



TriMark California Privacy Notice

The information contained in this California Privacy Notice is intended for California residents, who have additional rights under California law. This California Privacy Notice supplements the TriMark Privacy Policy. Review the TriMark Privacy Policy for additional information about our data collection practices and your rights.

California Consumer Privacy Act, as amended by the California Privacy Rights Act (CCPA/CPRA)

The Personal Data that we collect through the websites of TriMark USA, LLC, including the websites owned or operated by any of its affiliates (as applicable, the "Website") is primarily business contact information, meaning if you are using the Website, you are likely an employee or an agent of one of our business customers. As a business contact, you have the right to opt out of the sale of your Personal Data. We do not sell personal information, and we do not share personal information for cross-context behavioral advertising, as those terms are defined under California law. If our practices change, we will update this Notice.

If you have come to the Website as a consumer, you have the following additional rights under the CCPA/CPRA:

1. **Right to Request Access Information.** You have the right to request that we disclose certain information about our collection and use of your Personal Data during the past 12 months. Specifically, you may request that we disclose:
 - o The categories of Personal Data we collected about you;
 - o The categories of sources for the Personal Data we collected about you;
 - o The business and commercial purposes for collecting your Personal Data;
 - o The categories of third parties with whom we shared your Personal Data;
 - o The specific pieces of Personal Data we collected about you; and
 - o If we disclosed your Personal Data for a business purpose, the categories of Personal Data received by each category of third party.
2. **Right to Request Deletion.** You have the right to request that we delete Personal Data we collected from you, subject to any exceptions or limitations under the CCPA/CPRA.
3. **Right to Correct.** You have the right to request that we correct inaccurate personal information we maintain about you.
4. **Right to Limit Use and Disclosure of Sensitive Personal Information.** You have the right to limit our use and disclosure of sensitive personal information to that which is necessary to perform the services or provide the goods reasonably expected by an average consumer.
5. **Right to Opt Out of Sharing for Cross-Context Behavioral Advertising.** You have the right to opt out of the sharing of personal information for cross-context behavioral advertising.
6. **Right to Opt Out of Sale.** You have the right to opt out of the sale of your Personal Data. We currently do not sell your Personal Data to third parties, and we will update this Privacy Notice if our practices change.

To exercise your CCPA/CPRA rights, you—or someone authorized to act on your behalf—must submit the request to us by calling us at 888-288-5346 or submitting a request via email at [TriMarkLegal\[at\]trimarkusa.com](mailto:TriMarkLegal[at]trimarkusa.com). We will take steps to verify that you are the individual about whom we collected the Personal Data. When you make your request, you must provide your name, address, and email address, the nature of your request, and a description of how you believe we collected your Personal Data. If you do not provide this information, we will not be able to respond to your request or provide you with the Personal Data requested. Please **do not** provide social security numbers, government identification numbers, payment card information, bank account information, or any similarly sensitive information as part of your request. If you exercise the rights discussed above, consistent with the CCPA/CPRA, we will not discriminate against you. Please be aware that the CCPA/CPRA provides certain limitations and exceptions to the foregoing rights, which may result in us denying or limiting our response to your request.

Personal Data We Collect

We collect information that identifies, describes, references, is capable of being associated with, or could reasonably be linked with a particular consumer or household ("personal information"). We collect the categories and specific pieces of personal information about consumers outlined below:

- Direct identifiers (e.g., name, address, phone number, IP address, and email address)
- Commercial information (e.g., quotes, sales, and transactions)
- Network activity (e.g., Website usage information)
- Geolocation data (e.g., location derived from your IP address)
- Professional and employment related information (e.g., job title and manager)
- Inferences (e.g., your behaviors and preferences)

Sources of Personal Data

We obtain the categories of personal information listed above from you, your devices, third parties that help us process or service transactions you request, employees and independent contractors, customer service and client communications, and/or activity on our websites collected through third party software. This may include information you submit through Website search and other interactive features, which may be processed by third-party service providers acting on our behalf.



Purposes for Collection of Personal Data

- To uniquely identify you in support of our business activities
- To support your business transactions
- To permit access and optimization of the Website
- To personalize your experience

Sharing of Personal Data

We may disclose personal information for a business purpose to the following categories of third parties:

- Affiliates of TriMark
- Third parties that help us process or service transactions you request
- Public agencies and regulatory authorities in the United States and foreign countries, and their subcontractors, for any legally required purposes
- With law enforcement agencies, public or regulatory authorities or where such disclosure may be reasonably necessary to comply with any legal obligation, to enforce our rights and to prevent fraud or technical issues with use of the Website
- Other third parties to whom you authorize us to disclose your personal information in connection with the products or services we provide you.

We will not collect additional categories of personal information or use the personal information collected for materially different, unrelated, or incompatible purposes without providing notice.

In the preceding twelve (12) months, we have not sold any personal information.

Shine the Light

California Civil Code Section § 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of Personal Data to third parties for their direct marketing purposes. To make such a request, please send an email to [TriMarkLegal\[at\]trimarkusa.com](mailto:TriMarkLegal[at]trimarkusa.com).

Last Updated: January 16, 2026