



Privacy Policy

U.S. & Canada-Specific Disclosure

Last Updated: 3 October 2026



1. Overview

Some U.S. state and Canadian comprehensive privacy laws require us to provide residents additional privacy disclosures and inform them of their rights (“Privacy Laws”). This U.S. & Canada-Specific Disclosure (“U.S. & Canada-Specific Disclosure”) supplements the [Privacy Policy](#) and applies solely to individuals who: (a) reside in those geographical regions which have state level privacy laws enacted (e.g., California, Colorado, Texas, etc.) or (b) are a Canadian resident.

As used in this U.S. & Canada-Specific Disclosure, the term “personal data” refers to any data relating to an identified or identifiable natural person as defined under the Privacy Law applicable to you, including various legal terms such as personally identifiable information (“PII”), or sensitive personal data.

While we strive to manage various privacy laws consistently, some terms, obligations, and rights only apply or may be available to those who live in certain jurisdictions. Use of the term “right” in this U.S. & Canada-Specific Disclosure is not intended to and shall not confer any legal rights or remedies on any person or party, and any such rights or remedies shall only exist to the extent expressly provided under applicable Privacy Laws.

Any other capitalized but undefined terms shall have the meanings set forth in the [Privacy Policy](#). If there is a conflict between provisions in this U.S. & Canada-Specific Disclosure and the [Privacy Policy](#), this U.S. & Canada-Specific Disclosure governs with respect to the subject matter of the conflicting provisions.

1.1 What does this U.S. & Canada-Specific Disclosure Cover?

This U.S. & Canada-Specific Disclosure is designed to provide you with additional information on how we handle your data and inform you of additional rights that you may have.

- a) We explain the categories of data we collect, where we collect it from, and the purpose for which we collect it.
- b) We explain how we sell or share your data and the category of third party we share it with.
- c) We explain your data subject rights, including how to exercise them.

2. Data Collection, Purpose, and Source

We recommend that you carefully review the [Privacy Policy](#) for the types of data we collect and how we use it. In addition, as required under certain Privacy Laws, we identified the categories of personal data we’ve collected, the source, and purpose, including from the last 12 months.

Description of Category	What We Collect	Source	Business or Commercial Purposes for Collection	Disclosure for Business/Commercial Purpose or Sale/Share
Identifiers ("Identity Data")	A real name, alias, postal address, unique personal identifier, online identifier, internet protocol address, email address, account name, or other similar identifiers.	Directly from You Automatically from You From other Sources	Provide and Improve our Interaction Channels Provide and Improve our Services Communicate with You Advertise and Market to You	Business/Commercial Sale/Share
Personal data categories listed in the California Records statute (Cal. Civ. Code § 1798.80(e)) ("Customer Records Data")	A name, signature, physical characteristics or description, address, telephone number, bank account number, credit card number or debit card number (solely for the purpose of processing payments for our Offerings; however, we do not store, save, or share any such financial information).	Directly from You	Provide and Improve our Interaction Channels Provide and Improve our Services	Business/Commercial
Commercial information ("Commercial Data")	Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Directly from You Automatically from You From other Sources	Provide and Improve our Interaction Channels Provide and Improve our Services Communicate with You Advertise and Market to You	Business/Commercial Sale/Share



Description of Category	What We Collect		Source	Business or Commercial Purposes for Collection	Disclosure for Business/Commercial Purpose or Sale/Share
Internet or other similar network activity (“Internet Use Data”)	Browsing history, search history, or information on a consumer’s interaction with a website, application, or advertisement.		Automatically from You From other Sources	Provide and Improve our Interaction Channels Provide and Improve our Services Communicate with You Advertise and Market to You	Business/Commercial Sale/Share
Inferences drawn from other personal data (“Inferences”)	A profile reflecting a person’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.	Automatically from You From other Sources	Provide and Improve our Interaction Channels Provide and Improve our Services Advertise and Market to You		Business/Commercial Sale/Share
Business or Commercial Purposes for Collection Explanation: Please see Section 3, How We Use Your Data, of our Privacy Policy for more information on each business or commercial purpose for the collection of your data. Source Explanation: Please see Section 2, Type of Data Collected; Source of Data, of our Privacy Policy for more information on the categories of data collected from each of these sources. Directly from You. For example, from the forms you complete on our Offerings, preferences you express or provide through our Offerings, or from your purchases on our Offerings. Automatically from You. For example, through cookies or other data tracking technologies we, our service providers, or other third parties set on our Digital Assets that you interact with. From other Sources. For example, other third parties who: (a) monitor and analyze the use of our Offerings, (b) provide advertising about Offerings, including targeted advertising, (c) process payments on our behalf, or (d) we use to provide the Offerings to you.					



We may also use or disclose the personal data we collect for one or more of the following purposes—as further described in Section 3, How We Use Your Data, of the Privacy Policy:

- a) Provide Safety and Security.
- b) Troubleshoot.
- c) Facilitate Corporate Transactions.
- d) Obtain Your Consent.
- e) Comply with Legal Obligations.
- f) Aggregated or De-identified Data.

