

# Privacy Policy:

# Artisys Corporation

**Effective Date:** February 25, 2026

**Last Updated:** February 25, 2026

## Introduction

Artisys Corporation ("Artisys," "we," "us," or "our") is committed to protecting the privacy and security of personal information collected through our advertising and consulting services. This Privacy Policy describes how we collect, use, disclose, and safeguard your personal information in compliance with applicable United States federal and state privacy laws, including but not limited to the California Consumer Privacy Act (CCPA) as amended by the California Privacy Rights Act (CPRA), Virginia Consumer Data Protection Act (VCDPA), Colorado Privacy Act (CPA), Connecticut Data Privacy Act (CTDPA), Indiana Consumer Data Protection Act (ICDPA), Kentucky Consumer Data Protection Act (KCDPA), Rhode Island Data Transparency and Privacy Protection Act (RIDTPPA), and the Children's Online Privacy Protection Act (COPPA).

By engaging with our services, visiting our website at [www.artisys.com](http://www.artisys.com), or providing us with your personal information, you acknowledge that you have read and understood this Privacy Policy.

## Scope and Applicability

This Privacy Policy applies to:

- Personal information collected through our website, mobile applications, and digital platforms
- Information collected through our advertising campaigns and consulting services
- Data collected both online and offline through customer relations, business interactions, and promotional activities
- Information processed on behalf of our clients in our capacity as a service provider or processor

## Definitions

For purposes of this Privacy Policy:

- **Personal Information** means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.
- **Sensitive Personal Information** includes precise geolocation data, Social Security numbers, driver's license numbers, financial account information, racial or ethnic

origin, religious beliefs, health information, sexual orientation, genetic data, biometric data, and personal information collected from children under 16.

- **Consumer** means a natural person who is a resident of a state with applicable privacy laws.
- **Targeted Advertising** means displaying advertisements based on personal data obtained from a consumer's activities across nonaffiliated websites, applications, or online services.
- **Sale or Sell** means sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, personal information to a third party for monetary or other valuable consideration.

## Information We Collect

### Categories of Personal Information

We collect the following categories of personal information:

| Category                       | Examples  |
|--------------------------------|---|
| Identifiers                    | Name, postal address, email address, phone number, IP address, account name, Social Security number, driver's license number, passport number, or other similar identifiers |
| Commercial Information         | Records of products or services purchased, obtained, or considered, purchasing or consuming histories or tendencies   |
| Internet Activity              | Browsing history, search history, information regarding interaction with websites, applications, or advertisements  |
| Professional Information       | Current or past job history, performance evaluations, business contact information  |
| Education Information          | Education records, degrees, certifications  |
| Inferences                     | Profiles reflecting preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes                        |
| Sensitive Personal Information | Financial account information, contents of communications, genetic data, biometric information, health information, information concerning sexual orientation               |

Table 1: Categories of Personal Information Collected

### Sources of Personal Information

We collect personal information from the following sources:

- **Directly from you** when you provide information through forms, consultations, service requests, or communications
- **Automatically** through cookies, pixels, tags, and similar tracking technologies when you interact with our digital properties
- **Third-party sources** including data brokers, marketing partners, advertising networks, social media platforms, analytics providers, and public databases
- **Business partners and clients** for whom we provide advertising and consulting services
- **Publicly available sources** such as government records, press releases, and public social media profiles

## Methods of Collection

Personal information is collected through:

- Website forms, contact forms, and registration processes
- Cookies, web beacons, pixels, and similar tracking technologies
- Email communications and correspondence
- Phone calls, video conferences, and in-person meetings
- Surveys, questionnaires, and feedback mechanisms
- Social media interactions and engagement
- Third-party advertising platforms and networks
- Customer relationship management (CRM) systems
- Analytics tools and marketing automation platforms

## How We Use Personal Information

### Business and Commercial Purposes

We use personal information for the following purposes:

1. **Service Delivery:** To provide advertising and consulting services, execute campaigns, analyze performance, and fulfill contractual obligations
2. **Customer Relations:** To communicate with clients and prospects, respond to inquiries, provide customer support, and manage relationships
3. **Marketing and Advertising:** To conduct targeted advertising, create audience segments, personalize content, measure campaign effectiveness, and promote our services
4. **Analytics and Insights:** To analyze trends, understand user behavior, conduct market research, generate insights, and improve service offerings
5. **Business Operations:** To process transactions, maintain records, manage accounts, perform accounting and administrative functions
6. **Legal Compliance:** To comply with legal obligations, respond to legal requests, enforce terms of service, protect rights and property, and prevent fraud

7. **Security and Fraud Prevention:** To detect, prevent, and respond to security incidents, fraudulent activities, and threats to our systems or users
8. **Product Development:** To develop, test, and improve our services, technologies, and business processes
9. **Quality Assurance:** To monitor service quality, train staff, and ensure compliance with internal policies and external regulations
10. **Automated Decision-Making:** To conduct automated profiling, scoring, and decision-making for advertising targeting and campaign optimization

## Specific Use Cases for Advertising Services

In our advertising services, we use personal information to:

- Create and manage targeted advertising campaigns across digital platforms
- Develop audience segments based on demographics, interests, and behaviors
- Measure advertising performance, attribution, and return on investment
- Conduct A/B testing and optimize campaign elements
- Track conversions and user journeys across multiple touchpoints
- Retarget users who have previously interacted with client properties
- Create lookalike audiences based on existing customer profiles
- Deliver personalized content and offers based on user preferences

## How We Share Personal Information

### Categories of Third Parties

We may share personal information with the following categories of third parties:

- **Service Providers and Contractors:** Vendors who perform services on our behalf, including cloud hosting providers, data analytics firms, marketing platforms, payment processors, and technology service providers
- **Advertising Networks and Partners:** Google Ads, Meta (Facebook/Instagram), LinkedIn, programmatic advertising exchanges, demand-side platforms (DSPs), and other advertising technology providers
- **Data Analytics Providers:** Google Analytics, Adobe Analytics, and other measurement and analytics platforms
- **Social Media Platforms:** Facebook, Instagram, LinkedIn, Twitter, and other social networks for advertising and engagement purposes
- **Business Clients:** Organizations for whom we provide advertising and consulting services
- **Professional Advisors:** Attorneys, accountants, auditors, and consultants who provide professional services
- **Government Entities:** Law enforcement, regulatory agencies, and courts when required by law or legal process

- **Business Transaction Parties:** Potential buyers, investors, or partners in connection with mergers, acquisitions, or asset sales

## Data Processing Agreements

When we share personal information with service providers, contractors, or processors, we enter into written data processing agreements (DPAs) that:

- Specify the nature and purpose of data processing activities
- Limit use of personal information to purposes specified in our agreement
- Prohibit retention, use, or disclosure outside the direct business relationship
- Prohibit sale or sharing of personal information for purposes other than specified services
- Require appropriate security measures and breach notification procedures
- Include provisions for data subject rights fulfillment
- Require compliance with applicable privacy laws
- Grant audit rights and require cooperation with compliance obligations

## Sale and Sharing of Personal Information

**We do not sell personal information for monetary compensation.** However, certain data sharing practices may constitute "sale" or "sharing" under state privacy laws, including:

- Sharing data with advertising networks for targeted advertising purposes
- Using third-party cookies and pixels that may track users across websites
- Participating in audience matching or lookalike audience programs
- Sharing data with analytics providers who may use it for their own purposes

**You have the right to opt out of the sale or sharing of your personal information.** See the "Your Privacy Rights" section below for instructions.

## No Sale of Children's Personal Information

We do not knowingly sell or share personal information of consumers under 16 years of age. We require verifiable parental consent before knowingly collecting, using, or disclosing personal information from children under 13 years of age in compliance with COPPA.

