Personal Data Management Policy

YCharts

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Purpose

The purpose of this Personal Data Management Policy is to establish, document, approve, communicate, apply, evaluate, and maintain policies and procedures for managing personal data within YCharts. This policy aims to ensure that YCharts adheres to legal obligations, industry-specific regulations, regional requirements, compliance mandates, security and privacy requirements, and personal data management best practices. By implementing a robust Personal Data Management Policy, YCharts seeks to protect the privacy of individuals and maintain the trust of its customers, partners, and stakeholders.

Scope

This policy applies to all employees, contractors, and third-party vendors of YCharts who interact with, manage, or access any personal data owned or controlled by YCharts.

Roles & Responsibilities

The Security Officer is responsible for updating, maintaining and reviewing this policy. The Security Committee is responsible for implementing this policy.

Policy

The Personal Data Management Policy identifies the responsibilities of YCharts to maintain compliance with applicable standards, regulations, and obligations. This document is supplemented by other security policies and procedures that enable the personal data management of the organization.

Personal Data Collection

YCharts will ensure that:

- Data subjects will receive proper notice that their personal information will be collected or processed.

- Data subject consent is obtained before collecting or processing personal information for a purpose that does not meet the requirements in this policy.
- The collection, use, retention, and sharing of personal data is reasonably necessary and proportionate to the company's identified purpose(s). Therefore, YCharts will (a) only collect the minimum necessary personal information; (b) consider possible negative impacts on data subjects; and (c) implement additional measures to address any identified impact.
- The purpose(s) for collecting or processing personal data aligns with the data subject's expectations, based on their relationship with YCharts, the type of personal information collected, the source and method of collection, and clear disclosures about the purpose of collection.
- Categories of personal information that have not been disclosed to a data subject in the notice, and any additional collecting or processing of personal information will comply with the established requirements.

Notice at the Time of Collection

YCharts will provide an easily-accessible notice for collection of personal data, at the time of, or before the point of, collection. The notice will include:

- Categories of personal data collected, including sensitive personal information.
- Purpose(s) for collecting and using personal data.
- Whether personal data is sold or shared.
- Retention period or criteria for determining the retention period.
- Links to opt-out of sale/sharing and privacy policy.

Online Collection

YCharts will provide a conspicuous link to the notice on relevant web pages and webforms. For mobile applications, a link to the notice is provided on the download page and within the app settings menu.

Third-Party Collection

If YCharts partners with a third-party business to collect personal data, both parties will provide a notice at the time of collection. YCharts and the third-party business may provide a single notice including required information about their collective information practices.

Exemptions

YCharts will not provide a notice if it neither collects nor controls the collection of personal data and does not sell or share it.

Requests and Consent Principles

YCharts will abide by the following request and consent principles:

- **Easy to understand.** YCharts will use clear language for data subject requests and consent.
- **Avoid confusing language or elements.** YCharts will avoid double negatives and unclear interactive elements, to ensure clarity in data subject choices.
- **Avoid choice architecture impairments.** YCharts will design methods that allow for freely given, specific, informed, and unambiguous data subject consent.
- **Easy to execute.** YCharts will make every effort to minimize burden and friction in data subject request processes, to ensure functionality and prevent the undermining of data subject choices.

Privacy By Design

Prohibited Use of Dark Patterns

YCharts prohibits the use of dark patterns, and will ensure that user interfaces that substantially subvert or impair user autonomy, decision-making, or choice are not used.

Interfaces that will be avoided include:

- Pre-checked consent boxes
- Obscure "unsubscribe" links (e.g., links that are hidden, camouflaged, or presented in the same color as the background, making it difficult for users to locate and opt-out)
- Misleading buttons (e.g., buttons with confusing text or placements that would lead users into performing unintended actions)
- Forced continuity (e.g., automatic enrollment into paid subscriptions without their knowledge or consent after a trial period)
- Bait and switch (e.g., promotion of attractive offers and then changing the terms or conditions after user engagement)
- Hidden costs
- Use of guilt-inducing language to manipulate user choices

Opt-out Preference Signals

YCharts incorporates opt-out preference signals, to provide a simple method for data subjects to opt-out of the sale/sharing of their personal information by:

- Upon receiving a valid opt-out preference signal, treating it as a request to opt-out of sale/sharing for the browser or device and any associated profiles, including pseudonymous profiles.
- Not requiring additional information beyond what is necessary to send the signal; but may offer an option to provide more information to facilitate the opt-out request.