Under some Privacy Laws, we must have a legal basis to process your personal data. In such cases, we process your personal data based on one or more of the following legal bases applicable under Privacy Laws:

- **Consent:** We collect and use certain personal data based on your express or implied consent. You may withdraw your consent at any time, subject to legal or contractual restrictions and reasonable notice, by contacting us using the information provided in the How to Contact Us section below. Withdrawal of consent may affect our ability to provide you with certain products or services.
- **Contractual Necessity:** We process personal data where necessary to perform a contract with you or to take steps at your request prior to entering into a contract, such as to provide you with our products and services, process transactions, or respond to your inquiries.
- **Legitimate Business Interests:** We may process personal data for purposes that a reasonable person would consider appropriate in the circumstances, such as to improve our products and services, conduct analytics, prevent fraud, and ensure the security of our systems.
- **Legal Obligations:** We may process personal data where necessary to comply with applicable laws, regulations, court orders, or other legal processes.

3. Data We Do Not Collect & Inapplicable Use

We do not intentionally collect data on persons under the age of 18 or sensitive data as defined under applicable Privacy Laws. If we become aware of the collection of sensitive data or data on persons under the age of 18, we will delete it.

We do not use your personal data to profile in furtherance of decisions that produce legal or similarly significant effects as defined under applicable Privacy Laws.

4. Disclosure of Data for Business Purposes

We disclose your personal data for legitimate business purposes to the following categories of third parties, as each category is further described in Section 4, *Who We Share Your Data With & The Purpose of Disclosure*, of the Privacy Policy:

- a) Service Providers such as services linked to your account.
- b) Other Third Parties such as our affiliates and subsidiaries, analytics and advertising providers, joint marketing partners, and our customers.

To the extent necessary to carry out our business needs, or if required under applicable law, we may disclose your personal data to a third party as part of a corporate transaction, to law enforcement or professional advisors, or under your direction or consent, to other third parties. If you are a Canadian resident, please note this means your data may be accessed by the courts, law enforcement, and national security authorities of other countries such as the United States where we store data.

5. Disclosure of Data for a Sale or Use of Data for Targeted Advertising

The categories of third parties, as each category is further described in Section 4, *Who We Share Your Data With & The Purpose of Disclosure*, of the [Privacy Policy](#), with which we share personal data that may be considered the sale or sharing of personal data for targeted advertising, include other third parties such as:

- a) Analytics and Advertising Providers.
- b) Joint Marketing Partners.

6. Data Retention

For more information regarding our data retention practices, please see Section 6, *Retention of Your Data*, of the [Privacy Policy](#).

7. Your Rights and Choices

Applicable Privacy Laws may provide you with specific rights regarding your personal data. This section describes your rights and explains how to exercise those rights. Certain requirements must



be met for consumers to exercise their rights; see [Exercising Your Rights](#) below for more information on what requirements must be met and how to exercise said rights.

Some of the activities may be considered “sales” or “sharing” of your personal data or “targeted advertising” under applicable Privacy Laws. Depending on where you reside, you may have the right to opt out of targeted advertising, sharing, and/or the sale of your personal data.

7.1. Opt-Out Rights

Sale/Sharing of Your Data

Our use of your personal data may be considered a sale/sharing under some Privacy Laws, including where we deploy automated tracking technologies (such as cookies, pixels, and similar technologies) that may constitute a “sale” or “sharing” of personal data under applicable Privacy Laws. You may opt out of the sale/sharing of your personal data, through such automated tracking technologies, by adjusting your preferences through our cookie consent banner displayed when you visit our website. You may opt out of the sale/sharing of your personal data by clicking the [Your Choices About Your Data](#) (also found at the bottom of the page), or you may broadcast the Global Privacy Control (“GPC”) signal through your web browser or device. We honor GPC signals as a valid opt-out request for the sale or sharing of your personal data. When we detect a GPC signal, we will process it as an opt-out of sale/sharing for that browser or device. More information on Global Privacy Controls can be found [here](#). If neither of these options work for you, you may also email us at the email listed in the [How to Contact Us](#) section below.

7.2. Access / Portability Rights

Under certain applicable Privacy Laws, you have the right to request that we disclose certain information to you about our collection and use of your personal data, including:

- a) The categories of personal data we collected about you.
- b) The categories of sources for the personal data we collected about you.
- c) Our business or commercial purpose for collecting or selling that personal data.
- d) The categories of third parties with whom we share that personal data.
- e) To receive the specific pieces of personal data we collected about you in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the data to another entity without hindrance (also called a data portability request).
- f) If we sold or disclosed your personal data for a business purpose, two separate lists disclosing:
 - i. sales, identifying the personal data categories that each category of recipient purchased; and
 - ii. disclosures for a business purpose, identifying the personal data categories that each category of recipient obtained.