## Children's Privacy (COPPA Compliance)

Artisys is committed to protecting the privacy of children under 13 years of age. Our services are not directed to children, and we do not knowingly collect personal information from children under 13 without verifiable parental consent.

## COPPA Requirements

When we collect information from children under 13, we:

- Obtain verifiable parental consent before collecting, using, or disclosing personal information
- Provide clear notice to parents about what information is collected, how it is used, and with whom it may be shared
- Do not condition a child's participation in activities on disclosure of more personal information than is reasonably necessary
- Provide parents with access to their child's personal information
- Give parents the opportunity to prevent further use or collection of personal information
- Maintain reasonable security procedures to protect children's personal information
- Do not disclose children's personal information to third parties for targeted advertising without separate verifiable parental consent
- Retain children's personal information only as long as necessary to fulfill the purpose for which it was collected

## Parental Rights

Parents have the right to:

- Review the personal information collected from their child
- Request deletion of their child's personal information
- Refuse to allow further collection or use of their child's information
- Withdraw previously provided consent

If you are a parent and believe we have collected information from your child without proper consent, please contact us immediately at [privacy@artisys.com](mailto:privacy@artisys.com).

## Cookies and Tracking Technologies

### Types of Technologies Used

We use the following tracking technologies:

- **Cookies:** Small text files stored on your device that enable website functionality and track user behavior
- **Web Beacons/Pixels:** Transparent graphic images that track page views and email opens
- **Local Storage:** Browser storage mechanisms for persistent data
- **Session Storage:** Temporary browser storage cleared when the session ends
- **SDKs and APIs:** Software development kits integrated into applications
- **Fingerprinting:** Techniques that identify devices based on configuration characteristics

### Categories of Cookies

| <b>Cookie Type</b>    | <b>Purpose</b>   |
|-----------------------|--|
| Strictly Necessary    | Essential for website operation, security, and basic functionality                     |
| Performance           | Analyze website performance, traffic patterns, and user interactions                   |
| Functional            | Remember preferences, settings, and personalization choices                            |
| Targeting/Advertising | Deliver relevant advertisements, measure campaign effectiveness, and track conversions |
| Analytics             | Collect aggregated statistics about website usage and user behavior                    |

Table 2: Cookie Categories and Purposes

## Third-Party Cookies

Our website and services use third-party cookies from:

- Google Analytics, Google Ads, and Google Tag Manager
- Meta Pixel (Facebook Pixel) and Meta Conversion API
- LinkedIn Insight Tag
- Advertising networks and demand-side platforms
- Social media platforms for social sharing and engagement

## Cookie Management

You can control cookies through:

- Browser settings to block, delete, or manage cookies
- Our cookie consent management platform (if implemented)
- Opt-out tools provided by advertising networks (e.g., NAI, DAA)
- Universal opt-out mechanisms recognized by our systems

**Note:** Disabling certain cookies may affect website functionality and your user experience.

## Your Privacy Rights

### Rights Under State Privacy Laws

Depending on your state of residence, you may have the following rights:

#### Right to Know and Access

You have the right to request that we disclose:

- Categories of personal information we collect about you
- Specific pieces of personal information we have collected
- Categories of sources from which information is collected
- Business or commercial purposes for collecting or selling personal information
- Categories of third parties with whom we share personal information
- Categories of personal information sold or shared and the categories of third parties to whom sold or shared

## **Right to Delete**

You have the right to request deletion of personal information we have collected from you, subject to certain exceptions such as:

- Completing transactions or providing requested services
- Detecting and resolving security incidents or fraudulent activity
- Debugging to identify and repair errors
- Exercising free speech or ensuring another's right to free speech
- Complying with legal obligations
- Internal uses reasonably aligned with your expectations

## **Right to Correct**

You have the right to request correction of inaccurate personal information we maintain about you.