- Resolving any conflicts between opt-out preference signals and business-specific privacy settings or financial incentive programs through the processing of the opt-out request and giving the data subject an opportunity to consent to the sale/sharing of their information.
- Not interpreting the absence of an opt-out preference signal after a previous signal, as consent to opt-in to the sale/sharing of personal information.
- Displaying the processing status of the opt-out preference signal on its website.
- Not using, disclosing, or retaining personal information collected during the opt-out process for any purpose other than sending or processing the signal.
- Process opt-out preference signals in a frictionless manner, without charging fees or changing the data subject's experience.
- Including information about the data subject's right to opt-out, the processing of opt-out preference signals, and instructions for submitting opt-out requests in the company Privacy Policy.

Personal Data Requests

Responding to Requests

YCharts will respond to requests as follows:

- For online-only businesses with direct data subject relationships, YCharts will provide an email address or a webform for submitting deletion, correction, and information requests.
- For Requests that are deficient or are submitted through undesignated methods, YCharts will either process the request or provide guidance for proper submission.
- YCharts will confirm receipt of requests within 10 business days and provide information about the processing and verification procedures.
- YCharts will respond to requests within 45 calendar days, with a possible extension of up to 90 days if necessary. In such cases, data subjects will be notified and provided an explanation for the extension.

Requests to Know

YCharts will respond to requests to know as follows:

- Certain sensitive information will not be disclosed, but data subjects will be informed of the type of information collected.
- Reasonable security measures will be used when transmitting personal information.
- Personal information collected within the 12 months preceding the request will be provided. Requests for information beyond 12 months may be subject to limitations.
- Provide individualized responses for requests to know categories of personal information, sources, or third parties.
- Categories of personal information, sources, and third parties will be identified in a way that provides data subjects a meaningful understanding.

- For password-protected accounts, a secure self-service portal may be used to comply with a request to know.

If YCharts cannot verify the identity of the requestor, the request for specific personal information will be denied, and the requestor will be informed. The request will be treated as one for disclosure of categories of personal information. If a request for categories of personal information cannot be verified, the requestor will be informed and directed to the organization's privacy policy. If a request is denied due to a conflict with federal or state law, or an exception to the CCPA, the requestor will be informed and provided an explanation.

Requests to Correct

Upon an approved correction requested, YCharts:

- May Correct the information on its systems and instruct service providers and contractors to do the same.
- May request documentation from the data subject to verify the accuracy of the information.
- May delete the contested information as an alternative to correction if it doesn't negatively impact the data subject or if the data subject consents.
- May deny a request to correct if it has already denied a similar request within the past six months or if it believes the request is fraudulent or abusive.
- Will inform the data subject of the outcome of their request. If denied, an explanation will be provided, and the data subject may be offered the option to delete the information.
- Will disclose specific pieces of personal information to confirm the correction, excluding certain sensitive information. This is only if the data subject requests the information.
- Will implement measures to ensure that corrected personal information remains accurate.

If YCharts is not the source of the contested information, the data subject may be provided with the name of the source. If YCharts cannot verify the identity of the requestor, the request to correct personal information may be denied, and the requestor will be informed. YCharts will consider the totality of the circumstances to determine the accuracy of the contested personal information.

Requests to Delete

YCharts will respond to requests to delete as follows:

- Upon approved deletion requests, YCharts will erase, deidentify, or aggregate the personal information, excluding archived or backup systems.
- Upon approved deletion requests, YCharts will notify service providers, contractors, and third parties to delete the data subject's personal information, providing a detailed explanation if notifying all parties is impossible or involves disproportionate effort.

