more about your EU Online Choices, please visit [youronlinechoices.eu](https://youronlinechoices.eu). To learn more about your Canada Online choices, please visit [youradchoices.ca](https://youradchoices.ca). If you choose to opt-out of targeted advertising through these links, you should no longer see targeted advertising from the selected participants on the browser or device from which you opted-out, but the opt-out does not mean that the participants will not process your information for targeted

advertising purposes or that you will not receive any advertising. We are not responsible for the effectiveness of any third party opt-out tools.

**Matched ads.** To opt-out of us disclosing your hashed email address for Matched ads purposes, please contact us as set forth in the "Contact Us" section below and specify that you wish to opt out of matched ads. We will remove your email address from any subsequent lists disclosed to third parties for Matched ads purposes.

## Communications

**Email.** You can opt-out of receiving platform alerts, promotional emails or surveys from us at any time by following the instructions as provided in emails or surveys, clicking on the unsubscribe link, or emailing us at the email address set forth in the "Contact Us" section with the word UNSUBSCRIBE in the subject field of the e-mail. Please note that you cannot opt-out of non-promotional emails, such as those about your account, transactions, servicing, or SIA's ongoing business relations.

**Text messages and phone calls.** When you participate on our platform, we may request your phone number. If you give us your phone number or if you shared your phone number with one of our clients, you consent that we and/or our service providers may, from time to time, call or text you on your cell phone (using predictive dialers and/or Automatic Telephone Dialing Systems – and, also, pre-recorded calls in the case of phone calls) for market research surveys, to provide reminders, or to offer you additional survey opportunities. Consent is not required to purchase goods/services. You can opt-out of receiving text messages or calls to your phone number at any time by (i) for text messages, texting "STOP" in response to any text message you receive from us or contacting us as set forth in the "Contact Us" section and specifying you want to opt-out of text messages; and (ii) for calls, requesting opt-out during any call you receive from us or contacting us as set forth in the "Contact Us" section and specifying you want to opt-out of calls.

## How is information protected and retained?

We take appropriate steps including physical, technical, human, and organizational measures designed to help protect your information from loss, theft, misuse and unauthorized access, disclosure, alteration, or destruction. Unfortunately, the Internet

cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to us.

We retain information for the length of time that is reasonably necessary for the purpose for which it was collected, and as necessary to comply with our legal obligations, resolve disputes, prevent fraud, and enforce our agreements.

## International transfers

SIA is headquartered in the United States and has affiliates and service providers around the globe, and your information is transferred to the United States or other locations outside of your state, province, country, or other governmental jurisdiction where privacy laws may not be as protective as those in your jurisdiction. If you are accessing the Service from outside of the U.S., please be aware that information collected through the Service, including personal data, may be transferred to, processed, stored, and used in the U.S. and other jurisdictions. Your use of the Service or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, disclosure, and storage of your information in the U.S. and other jurisdictions as set forth in this privacy policy.

## Special note about children

Our Service is not intended for children. We do not knowingly collect information from children as defined by the Children's Online Privacy Protection Act "(COPPA)" or other applicable law. If we learn that we have inadvertently collected information from a child, we will delete that information as quickly as possible. If you believe that we might have any information from a child, please contact us as set forth in the "Contact Us" section.

## Changes to this privacy policy

This privacy policy is current as of the date which appears at the bottom of this privacy policy. We reserve the right to update this privacy policy at any time. Any such update will be effective immediately upon posting on the website. Accordingly, we encourage you to refer to this privacy policy on an ongoing basis. If the changes are material, we may provide additional notice to you as required by applicable law, such as through email or prominent

notice on the website. By using our Service following any privacy policy update, you freely and specifically give us your consent to collect, use, transfer, and disclose your information in the manner specified in the updated privacy policy. In the event of any inconsistencies between the English version or a translated version of this privacy policy or a country or region supplement, the English version shall prevail.

## Additional information for visitors who are California residents.

This supplement is effective as of July 28, 2023.

If you are a California resident, our privacy policy and this supplement applies to your use of the Service. This supplement describes the rights California privacy laws provide to residents of the state. Terms have the meaning ascribed to them in the California Privacy Rights Act (“CPRA”), unless otherwise stated.

### Notice of Collection

At or before the time of collection of your personal information, you have a right to receive notice of our data practices. Our data practices are as follows:

- For the categories of personal information we have collected in the past 12 months, see the “Types of information we collect” section in the privacy policy.
- For the categories of sources from which personal information is collected, see the “How we collect information” section in the privacy policy.
- For the specific business and commercial purposes for collecting and using personal information, see the “How we use your information” section in the privacy policy.
- For the categories of third parties to whom information is disclosed, see the “How we disclose your information” section in the privacy policy.
- For the criteria used to determine the period of time information will be retained, see the “How is information protected?” section in the privacy policy.

Under the CPRA, a “sale” is broadly defined to include a disclosure for something of value, and a “share” is broadly defined to include a disclosure for cross-context behavioral

advertising. Some of our disclosures of personal information may be considered a “sale” or “share.” For example:

- If you participate on our platform, your participation and demographic information in, if provided, will be appended with the vehicle identification number of your vehicle, which may be licensed to the manufacturer of your vehicle.
- We may engage in cross-context behavioral advertising activities such as those disclosed in the “Analytics and Advertising” section of our privacy policy.