## **Right to Opt Out**

You have the right to opt out of:

- **Sale of Personal Information:** We will not sell your personal information to third parties
- **Sharing for Targeted Advertising:** We will not share your information with third parties for cross-context behavioral advertising
- **Profiling:** You may opt out of automated decision-making and profiling that produces legal or similarly significant effects

**To exercise your opt-out rights, click the "Do Not Sell or Share My Personal Information" link on our website or contact us at [privacy@artisys.com](mailto:privacy@artisys.com).**

## **Right to Limit Use of Sensitive Personal Information**

You have the right to limit our use and disclosure of sensitive personal information to purposes necessary to provide requested services or as permitted by law.

## **Right to Data Portability**

You have the right to receive a copy of your personal information in a portable and readily usable format that allows you to transmit the data to another entity.

## Right to Non-Discrimination

We will not discriminate against you for exercising any of your privacy rights, including by:

- Denying goods or services
- Charging different prices or rates
- Providing different levels or quality of services
- Suggesting you will receive different prices, rates, or quality of services

However, we may offer financial incentives or different prices if reasonably related to the value provided by your personal information.

## Universal Opt-Out Mechanisms

We recognize and honor universal opt-out preference signals, including:

- Global Privacy Control (GPC)
- Browser-based privacy signals
- Other legally recognized opt-out mechanisms

## Exercising Your Rights

To exercise your privacy rights:

1. **Submit a Request:** Contact us via:
  - Email: [privacy@artisys.com](mailto:privacy@artisys.com)
  - Phone: 202-449-7650
  - Mail: Artisys Corporation, Attn: Privacy Department, 300 New Jersey Avenue, NW, Suite 300 Washington, DC 20001
2. **Verify Your Identity:** We will verify your identity by requesting information such as name, email address, phone number, and account details
3. **Authorize an Agent:** You may designate an authorized agent to make requests on your behalf by providing written authorization
4. **Receive Response:** We will respond to verified requests within 45 days (or 60 days in some jurisdictions), with possible extensions communicated to you

## Response Timeline

- **California (CCPA/CPRA):** 45 days, with one 45-day extension if necessary
- **Virginia (VCDPA):** 45 days, with one 45-day extension if necessary
- **Colorado (CPA):** 45 days, with one 45-day extension if necessary
- **Connecticut (CTDPA):** 45 days, with two 45-day extensions if necessary
- **Indiana (ICDPA):** 45 days, with one 45-day extension if necessary
- **Kentucky (KCDPA):** 45 days, with one 45-day extension if necessary

- **Rhode Island (RIDTPPA):** 45 days, with one 45-day extension if necessary

## **Data Security**

### **Security Measures**

We implement reasonable administrative, technical, and physical security measures to protect personal information from unauthorized access, use, disclosure, alteration, or destruction, including:

- Encryption of data in transit using TLS/SSL protocols
- Encryption of sensitive data at rest using industry-standard encryption algorithms
- Access controls and authentication mechanisms, including multi-factor authentication
- Regular security assessments, vulnerability scanning, and penetration testing
- Employee training on data security and privacy practices
- Incident response and breach notification procedures
- Secure data disposal and retention policies
- Vendor security assessments and contractual security requirements
- Network security controls, firewalls, and intrusion detection systems
- Regular backups and disaster recovery procedures

### **Cybersecurity Audits**

We conduct recurring cybersecurity audits to assess:

- Effectiveness of security controls and safeguards
- Compliance with data protection requirements
- Vulnerability management and remediation
- Incident response capabilities
- Third-party security compliance

### **Data Breach Notification**

In the event of a data breach that compromises your personal information, we will:

- Investigate and contain the breach promptly
- Notify affected individuals without unreasonable delay, as required by applicable law
- Provide information about the breach, data affected, and steps being taken
- Notify relevant regulatory authorities as required
- Take measures to prevent future incidents

## **Data Retention**

## Retention Principles

We retain personal information only as long as necessary to fulfill the purposes for which it was collected or as required by law. Retention periods are determined based on:

- The nature of the personal information and sensitivity
- Purpose for which information was collected
- Legal, regulatory, accounting, or reporting requirements
- Statute of limitations for legal claims
- Legitimate business needs, including audit, security, and fraud prevention
- Consent provided by the individual

