

Privacy Rights and Data Practices

Redfern Media | redfernmedia.com

Last Updated: August 12, 2026

This Privacy Rights and Data Practices notice supplements the Redfern Media Privacy Policy and explains the privacy rights available to individuals, how to exercise those rights, our approach to sale and sharing of personal information, our recognition of browser-based privacy preference signals, the categories of service providers and processors we use, and our general data-retention practices.

1. Your Privacy Rights

Depending on where you live and subject to applicable law, you may have one or more of the following rights regarding your personal information:

- Right to know and access. You may request confirmation of whether we process personal information about you and, where applicable, access to the personal information we maintain about you and information about how it is collected, used, and disclosed.
- Right to correction. You may request that we correct inaccurate personal information we maintain about you.
- Right to deletion. You may request deletion of personal information we maintain about you, subject to exceptions permitted by law.
- Right to data portability. Where required by law, you may request a copy of certain personal information in a portable and, where technically feasible, readily usable format.
- Right to opt out. Where applicable, you may opt out of the sale or sharing of personal information, targeted advertising, or certain profiling activities that produce legal or similarly significant effects.
- Right to limit certain uses of sensitive personal information. Where applicable, you may have the right to limit certain uses or disclosures of sensitive personal information.
- Right to appeal. If we deny a privacy-rights request and applicable law provides an appeal right, you may appeal our decision.
- Right to non-discrimination. We will not unlawfully discriminate against you for exercising a privacy right provided by applicable law.

2. How to Exercise Your Privacy Rights

You may submit a privacy request by contacting Redfern Media using the information below:

Email	support@redfernmedia.com
Telephone	(512) 768-9779
Mail	Redfern Media, 3419 Westminster Ave, Suite 367-G, Dallas, TX 75205

Please include sufficient information for us to understand your request. We may take reasonable steps to verify your identity before completing certain requests. Verification may require us to confirm information we already maintain about you. We will use information provided for verification only for that purpose and as permitted by law.

You may use an authorized agent to submit a request on your behalf where permitted by law. We may require proof that the agent is authorized to act for you and may ask you to verify your identity directly with us when allowed by law.

We will respond to verified requests within the time required by applicable law. Certain rights are subject to legal limitations and exceptions, including where information must be retained to complete a transaction, provide requested services, comply with legal obligations, detect or prevent security incidents or fraud, exercise legal rights, or for other purposes permitted by law.

3. Appeals

If we deny your request and the law in your state gives you a right to appeal, you may appeal by emailing support@redfernmedia.com with the subject line "Privacy Appeal." Please include enough information for us to identify the request being appealed and the reason you believe our decision should be reconsidered. We will review and respond to the appeal within the period required by applicable law.

4. Sale, Sharing, and Targeted Advertising

Redfern Media does not sell personal information for monetary consideration. We also do not currently share personal information for cross-context behavioral advertising or otherwise use personal information for targeted advertising in a manner that gives rise to an opt-out right under applicable state privacy laws.

If our practices change in a way that constitutes a sale, sharing, or targeted advertising under applicable law, we will update our privacy disclosures and provide the opt-out methods required by law before engaging in that activity.

You may also contact us at support@redfernmedia.com with the subject line "Do Not Sell or Share" to ask about our current practices or to exercise any applicable opt-out right.

5. Global Privacy Control and Other Opt-Out Preference Signals

Redfern Media recognizes browser- or device-based opt-out preference signals, including Global Privacy Control ("GPC"), where required by applicable law. When we receive a legally recognized opt-out preference signal that can reasonably be associated with your browser or device, we will treat the signal as a request to opt out of applicable sale, sharing, or targeted advertising activities for that browser or device.

Because Redfern Media does not currently engage in sale or sharing of personal information or targeted advertising that requires an opt-out, a GPC signal generally will not change how we use your information today. If our practices change, we will honor qualifying signals as required by applicable law.

6. Sensitive Personal Information

We may receive information that is treated as sensitive personal information under certain laws when you voluntarily provide it or when it is necessary to provide requested services, protect accounts, authenticate users, process communications, or maintain security. We do not use sensitive personal information to infer characteristics about you for advertising purposes. Where applicable law provides a right to limit particular uses or disclosures of sensitive personal information, we will honor qualifying requests.

7. Service Providers and Processors

We use service providers, contractors, and processors to support our business operations. These parties may process personal information on our behalf only for the services they provide to us, subject to contractual and legal restrictions. The categories of processors and service providers we may use include:

Category	Primary purpose	Information generally involved
Website hosting and infrastructure	Operate, host, deliver, and maintain our website and online services	IP address, device/browser information, account or form information, server logs
Customer relationship and lead management	Manage inquiries, prospects, client relationships, and service communications	Name, email, telephone number, company details, correspondence, service history
Email, telephone, and text communications	Send requested communications, service messages, newsletters, and permitted marketing communications	Contact information, consent/opt-out status, communication records
Forms, scheduling, and workflow tools	Receive inquiries, schedule meetings, route requests, and automate business workflows	Contact details, form submissions, appointment information
Analytics and website performance	Understand website usage, diagnose performance issues, and improve user experience	Device/browser data, IP-derived information, page interactions, referral information
Security, monitoring, and fraud prevention	Protect systems, prevent abuse, investigate incidents, and maintain service integrity	IP address, device information, authentication data, security logs
Cloud storage, productivity, and collaboration	Store business records and support internal administration and service delivery	Business contact information, files, correspondence, client records
Billing, accounting, and transaction support	Maintain invoices, accounting records, and service-related payment records	Contact and billing details, transaction and invoice records; payment credentials are generally handled by payment providers

Our service providers and processors may change as our business and technology needs evolve. We require service providers and processors that handle personal information on our behalf to use it only for authorized purposes and to protect it in accordance with applicable contractual and legal requirements.

8. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes described in our Privacy Policy and this notice, including to provide services, maintain business and tax records, resolve disputes, enforce agreements, protect our systems, and comply with legal obligations. Our general retention periods are set out below and may be extended when required or permitted by law, when necessary to establish or defend legal claims, or when information is subject to a legal hold.

Information category	General retention period
Contact inquiries and prospective-client records	Generally up to 3 years after the last substantive interaction.

Information category	General retention period
Client, account, and service records	For the duration of the client relationship and generally up to 7 years afterward.
Contracts, invoices, billing, and transaction records	Generally 7 years after the relevant transaction or end of the applicable client relationship.
Marketing contact and engagement records	Generally while you remain subscribed or engaged and up to 2 years after the last meaningful interaction. Opt-out and suppression records may be retained longer as necessary to honor your preferences.
Telephone and text consent and communication records	Generally up to 5 years after the relevant consent, opt-out, or last communication, unless a different period is required by law.
Website server, security, and access logs	Generally up to 12 months, unless longer retention is needed for security, fraud prevention, troubleshooting, or legal compliance.
Analytics, cookie, and similar website-usage information	Generally up to 26 months, subject to the settings and retention limits of the applicable service.
Privacy-rights requests and related verification records	Generally 24 months after the request is completed or closed, unless a longer period is required by law.
Backups and disaster-recovery copies	Retained according to backup cycles and securely deleted or overwritten in the ordinary course, subject to legal or security requirements.

9. California Privacy Disclosures

If the California Consumer Privacy Act, as amended (“CCPA”), applies to Redfern Media’s processing of your personal information, California residents may have the rights described in this notice, including rights to know, access, correct, delete, and obtain certain personal information, and the right to opt out of the sale or sharing of personal information. California residents also have the right not to receive discriminatory treatment for exercising rights provided by the CCPA.

Redfern Media does not currently sell personal information or share personal information for cross-context behavioral advertising. We do not knowingly sell or share the personal information of consumers under 16 years of age.

Where the CCPA applies, we will honor qualifying opt-out preference signals, including Global Privacy Control, as required by law.

10. Other U.S. State Privacy Rights

Residents of states with comprehensive consumer privacy laws may have rights in addition to or different from those described above. Depending on the law that applies, these rights may include confirmation of processing, access, correction, deletion, portability, opt-out of sale, targeted advertising, sharing, or certain profiling, restriction of certain sensitive-data processing, appeal of a denied request, and freedom

from unlawful discrimination for exercising privacy rights. We will process qualifying requests in accordance with the law applicable to the request.

11. Changes to This Notice

We may update this notice from time to time to reflect changes in our practices, services, technology, or legal obligations. When we make changes, we will revise the “Last Updated” date at the top of this notice and provide any additional notice required by applicable law.

12. Contact Redfern Media

If you have questions about this notice, our privacy practices, or a privacy-rights request, please contact:

Redfern Media

3419 Westminster Ave, Suite 367-G

Dallas, TX 75205

Email: support@redfernmedia.com

Telephone: (512) 768-9779