Your California Privacy Rights under the CCPA

California Civil Code Section § 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information. To make such a request, please send an email to privacy@sellersfi.com or write us at: 750 Lexington Ave., Suite 7-112, New York, NY 10022. You can find below more details on your privacy rights:

Right to Know

You have the right to request that we disclose to you, free of charge, the categories of personal information we collected from you. You can find details on how we use your personal information in our privacy policy.

Right to Delete

You have the right to request that we delete your personal data, unless CCPA recognizes an exception. Common exceptions to personal data deletion are:

- We can't verify your request.
- To complete your transaction, provide a reasonably anticipated product or service, or for certain warranty and product recall purposes.
- For certain business security practices.
- For certain internal uses that are compatible with your expectations or the context in which the information was provided.
- To comply with legal obligations, exercise legal claims or rights, or defend legal claims.
- If your personal information is certain medical information, consumer credit reporting information, or other types of information exempt from the CCPA.

Right to Non-Discrimination

You have the right to be exempt from discrimination because you exercised any right under the CCPA. Discrimination includes the following activities, but not limited to:

- Denying goods or services.
- Charging different prices or rates for goods or services, including the use of discounts or other benefits or imposing penalties.
- Providing a different level or quality of goods or services.
- Suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

However, if you ask us to delete or stop processing your personal information, or if you refuse to provide personal information, we might be unable to provide you with our services. You can check details on personal information we collect in our privacy policy.

Right to Correct Inaccurate Personal Information

If you have identified your personal data is being inaccurately held or processed by SellersFi, you have the right to request its correction.

Right to opt-out of Sharing (Advertising)

You have the right to opt-out of any sharing or advertising activity being processed by SellersFi. "Sharing" is defined by the CCPA as the "transfer or making available of a consumer's personal information by the business to a third party for cross-context behavioral advertising, whether or not for monetary or other valuable consideration."

Sale of Personal Information

We do not sell personal information subject to the CCPA for any purpose, including personal information from minors under the age of 18. According to the CCPA (§ 1798.140.t), selling personal information means "*selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's personal information by the business to another business or a third party for monetary or other valuable consideration*."

Right to Limit Use and Disclosure of Sensitive Personal Information

You have the right to request that we limit the use of your sensitive personal information only to what is necessary for us to provide our services or products to you. CCPA defines sensitive personal information as personal information that reveals a consumer's identity according to the following categories:

Government-issued identifiers	Social Security Numbers (SSN), Driver's License, State Identification Card, Passport Number.
Finances	Account log-in, Financial Account combined with credentials (password, access code), Debit or Credit Card combined with credentials (password, access code).
Genetics	Customer's Genetic Data.

Biometrics	Biometric information that can uniquely identify a consumer.
Sexual Orientation	Personal information collected and analyzed concerning a consumer's sex life or sexual orientation.
Health	Personal information collected and analyzed concerning a consumer's health.
Communications	The contents of a consumer's private communications (unless the company is the intended recipient of the communication).
Race, religion, and union membership	Racial or ethnic origin, Religious or philosophical beliefs, union membership.
Geolocation	A consumer's precise location, including address, ZIP code, city.

Right to Access Information About, And Opt-Out of, Automated Decision-Making Technology

Under the CCPA, you have the right to request access to information about automated decision-making technologies used by SellersFi, including meaningful information about the logic involved in those decision-making processes, as well as a description of the likely outcome of the process with respect to you.

You also have the right to opt out of automated decision-making technologies and profiling used by our company. CCPA describes profiling as "any form of automated processing of personal information to evaluate certain personal aspects relating to a natural person and in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements".