

## VIRGINIA PRIVACY NOTICE

**Last Updated:** 1.28.25

### **Introduction**

This Virginia Privacy Notice supplements our [Privacy Policy](#), and applies to our processing of personal data (sometimes referred to as personal information under certain laws) and the rights you have as a Virginia resident (individually you or your) under the Virginia Consumer Data Protection Act (the VCDPA). If you are a Virginia consumer, this Virginia Privacy Notice is designed to help you understand the categories of personal data we collect about you, where we get that personal data, why we process it, who we may share it with, and the rights you have regarding your personal data. Please note, however, that if your information is collected in the context of a business relationship with us, it may not be covered by the VCDPA.

This Virginia Privacy Notice uses certain terms that have the meaning given to them by the VCDPA, where applicable. Any capitalized terms not defined in this Virginia Privacy Notice or the VCDPA shall have the meaning given to them in our [Privacy Policy](#). In the event of a conflict between this Virginia Privacy Notice and our [Privacy Policy](#), the terms of this Virginia Privacy Notice shall control.

### **Personal Data Collection & Processing**

#### Categories of Personal Data

The categories of personal data that we collect and process are described in the Information We Collect section of our [Privacy Policy](#). We do not currently process sensitive data, and will not do so without your consent.

#### Processing Purposes

We may use your personal data for the purposes described in the Collection and Use of Information section of our [Privacy Policy](#).

### **Sharing of Personal Data**

#### Categories of Personal Data

As described in our [Privacy Policy](#), we do not sell personal data. We may share the following categories of personal data with third parties:

- Log Data
- Device Data
- Personal Information

#### Third-Party Recipients

The categories of third parties with whom we may share personal data are described in the Disclosure of Personal Information to Third Parties section of our [Privacy Policy](#).

## **Your Virginia Privacy Rights**

Under the VCDPA, you have the following consumer rights:

**Access.** The right to confirm whether we are processing your personal information and access to your personal information.

**Deletion.** The right to request the deletion of certain personal information concerning you.

**Correction.** The right to request the correction of certain inaccuracies in the personal information maintained about you.

**Data Portability.** The right to obtain a copy of your personal information that you previously provided to us in a portable and, to the extent technically feasible, readily usable format that allows you to transmit such data to another entity.

**Opt-Out.** The right to opt-out of the processing of your personal information for targeted advertising purposes and profiling in furtherance of decisions that produce legal or similarly significant effects concerning you (Profiling).

### **Targeted Advertising**

We may process the following categories of personal data for purposes of targeted advertising as that term is used in the VCDPA.

You have the right to opt-out of the processing of personal data for purposes of targeted advertising. To learn more about how you can exercise your Virginia targeted advertising opt-out right, please see the How to Exercise Your Virginia Privacy Rights section below.

### **How to Exercise Your Virginia Privacy Rights**

#### Generally

If you are a Virginia resident that interacts with us in an individual or household capacity (and not in a commercial or employment context), you may request to exercise your Virginia privacy rights by contacting us using the information provided in the Contact Us section of this Virginia Privacy Notice.

Please note that if you opt-out of Profiling, your experience with our website and other sites that we own or operate will be less personalized.

Please also note that opting out of targeted advertising does not mean that you will no longer see advertisements from us, or that your experience when using our website and other sites that we own or operate will not be personalized based on your activity on our website or our other sites. Rather, the advertisements you will see will no longer be tailored to you based on the combination of your activity on our website and other sites that we own or operate, and your activity on non-affiliated websites, applications, and online services.

An authorized agent may submit a request to exercise your right to opt-out of targeting advertising on your behalf by contacting us using the information provided in the Contact Us section of this Virginia

Privacy Notice. Please note that an authorized agent must have your authority to submit a request to opt-out of targeted advertising on your behalf.

#### Authentication

If you submit a request to exercise your Virginia privacy rights, we must authenticate your identity—typically through your submission of sufficient information for us to reasonably verify you are the consumer about whom we have collected personal data—before we can fulfill your request. You are not required to create an account with us to submit or authenticate a consumer request, but we may require you to use an existing account. We may charge a fee for information provided in response to a request if the request is the consumer’s third or subsequent request made in the same year. We may also charge a reasonable fee to cover the administrative costs of complying with a request, or decline to act on the request, if we believe, at our sole discretion, that the request is manifestly unfounded, excessive, or repetitive.

To authenticate your identity, we generally require the matching of sufficient information you provide to us with your request to the information we maintain about you in our systems. This may involve sending you a link to verify your email address, and/or requesting additional information or documentation solely for the purpose of authenticating your identity. Third-party services may assist us with authentication to prevent the disclosure of your personal data resulting from fraudulent requests. Although we endeavor to limit the personal data collected in connection with requests to exercise your Virginia privacy rights, this may require us to obtain personal data from you. We will review the information provided, and may request additional information from you to ensure we are interacting with the correct individual.

In certain circumstances, we may decline a request, particularly where we are unable to authenticate your identity or if we, at our sole discretion, reasonably believe the request is manifestly unfounded, excessive, or repetitive. If we are unable to comply with your request in whole or in part, we will notify you with the reasons for the denial.

#### Appeals

If your request is denied, you may appeal our decision by contacting us using the contact details in the Contact Us section of this Virginia Privacy Notice, with the subject line “Virginia Resident: Appeal of Request Denial,” and attaching both the communication from us explaining why we were unable to fulfill your request, as well as your response to the reasons stated for our denial in the original communication. We will respond to your appeal within the time required by Virginia law. In the event that your appeal is denied, you have the ability to file a complaint with the Virginia Attorney General regarding any concerns you may have with the result of your appeal. For more information on how you can contact the Virginia Attorney General to submit a complaint, please see the Virginia Attorney General’s [File a Complaint](#) webpage.

#### **Contact Us**

For more information, or if you have any questions about this Virginia Privacy Notice, you may contact us using the information below:

**Mail:** Pompa Program  
Attn: Privacy  
233 W 12800 S Suite 101  
Draper, UT 84020

**Email:** [info@pompaprogrm.com](mailto:info@pompaprogrm.com)

