

Notice at Collection of User Information

www.alivechat.tv (“Website”) is collecting your personal information and sensitive personal information to support its business operations, including for the business purposes listed below in the Business Purposes List. We do not sell personal information or sensitive personal information.

To view our full privacy policy visit www.alivechat.tv/privacy.html

We may collect the personal information and sensitive personal information categories listed in the tables below. The tables also list, for each category, our expected retention period and whether we share the information with third parties. To the extent we share the information with third parties it is restricted to third parties who assist us with processing the information and with whom we have contracts that require the third party to keep the information confidential and prohibit using the disclosed information for any purpose except performing the contract.

Personal Information Category	Retention Period	Shared
Identifiers, such as real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	Seven years from when you close your Website account	Yes
California Customer Records personal information, which includes a name, signature, Social Security number, physical characteristics or description, address, telephone	Seven years from when you close your Website account	Yes

<p>number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.</p> <p>Some personal information included in this category may overlap with other categories.</p>		
<p>Commercial information, such as records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>Seven years from when you close your Website account</p>	<p>Yes</p>
<p>Internet or other similar network activity, such as browsing history, search history, information on a consumer's</p>	<p>Seven years from when you close your Website account</p>	<p>Yes</p>

interaction with a website, application, or advertisement.		
Inferences drawn from other personal information.	Seven years from when you close your Website account	Yes

Sensitive personal information is a subtype of personal information consisting of specific information categories. While we collect information that falls within the sensitive personal information categories listed in the table below, the CCPA does not treat this information as sensitive because we do not collect or use it to infer characteristics about a person.

Sensitive Personal Information Category	Retention Period	Shared
Government identifiers, such as your Social Security number, driver's license, state identification card, or passport number.	Seven years from when you close your Website account	Yes
Complete account access credentials, such as user names, account numbers, or card numbers combined with required access/security code or password.	Seven years from when you close your Website account	Yes

Business Purposes List

1. Auditing related to business performance and compliance with the CCPA and other standards.

2. To ensure security and integrity of users' personal information sensitive information as reasonably necessary and proportionate.
3. Debugging to identify and repair errors.
4. Short-term, transient use concerning users' current interaction with the business.
5. Performing services on behalf of the business.
6. Providing advertising and marketing services.
7. Undertaking internal research for technological development and demonstration.
8. Undertaking activities to verify, maintain, improve, upgrade, or enhance the quality or safety of services or devices used by the business, and to improve, upgrade, or enhance the services or devices that are owned, manufactured, maintained, or controlled by the business.

If you have any questions about this Notice or need to access it in an alternative format due to having a disability, please contact us at service.allbrightinformation.com/contact/inquiry or 1-800-925-2573.

December 28, 2024