Once we receive and confirm your consumer request, we will provide you with the requested information. See [Exercising Your Rights](#) for more information.

7.3. Data Correction Rights

Under certain applicable Privacy Laws, you have the right to request that we correct inaccurate personal data that we collected from you and retained, taking into account the nature of the personal data and the purposes of processing personal data. Once we receive and confirm your consumer request (see [Exercising Your Rights](#) for more information), we will use commercially reasonable efforts to correct the inaccurate personal data (and where required by applicable Privacy Law, direct our service providers to correct) of your personal data from our records, unless an exception applies.

7.4. Deletion Rights

Under certain applicable Privacy Laws, you have the right to request that we delete any of your personal data that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your consumer request (see [Exercising Your Rights](#) for more information), we will delete (and where required by applicable law, direct our service providers to delete) your personal data from our records, unless an exception applies.

These exceptions include retaining the data if it is necessary for us or our service provider(s) to:

- a) Complete the transaction for which we collect the personal data, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- b) Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- c) Debug products to identify and repair errors that impair existing intended functionality.
- d) Exercise free speech, ensure the right of another consumer to exercise their free speech rights or exercise another right provided for by law.
- e) Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- f) Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the data's deletion may likely render impossible or seriously impair the research's achievement if you previously provided informed consent.
- g) Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- h) Comply with a legal obligation.
- i) Make other internal and lawful uses of that data that are compatible with the context in which you provided it.

8. Exercising Your Rights

Only you, or someone legally authorized to act on your behalf, may make a “verifiable consumer request” (subsequently referred to as a “consumer request”) related to your personal data. Please submit a consumer request by filling out this [form](#) or by calling us at the phone number listed below in the [How to Contact Us](#) Section.

To be verifiable, a consumer request must:

- a) Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal data and that you have rights under this U.S. & Canada-Specific Disclosure.
- b) Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.
- c) If applicable, provide sufficient information that allows us to reasonably identify you are an authorized representative of the person whom we collect personal data about.

We cannot respond to your request or provide you with personal data if we cannot verify your identity or authority to make the request and confirm the personal data relates to you. Making a consumer request does not require you to create an account with us, but we may require authentication of the person requesting the data that is reasonable in light of the nature of the personal data requested.

We will only use personal data provided in a consumer request to verify the requestor’s identity or authority to make the request.

8.1. Initial Request

We endeavor to respond to a consumer request within 45 days of its receipt or as required under applicable law. If we require more time, we will inform you of the reason and extension period in writing.

We will deliver all written responses via email.

The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal data that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance, to the extent technically feasible.



We do not charge a fee to process or respond to your consumer request unless it is excessive or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your consumer request.

8.2. Appeal Request

Under certain Privacy Laws, you may have a right to appeal our decision regarding your initial consumer request.

If you have a right to appeal, your appeal should be sent to the place where the initial consumer request was sent (see [Exercising Your Rights](#)). The appeal should clearly indicate that it is an appeal of an initial consumer request and should include the initial request along with our response explaining why we cannot comply with the request.

We will answer your request within a reasonable timeframe. If we require more time than the initial timeline allowed under the applicable Privacy Law, and we are allowed to extend our response time under applicable Privacy Laws, we will notify you within the original timeframe letting you know we require more time and the reason for the delay.

Once we respond, we will inform you of any action taken or not taken, along with an explanation of the reason in support of the response. If you have any concerns about the results of an appeal, you may have the right to be notified under applicable Privacy Laws that you can submit a complaint to your attorney general. We will provide you with such notification and a link to the attorney general's website, if applicable.

9. Non-Discrimination

We will not discriminate against you for exercising any of your rights under applicable law. Unless permitted by applicable law, we will not:

- a) Deny goods or services.
- b) Charge different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- c) Provide a different level or quality of goods or services.
- d) Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

10. Other California Privacy Rights

California's "Shine the Light" law (Civil Code § 1798.83) permits users of the Offerings who 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 contact us at the information provided in the [How to Contact Us](#) section below.

11. Changes to our U.S. & Canada-Specific Disclosure

From time to time, we may update this U.S. & Canada-Specific Disclosure. For any material changes, we will adhere to the same obligations set forth in [Section 1.1, Modifications of This Privacy Policy](#), of the [Privacy Policy](#). Please review the [Privacy Policy](#) for more information.

12. How to Contact Us

If you have any questions or comments about this U.S. & Canada-Specific Disclosure, how we collect and use your data described here and in the [Privacy Policy](#), your choices and rights regarding such use, or wish to exercise your rights under applicable Privacy Laws, please do not hesitate to contact us at:

Physical Address Nearmap US, Inc.
1850 W Ashton Blvd, Level 5, Suite 500
Lehi, Utah 84043
USA
Email privacy.officer@nearmap.com

Phone Number +1-844-463-2762

13. Disabilities

We strive to make this Privacy Policy available to consumers with disabilities. To access this Privacy Policy in an alternative downloadable format, please [click here](#).