

Consumer Request: Do Not Sell My Data

CONTACT INFORMATION

To: _____
Name of Company

Attention: _____
Contact Name

Address: _____
Street Address

Street Address Line 2

City, State, ZIP Code

Email: _____
Company Email

Subject: Privacy Rights Request

SECTION 1: COMPANY INFORMATION

Dear _____ representative:
Name of Company

My name is _____ ("Consumer") and this is a verifiable consumer request to exercise
Name of Consumer

Consumer's privacy rights from _____ ("Company"), under the California Shine the Light Act
Name of Company

("Shine the Light") and the California Consumer Privacy Act (CCPA). Personal information was provided by Consumer to

Company for _____ located at _____ ("Product"). Your Company
Product Name URL of Company

has been identified as a for-profit entity that does business in the state of California, and has a business relationship

with Consumer as a customer for purposes of Shine the Light, and meets one or more of the following requirements

under the CCPA:

1. Has annual gross revenues greater than \$25 million per year.
2. Annually buys, receives, sells, or shares the personal information of more than 50,000 consumers, households, or devices for commercial purposes.
3. Derives 50 percent or more of its annual revenues from selling consumers' personal information.

SECTION 2: CONSUMER INFORMATION

Name: _____
First/Given Name of Consumer Last/Family Name of Consumer

Alias: _____
Alias or Nickname of Consumer

Email: _____
Email Address for Consumer

Account username: _____
Login or Username for Consumer

Phone: _____
Phone Number for Consumer

Mailing address: _____
Consumer's Mailing Address: Street, City, State, ZIP Code

SECTION 3: CONSUMER REQUEST

1. Company shall respond to the following Consumer request to exercise their privacy rights under the California Shine the Light Act and the California Consumer Privacy Act (CCPA).
2. Company shall disclose to Consumer the information requested from the following privacy rights upon receipt of this verifiable request from Consumer.

SECTION 4: RIGHT TO KNOW

1. Company shall disclose to Consumer, what categories of personal information has been collected about Consumer and the purposes for which the categories of personal information is used.
2. Company shall disclose to Consumer, what categories of personal information has been disclosed about Consumer for a business purpose, or if the Company has not disclosed Consumer's personal information for a business purpose, it shall disclose that fact.
3. Company shall disclose to Consumer, the categories of personal information that the Company sold about Consumer and the categories of third parties to whom the personal information was sold, by category or categories of personal information for each third party to whom the personal information was sold.
4. Company shall disclose to Consumer, the categories of third party sources from which personal information is collected about Consumer.
5. Company shall disclose to Consumer, the categories, names, and addresses of the third parties that received personal information of Consumer.
6. Company shall disclose to Consumer, the business or commercial purpose for collecting and/or selling personal information of Consumer.

SECTION 5: RIGHT TO OPT OUT OF DIRECT MARKETING

1. Company shall immediately cease and desist disclosing any personal information of Consumer to any third party company for their direct marketing purposes.

SECTION 6: RIGHT TO OPT OUT OF SALE

1. Company shall immediately cease and desist selling all the personal information about Consumer to any third party companies, and Company shall inform any third party to cease and desist selling any personal information about Consumer that has been sold to the third party by the Company within 90 days prior to Consumer's request.

SECTION 7: RESPONSE TO CONSUMER

1. Company shall immediately cease and desist selling all the personal information about Consumer to any third party companies, and Company shall inform any third party to cease and desist selling any personal information about Consumer that has been sold to the third party by the Company within 90 days prior to Consumer's request.
2. Company shall respond to Consumer at the email address and/or mailing address provided above within the specified time period of 45 days for privacy rights exercised under the California Consumer Privacy Act (CCPA).
3. If Company representative does not normally deal with these type of requests, please pass this letter to your Data Protection Officer, legal department, or relevant staff member.

Sincerely,

Sign here: /S/ _____ Date: _____
Consumer Month, Day, Year

I hereby attest that I have on file all holographic signatures corresponding to any signatures indicated by a conformed signature (/S/) within this e-filed document. This request template was generated by Common Sense. Common Sense provides this standard request template for use by the general public for research and education purposes only. The accuracy, completeness, or adequacy of the content provided or results derived from submission of the request is not warranted or guaranteed. Further information about this process is available at: www.common sense.org/donotsell.

SECTION 8: SPECIFIC INSTRUCTIONS

This form is intended for all consumers, which includes teens 13 and above, and adults 18 and above.