We collect, sell, or share the following categories of personal information for commercial purposes: contact identifiers, characteristics or demographics, commercial or transactions information, user-generated content, device identifiers, device information, internet activity, non-precise geolocation data, and inferences drawn from any of the above. The categories of third parties to whom we sell or share your personal information include, where applicable, vehicle manufacturers and third parties involved in cross-context behavioral advertising. For details on your rights regarding sales and shares, see the “Right to Opt-Out of Sales and Sharing” section below. We do not knowingly sell or share the personal information of minors under 16 years old who are California residents.

Some of the personal information we collect may be considered sensitive personal information under CPRA. For example, precise geolocation. We collect, use, and disclose such sensitive personal information for the permissible business purposes for sensitive personal information under the CPRA as well as for the purposes listed above in this Section, Notice of Collection. For details about your right to limit the use or disclosure of your sensitive personal information, see the “Right to Limit the Use of Sensitive Personal Information” section below.

## Right to Know, Correct, and Delete

California residents, you have the right to know certain information about our data practices. In particular, you may request the following from us:

- The categories of personal information we have collected about you;
- The categories of sources from which the personal information was collected;

- The categories of personal information about you we disclosed for a business purpose or sold or shared;
- The categories of persons to whom the personal information was disclosed for a business purpose or sold or shared;
- The business or commercial purpose for collecting or selling or sharing the personal information; and
- The specific pieces of personal information we have collected about you.

In addition, you have the right to correct or delete the personal information we have collected from you. These rights also apply to sensitive personal information.

To exercise any of these rights, please submit a request via our Contact Us section. If you have an account with us, we may require you to use the account to submit the request. In the request, please specify which right you are seeking to exercise and the scope of the request. We will confirm receipt of your request within ten (10) days and respond to your request within forty-five (45) days. We may require specific information from you to help us verify your identity and process your request. If we are unable to verify your identity, we may deny your requests.

If personal information about you has been processed by us as a service provider on behalf of a client and you wish to exercise any rights you have with such personal information, please inquire with our client directly. If you wish to make your request directly to us, please provide the name of our client on whose behalf we processed your personal information. We will refer your request to that client and will support them to the extent required by applicable law in responding to your request.

## Right to Opt-Out of Sales and Sharing

To the extent SIA sells or shares your personal information, you have the right to opt-out of the sale or sharing of your personal information. To submit a request to opt-out of sharing not related to tracking technologies, use our Contact Us section. To opt-out of the sale or sharing of your personal information related to tracking technologies, use the Contact Us section and state Do Not Sell or Share My Information in the message or turn on a recognized opt-out preference signal, such as Global Privacy Control, in your browser or extension.

When you click the Online Do Not Sell Or Share My Personal Information button or broadcast the Global Privacy Control signal from a supported browser, we also signal certain of our

tracking technology partners to only use your personal information for those specific and limited purposes that are permitted under CPRA. Please note that your opt-out will not stop you from seeing ads and will only apply to the specific browser or device from which you opt-out. Your opt-out will no longer apply if you delete your cookies or reset your device

## Right to Limit the Use of Sensitive Personal Information

To the extent we use or disclose your sensitive personal information for purposes other than those specified as permissible business purposes under the CPRA, you have the right to limit the use or disclosure of your sensitive personal information. To exercise this right use the Contact Us section.

## Financial Incentives

Financial incentives, as defined under the CPRA, include programs, benefits, or other offerings, including payments to consumers as compensation, related to the collection, deletion, or sale of personal information about them. SIA may offer participants on our platform complimentary sweepstakes admissions. Although we do not consider these activities to be a “financial incentive,” it may be interpreted to be one under California law. To the extent sweepstakes admissions are considered financial incentives, the following notices are provided to California resident participants.

To opt-in to the financial incentive and receive the sweepstakes admission code, a participant is required to complete all questions and agree to the terms and conditions of that specific event. You can find a full description of the terms and conditions within each event. We collect identifiers such as your name and email address, and commercial information such as your participation on our platform related to the type of online events you participated in (e.g., automotive, financial, or healthcare).

If you have participated on our platform, you have the right to withdraw from the financial incentive at any time. Exercise your right to withdraw by using the Contact Us section and include “Withdraw from sweepstakes” in the subject line of your email.

We generally do not treat consumers differently if they exercise a privacy right under California law. However, where you need to voluntarily provide the personal information requested in order to receive sweepstakes admission, we are offering you a benefit that is reasonably related to the value of your data to us in connection with the benefit. Our



reasonable determination of the estimated value of the personal information you provide to us when you sign up for that benefit takes into consideration a number of factors, including, among other things, our estimates regarding the anticipated revenue generated from the personal information and the actual and anticipated expenses that we incur in the collection, storage, and use of such personal information in connection your participation.

## Authorized Agent

You can designate an authorized agent to submit requests on your behalf. Except for opt-out requests, we will require written proof of the agent's permission to do so and verify your identity directly. Requests must be submitted through the designated methods listed above.

