

CATEGORY OF PERSONAL INFORMATION	EXAMPLES	PURPOSE(S) FOR COLLECTION
Identifiers	Name, alias, postal address, date of birth, phone number, unique personal identifier, online identifier, internet protocol address, email address, account name, driver's license number, or other similar identifiers	<p>To allow you to participate in the features we offer on the Wall to Wall Services</p> <p>To process your orders and any returns/refunds</p> <p>To maintain your accounts with us</p> <p>To communicate with you, including about our products and services, updates to our terms and policies, and to obtain your feedback</p> <p>To send you marketing materials and advertisements</p> <p>To send you company news, updates, information related to our product or service offerings, etc.</p> <p>To allow you to participate in promotions, sweepstakes, contests, and loyalty programs</p> <p>Auditing, research and analysis, to maintain and improve the Wall to Wall Services, and for any other internal business purposes</p> <p>To detect and prevent fraud against you and/or us</p>

<p>Personal Records</p>	<p>Name, signature, address, telephone number, date of birth, state identification card number, education, employment, employment history, bank account number, credit card number, debit card number, or other financial information.</p> <p><i>Some personal information included in this category may overlap with other categories.</i></p>	<p>To allow you to participate in the features we offer on the Wall to Wall Services</p> <p>To process your orders and any returns/refunds</p> <p>To maintain your accounts with us</p> <p>To show you relevant ads while you browse the internet or use social media</p> <p>To send you company news, updates, information related to our product or service offerings, etc.</p> <p>To allow you to participate in promotions, sweepstakes, contests, and loyalty programs</p> <p>Auditing, research and analysis, to maintain and improve the Wall to Wall Services, and for any other internal business purposes</p> <p>To detect and prevent fraud against you and/or us</p> <p>To consider you for employment with Wall to Wall</p>
<p>Commercial Information</p>	<p>Products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies, purchase channel, communication channel preferences, coupon and loyalty</p>	<p>To allow you to participate in the features we offer on the Wall to Wall Services</p> <p>To process your orders and any returns/refunds</p> <p>To provide you with products and services advertisements and recommendations</p>

	<p>program usage, information from surveys, promotions and product reviews</p>	<p>To help you find relevant products and services more quickly</p> <p>To tailor our communications and advertisements</p> <p>To provide customer service and support</p> <p>To send you company news, updates, information related to our product or service offerings, etc.</p> <p>To allow you to participate in promotions, sweepstakes, contests, and loyalty programs</p> <p>To improve the Wall to Wall Services, and our products, services, marketing and advertising</p> <p>Auditing, research and analysis, to maintain and improve the Wall to Wall Services, and for any other internal business purposes</p> <p>Alerting you about a product safety announcement or recall or correction of an offer, promotion or advertisement</p> <p>To detect and prevent fraud against you and/or us</p>
<p>Demographic Information and Protected Classifications</p>	<p>Age (40 years or older), race, sex (including gender and gender identity), veteran or</p>	<p>To consider you for employment with Wall to Wall</p>

	military status, languages spoken	
Internet or Other Electronic Network Activity Information	Browser type and language, operating system, internet or mobile network provider, website access time, duration of visit, referring website address, browsing and search history on our websites, webpages viewed immediately before and after our websites, information related to your interactions with our websites, social media pages, emails, online chat, text message communications, and advertisements	<p>To allow you to participate in the features we offer on the Wall to Wall Services</p> <p>To facilitate, manage, personalize, and improve your website or app experience</p> <p>To provide you with products, services, coupons, and recommendations</p> <p>To show you relevant ads while you browse the internet or use social media</p> <p>To improve the Wall to Wall Services, and our products, services, marketing and advertising</p> <p>To send you company news, updates, information related to our product or service offerings, etc.</p> <p>To allow you to participate in promotions, sweepstakes, contests, and loyalty programs</p> <p>Auditing, research and analysis, to maintain and improve the Wall to Wall Services, and for any other internal business purposes</p> <p>To detect and prevent fraud against you and/or us</p>

<p>Geolocation Data</p>	<p>Your physical location based on information you provide, or inferred from your device location or IP address</p>	<p>To allow you to participate in the features we offer on the Wall to Wall Services</p> <p>To process your orders and any returns/refunds</p> <p>To provide you with appropriate products, services, coupons and recommendations</p> <p>To show you relevant ads while you browse the internet or use social media</p> <p>To improve the Wall to Wall Services, and our products, services, marketing and advertising</p> <p>Auditing, research and analysis, to maintain and improve the Wall to Wall Services, and for any other internal business purposes</p>
<p>Audiovisual Information</p>	<p>Audio recordings of customer care calls, video, license plate scans, or similar information</p>	<p>To provide you with customer service</p> <p>For safety, security, and fraud prevention</p> <p>To improve our products, services, and the Wall to Wall Services</p>
<p>Professional or Employment-Related Information</p>	<p>Current or past job history or performance evaluations, resumes, education information</p>	<p>To consider you for employment with Wall to Wall</p>
<p>Communications with Us</p>	<p>The contents of your communications with us via phone, email,</p>	<p>To communicate with you, including about our products and services, to</p>

	<p>text message, chat, or other means (such as survey responses, product reviews, and comments on social media pages or other digital properties)</p>	<p>provide answers to your questions, and to obtain your feedback</p> <p>To provide customer service and support</p> <p>To improve the Wall to Wall Services, and our products, services, marketing and advertising</p> <p>To allow you to participate in promotions, sweepstakes, contests, and loyalty programs</p> <p>Auditing, research and analysis, to maintain and improve the Wall to Wall Services, and for any other internal business purposes</p> <p>To detect and prevent fraud against you and/or us</p>
<p>Inferences About You from Any Other Category of Information We Collect</p>	<p>Information reflecting your preferences, characteristics, trends, or attitudes</p>	<p>To provide you with appropriate products, services, and recommendations</p> <p>To improve the Wall to Wall Services, and our products, services, marketing and advertising</p> <p>To provide you with a better website or app experience</p> <p>Auditing, research and analysis, to maintain and improve the Wall to Wall Services, and for any other internal business purposes</p>

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