## Retention Schedules

| Data Category             | Retention Period  |
|---------------------------|---|
| Customer Account Data     | Duration of relationship plus 7 years                         |
| Marketing Data            | 3 years from last interaction or until opt-out                |
| Advertising Campaign Data | 2 years from campaign completion                              |
| Website Analytics Data    | 26 months (aligned with Google Analytics default)             |
| Transaction Records       | 7 years for tax and accounting purposes                       |
| Cookie Data               | Per cookie-specific retention periods (typically 1-24 months) |
| Children's Data           | Deleted promptly after fulfilling collection purpose          |
| Email Communications      | 3 years or until unsubscribe                                  |

Table 3: Data Retention Periods by Category

## Deletion and Destruction

Upon expiration of retention periods or receipt of a valid deletion request, we:

- Permanently delete or anonymize personal information
- Remove data from active systems and backups
- Instruct service providers and processors to delete shared data
- Securely destroy physical records
- Maintain deletion logs for compliance purposes

## Privacy Risk Assessments

We conduct data protection impact assessments (DPIAs) and privacy risk assessments for:

- Processing of sensitive personal information
- Targeted advertising activities using personal data
- Profiling and automated decision-making
- Sale or sharing of personal information
- Processing that presents heightened risk to consumers
- New technologies or processing activities
- Large-scale processing of personal information

## **Assessment Components**

Our privacy risk assessments evaluate:

- Type of personal information processed and volume
- Purpose and necessity of processing
- Potential risks and harms to consumers
- Benefits to business, consumers, and stakeholders
- Safeguards and controls to mitigate identified risks
- Alternatives to minimize privacy impact
- Compliance with legal requirements

## **Automated Decision-Making and Profiling**

We use automated decision-making technology (ADMT) and profiling for:

- Advertising targeting and audience segmentation
- Campaign optimization and bid management
- Content personalization and recommendation
- Lead scoring and qualification
- Fraud detection and risk assessment

## **Your Rights Regarding ADMT**

You have the right to:

- Opt out of profiling that produces legal or similarly significant effects
- Receive information about the logic involved in automated decision-making
- Request human review of automated decisions
- Contest automated decisions and express your perspective

## **Safeguards**

We implement safeguards for automated decision-making, including:

- Regular testing for accuracy, fairness, and bias
- Human oversight and intervention capabilities
- Transparency about automated decision-making practices
- Mechanisms to challenge and correct automated decisions
- Documentation of logic, significance, and consequences

## State-Specific Information

### California Residents (CCPA/CPRA)

**Do Not Sell or Share My Personal Information:** California residents can opt out of sale/sharing by clicking the link on our website or contacting [privacy@artisys.com](mailto:privacy@artisys.com).

**Shine the Light Law:** California residents may request information about disclosures to third parties for direct marketing purposes once per year.

**Financial Incentives:** We may offer incentives for collection or retention of personal information. Details of any such programs will be provided at enrollment.

**CPRA Regulations:** We comply with CPRA regulations regarding ADMT, privacy risk assessments, and cybersecurity audits effective January 1, 2026.

### Virginia Residents (VCDPA)

Virginia residents have rights to access, correct, delete, obtain copies of personal data, and opt out of targeted advertising, sale, and profiling. Enforcement is by the Virginia Attorney General with a 30-day cure period.

### Colorado Residents (CPA)

Colorado residents have comprehensive privacy rights including opt-out of targeted advertising and universal opt-out mechanism recognition. We conduct data protection assessments for high-risk processing.

### Connecticut Residents (CTDPA)

Effective January 1, 2026, Connecticut's amended law applies to businesses processing 35,000+ Connecticut consumers or any sensitive data processing. We recognize universal opt-out mechanisms and prohibit sale/targeted advertising of children's data.