## Right to Non-Discrimination

You have the right not to receive discriminatory treatment by us for the exercise of any of your rights.

## Shine the Light

California's "Shine the Light" law, Civil Code section 1798.83, requires certain businesses to respond to requests from California customers asking about the businesses' practices related to disclosing personal information to third parties for the third parties' direct marketing purposes. If you are a California resident and wish to obtain information about our compliance with this law, please use the Contact Us section. Requests must include "California Privacy Rights Request" in the first line of the description and include your name, street address, city, state, and ZIP code. Please note that SIA is not required to respond to requests made by means other than through the provided email address or mail address.

## Do Not Track

Your browser or extension may allow you to automatically transmit Do Not Track signals and we do not respond to such signals except where required by law.

## Disability

If you have a disability and would like to access the privacy policy and this supplement in an alternative format, please use the Contact Us section.

## Additional information for visitors from Nevada

Nevada law (NRS 603A.340) requires each business to establish a designated request address where Nevada consumers may submit requests directing the business not to sell certain kinds of personal information that the business has collected or will collect about the consumer. A sale under Nevada law is the exchange of personal information for monetary consideration by the business to a third party for the third party to license or sell the personal information to other third parties. If you are a Nevada consumer and wish to submit a request relating to our compliance with Nevada law, please contact us as at [siaprivacy@superior-ia.com](mailto:siaprivacy@superior-ia.com).

This supplement is effective as of October 1, 2019.

## Additional information for visitors from Texas

The entity maintaining this website is a data broker under Texas law. To conduct business in Texas, a data broker must register with the Texas Secretary of State (Texas SOS). Information about data broker registrants is available on the Texas SOS website.

This supplement is effective as of March 28, 2024.

## Additional information for visitors who are Colorado, Connecticut, Utah or Virginia Residents

This supplement is effective as of December 13, 2023.

The Colorado Privacy Act ("CPA"), the Connecticut Data Privacy Act ("CTDPA"), the Utah Consumer Privacy Act ("UCPA"), and the Virginia Consumer Data Protection Act ("VCDPA") provide additional rights to Colorado, Connecticut, Utah and Virginia residents. If you are a Colorado, Connecticut, Utah or Virginia resident, our privacy policy and this supplement applies to your use of the Service. This supplement applies only to Colorado, Connecticut, Utah and Virginia residents.

You have the following rights under applicable law in your region:

- To confirm whether or not we are processing your personal data

- To access your personal data
- To correct inaccuracies in your personal data
- To delete your personal data
- To obtain a copy of your personal data that you previously provided to us in a portable and readily usable format
- To not receive discriminatory treatment by us for the exercise of any your rights

To exercise any of these rights, please submit a request using the Contact Us section. If you have an account with us, we may require you to use the account to submit the request. In the request, please specify which right you are seeking to exercise and the scope of the request. We will respond to your request within 45 days. We may require specific information from you to help us confirm your identity and process your request. If we are unable to verify your identity, we may deny your requests.

You also have the right to opt out of the processing of personal data for the purposes of targeted advertising or the sale of personal data. To opt-out of the processing or sale of your personal data related to tracking technologies, use the Contact us Section or turn on a recognized opt-out preference signal, such as Global Privacy Control, in your browser or extension.

Please note that when you submit such an opt-out, we do not know who you are within our systems, and your opt-out will only apply to personal data collected from Tracking Technologies on the specific browser from which you opt-out. If you delete or reset your cookies, or use a different browser or device, you will need to reconfigure your settings. If you want the opt-out to also apply to personal data we have about you in our systems, such as your email address, please use the Contact Us section to submit the request.

You can designate an authorized agent to submit requests on your behalf. Requests must be submitted through the designated methods listed above. Except for opt-out requests, we will require written proof of the agent's permission to do so and may verify your identity directly.

If personal data about you has been processed by us as a processor on behalf of a client and you wish to exercise any rights you have with such personal data, please inquire with our client directly. If you wish to make your request directly to us, please provide the name of our client on whose behalf we processed your personal data. We will refer your request to

that client and will support them to the extent required by applicable law in responding to your request.

If we are unable or refuse to act on a request, you may appeal our decision within a reasonable time period by contacting us with the methods available in the Contact Us section and specifying your wish to appeal. Within 60 days of our receipt of your appeal, we will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If the appeal is denied, you may submit a complaint as follows:

- For Colorado residents, to the Colorado Attorney General at:  
<https://coag.gov/file-complaint/>
- For Connecticut residents, to the Connecticut Attorney General at:  
<https://www.dir.ct.gov/ag/complaint/>
- For Virginia residents, to the Virginia Attorney General at:  
<https://www.oag.state.va.us/consumercomplaintform>

## Contact us

If you have any questions about, or trouble accessing, this privacy policy, contact us via email or postal mail at the addresses below. Additional methods of contacting us are listed in the country and region supplements and policies linked on this page.

**Email:** [siaprivacy@superior-ia.com](mailto:siaprivacy@superior-ia.com)

**Address:** Privacy Officer  
Superior Integrated Auctions  
4449 Easton Way  
Columbus, OH 43219