- YCharts may offer the data subject the option to delete select portions of personal information but must also provide an option to delete all personal information.
- In other contexts, YCharts must inform data subjects of their ability to delete select categories of personal information and direct them on how to do so.
- Compliance with deletion requests may be delayed for data stored on archived or backup systems until the data is restored or accessed for a sale, disclosure, or commercial purpose.
- YCharts will inform the data subject of the deletion request's compliance status and maintain a record of the request as required by law.

If YCharts cannot verify the identity of a deletion requestor, the request may be denied, and the requestor will be informed of the verification issue. If a deletion request is denied in whole or in part, YCharts will provide a detailed explanation, delete the non-exempt personal information, and instruct service providers and contractors to do the same. If a denied deletion request involves personal information sales or sharing, YCharts will ask the data subject if they want to opt-out and provide the Notice of Right to Opt-out of Sale/Sharing.

Requests to Limit the Use and Disclosure of Sensitive Personal Information

Sensitive Personal Information (SPI) is defined as:

- A data subject's account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account.

YCharts will respond to requests to limit the use and disclosure of sensitive personal information as follows:

- SPI will be used or disclosed only for purposes necessary to provide requested goods or services or for specific reasons compatible with the context in which it was collected. SPI will not be used for purposes beyond data subject expectations, except for narrowly tailored exceptions outlined in the policy.
- Data subjects have the right to request limiting the use of their SPI. YCharts will provide multiple methods for submitting such requests, which are easy to execute, require minimal steps, and comply with relevant regulations.
- Requests to limit the use of SPI will be processed promptly, and service providers, contractors, and third parties will be notified accordingly.
- Data subjects may use authorized agents to submit requests to limit on their behalf, provided that the agent has written permission from the data subject.
- At least 12 months will pass before asking a data subject, who has requested limiting their SPI use, to consent to the use or disclosure of their SPI for purposes other than those previously specified

Requests to Opt-out of Sale/Sharing

YCharts will respond to requests to opt-out of sale/sharing as follows:

- YCharts offers multiple methods for data subjects to submit requests to opt-out of personal information sale/sharing, taking into account interaction methods, personal information collection, technology, and ease of use. At least one method aligns with the primary interaction mode with data subjects.
- For online personal information collection, YCharts allows data subjects to submit opt-out requests via an opt-out preference signal and at least one other method, such as an interactive form accessible through a "Do Not Sell or Share My Personal Information" link.
- If YCharts interacts with data subjects both in person and online, an in-person opt-out method may be provided in addition to the opt-out preference signal.
- Opt-out methods are easy to execute and require minimal steps.
- YCharts does not require data subjects to create an account or provide unnecessary information when submitting opt-out requests.
- YCharts believes an opt-out request is fraudulent, it may be denied, and the requestor will be informed and provided an explanation.
- YCharts ceases personal information sale/sharing within 15 business days from receiving the opt-out request and notifies all third parties to comply with the data subject's request.
- YCharts may offer a means for data subjects to confirm that their opt-out request has been processed.
- data subjects may be presented with choices to opt-out of personal information sale/sharing for certain uses, as long as a single option to opt-out of all sale/sharing is also offered.
- data subjects may use authorized agents to submit opt-out requests with written permission from the data subject. YCharts may deny requests from agents without the data subject's signed permission.
- YCharts shall wait at least 12 months before asking data subjects who opted out of personal information sale/sharing to consent to the sale or sharing of their personal information.

Requests to Opt-in After Opting-out of the Sale or Sharing of Personal Information

To opt-in to personal information sale/sharing, YCharts requires a two-step process, where data subjects must first clearly request to opt-in and then separately confirm their choice.

If a data subject who has opted out attempts a transaction or uses a service requiring personal information sale/sharing, YCharts will inform them of the requirement and provide instructions on how to consent to opt-in.

Review

YCharts will review and update this policy annually to ensure that it remains relevant and effective.

Revision History

Version	Date	Editor	Approver	Description of Changes	Format
Initial	8/18/2023	Sulaiman Jalloh	Nick Kocinski	Initial Creation	