### Indiana Residents (ICDPA)

Indiana residents have rights effective January 1, 2026, including access, correction, deletion, portability, and opt-out rights. Enforcement by Indiana Attorney General with 30-day cure period.

### Kentucky Residents (KCDPA)

Kentucky residents have privacy rights effective January 1, 2026, with 30-day cure period for violations. Rights include data access, correction, deletion, and opt-out of targeted advertising and sale.

## **Rhode Island Residents (RIDTPPA)**

Rhode Island residents have privacy rights effective January 1, 2026, with no cure period. Penalties up to \$10,000 per violation. Rights include comprehensive data subject rights and opt-out mechanisms.

## **Other State Residents**

Residents of states with comprehensive privacy laws have rights consistent with their state's specific requirements. Contact us to exercise rights under your state's law.

## **International Data Transfers**

While Artisys primarily operates within the United States, personal information may be transferred to, stored, or processed in other jurisdictions. When we transfer data internationally, we:

- Implement appropriate safeguards such as standard contractual clauses
- Ensure adequate levels of data protection
- Comply with cross-border transfer requirements
- Obtain necessary consent where required

## **Third-Party Links and Services**

Our website and services may contain links to third-party websites, applications, or services not operated by Artisys. We are not responsible for the privacy practices of third parties. We encourage you to review the privacy policies of any third-party services you access.

## **Changes to This Privacy Policy**

We may update this Privacy Policy periodically to reflect changes in our practices, technologies, legal requirements, or business operations. We will:

- Post the updated Privacy Policy on our website with a new "Last Updated" date
- Notify you of material changes via email or prominent notice on our website
- Obtain consent where required by law for material changes
- Maintain prior versions for reference

We encourage you to review this Privacy Policy regularly for any updates.

## **Contact Information**

### **Privacy Officer**

For questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact:

**Artisys Corporation**

Attn: Privacy Department

300 New Jersey Avenue, NW, Suite 300

Washington, DC 20001

Email: [privacy@artisys.com](mailto:privacy@artisys.com)

Phone: 202-449-7650

Website: [www.artisys.com/privacy](http://www.artisys.com/privacy)

## Requests and Inquiries

- **Privacy Rights Requests:** [privacy@artisys.com](mailto:privacy@artisys.com)
- **Data Security Concerns:** [info@artisys.com](mailto:info@artisys.com)
- **COPPA/Children's Privacy:** [privacy@artisys.com](mailto:privacy@artisys.com) with subject line "Children's Privacy"
- **General Privacy Questions:** [privacy@artisys.com](mailto:privacy@artisys.com)

## Regulatory Complaints

If you believe we have not adequately addressed your privacy concerns, you have the right to lodge a complaint with your state's Attorney General or relevant regulatory authority:

- **California:** California Privacy Protection Agency (CPPA) - [www.cppa.ca.gov](http://www.cppa.ca.gov)
- **Virginia:** Virginia Attorney General - [www.oag.state.va.us](http://www.oag.state.va.us)
- **Colorado:** Colorado Attorney General - [www.coag.gov](http://www.coag.gov)
- **Connecticut:** Connecticut Attorney General - [www.ct.gov/ag](http://www.ct.gov/ag)
- **Indiana:** Indiana Attorney General - [www.in.gov/attorneygeneral](http://www.in.gov/attorneygeneral)
- **Kentucky:** Kentucky Attorney General - [www.ag.ky.gov](http://www.ag.ky.gov)
- **Rhode Island:** Rhode Island Attorney General - [www.riag.ri.gov](http://www.riag.ri.gov)

## Acknowledgment and Consent

By using Artisys services, visiting our website, or providing personal information to us, you acknowledge that:

- You have read and understood this Privacy Policy
- You consent to the collection, use, and disclosure of your personal information as described
- You understand your privacy rights and how to exercise them
- You acknowledge that this Privacy Policy may be updated periodically

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**This Privacy Policy is effective as of February 25, 2026, and applies to all personal information collected by Artisys Corporation in connection with our advertising and consulting services.**