

	Categories of personal information per Cal. Civ. Code §1798.140(o)(1)	In the preceding 12 months, we have collected the following categories and specific pieces of personal information from California residents:	We collected such personal information to use for the following purposes:	We have collected such personal information from the following categories of sources:	In the preceding 12 months, we disclosed the following categories of personal information about consumers for a business purpose:	We shared such personal information with the following categories of third parties:	In the preceding 12 months, we sold the following categories of personal information	We sold such personal information to the following categories of third parties:	We sold such personal information for the following purposes:
a.	Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver's license number, passport number, or other similar identifiers.	Name, address, IP address, email, account name	Lead management, cross-selling, Web analytics	User provided info via web form, registration, webinar or tradeshow attendance, tech support inquiry, Dun & Bradstreet, Demandbase	Name, address, email, account name	OtoSense Distributors			
b.	Any categories of personal information described in subdivision (e) of Section 1798.80: "Personal information" means any information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, his or her name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. "Personal information" does not include publicly available information that is lawfully made available to the general public from federal, state, or local government records."	Name, phone, address	Lead management, cross-selling, Web analytics	User provided info via web form, registration, webinar or tradeshow attendance, tech support inquiry	Name, phone, address	OtoSense Distributors			
c.	Characteristics of protected classifications under California or federal law.								
d.	Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	OtoSense order history	Lead management, cross-selling	ERP, CRM	OtoSense related order history	OtoSense Distributors			
e.	Biometric information.								
f.	Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an Internet Web site, application, or advertisement.	Analog.com interaction only Sell.analog.com (internal employees)	Lead management, web personalization,	Adobe Analytics Web log	Analog.com interaction only, Sell.analog.com	OtoSense Distributors			
g.	Geolocation data.	Address	Lead management Web analytics	Web browsers, User provided info via web form, registration, webinar or tradeshow attendance, tech support inquiry, Dun & Bradstreet, Demandbase	Address	OtoSense Distributors			
h.	Audio, electronic, visual, thermal, olfactory, or similar information.								
i.	Professional or employment-related information.	Job role, job title	Lead management	User provided info via web form, registration, webinar or tradeshow attendance, tech support inquiry	Job role, job title	OtoSense Distributors			
j.	Education information, defined as information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. section 1232g, 34 C.F.R. Part 99).								
k.	Inferences drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Customer digital body language, persona, customer journey	Lead management, web personalization	User provided info via web form, registration, webinar or tradeshow attendance, tech support inquiry, External company website; web analytics					