Contact Information

You must fill out the company name, department, mailing address, and/or email address to indicate where to send your form. To help make the process of exercising your privacy rights easier, we provide the email and/or mailing address contact information for some of the most popular companies. These companies were selected because consumers and families likely already have accounts with these companies, and families would most likely want to send these companies their opt-out request. For more information about how to find a company's contact information, visit <http://www.common sense.org/donotsell>.

Section 1

You must enter your first and last names and also include the company name, product name (if different from the company name), and the website URL of the online service or app store website URL on these lines; do not leave these lines blank.

Section 2: Line 1–Line 7

You must enter your first and last names, email address, and other account information on these lines; do not leave these lines blank. The name, email address, and contact information provided should match the identifying information maintained by the company so they can process your request.

SECTION 9: WHERE TO SEND THE COMPLETED FORM

Please follow the steps below before you submit your form to a company to exercise your privacy rights. All personal information you provide to the company in connection with the company's verification of your request can only be used for the purposes of verification.

Actions you need to take now:

1. Sign and date your form. You may sign the digital document with a) your conformed or "slash signature" indicated as "/s/ John Doe," b) a scanned image of your ink signature, c) your digital signature inserted from another application, or d) a wet signature with a pen if sent by postal mail.
2. On the form, include your first and last names, email address, and other account information for the company to be able to verify your identity and respond to your verifiable consumer request. **DO NOT** provide any password information or any additional sensitive personal information such as a state driver's license number, passport number, or other government-issued identification.
3. Address the form to the name of the Company, their email address, and/or the mailing address of the company that you would like to send the request to, to exercise your privacy rights.
4. Send your signed form to the company using one of the methods below:
 - To the company's email address
 - To the company's mailing address

What happens next?

- Once a business receives and reviews your form, they should respond to you and provide the information you requested and respect the privacy choices you made.
- You can expect to get confirmation from businesses you contacted that they received your request within 10 days. Those businesses are required to send you a response for the rights you requested within 45 days. Further information about this process is available at www.commonsense.org/donotsell.

SECTION 10: IMPORTANT NOTICES

The following citations refer to their respective sections above:

1.0. California Consumer Privacy Act (CCPA), Cal. Civ. Code §§ 1798.140(c)(1)(A)-(C), 1798.140(y).

3.1. California Shine the Light Act, Cal. Civ. Code § 1798.83, and the California Consumer Privacy Act (CCPA), Cal. Civ. Code §§ 1798.100 et. seq.

3.2. See California Consumer Privacy Act (CCPA), Cal. Civ. Code §§ 1798.110(b), 1798.115(b).

4.1. See California Consumer Privacy Act (CCPA), Cal. Civ. Code §§ 1798.100(a)-(b), 1798.110(a)(1), 1798.115(a)(1), 1798.140(o)(1)(B); See also Shine the Light Act, Cal. Civ. Code § 1798.83(a)(1).

4.2. See California Consumer Privacy Act (CCPA), Cal. Civ. Code § 1798.115(a)(3), 1798.115(c)(2).

4.3. See California Consumer Privacy Act (CCPA), Cal. Civ. Code § 1798.115(a)(2), 1798.115(c)(1).

4.4. See California Consumer Privacy Act (CCPA), Cal. Civ. Code §§ 1798.110(a)(2), 1798.140(w).

4.5. See California Consumer Privacy Act (CCPA), Cal. Civ. Code §§ 1798.110(a)(4), 1798.140(v), 1798.140(w); See also Shine the Light Act, Cal. Civ. Code § 1798.83(a)(2).

4.6. See California Consumer Privacy Act (CCPA), Cal. Civ. Code §§ 1798.110(a)(3), 1798.140(d), 1798.140(t)(1).

5.1. See Shine the Light Act, Cal. Civ. Code § 1798.83(c)(2).

6.1. See California Consumer Privacy Act (CCPA), Cal. Civ. Code §§ 1798.115(d), 1798.120(a), 1798.135(a)(1),(2)(A)-(B), 1798.140(o)(1)(A)-(K), 1798.140(t)(1).

7.1. Shine the Light Act, Cal. Civ. Code § 1798.83(b)(C).

7.2. California Consumer Privacy Act (CCPA), Cal. Civ. Code § 1798.130(a)(2).

8.0. California Consumer Privacy Act (CCPA), Cal. Civ. Code § 1798.130(a)(7).