

NEUANALYTICS PRIVACY CHOICES

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This **Your Privacy Choices** page is how Neu Consulting Group, LLC dba NeuAnalytics ("NeuAnalytics," "we," "us," or "our") lets you exercise the privacy rights available to you, including the CCPA right to opt out of the sale or sharing of personal information (also known as the "Do Not Sell or Share My Personal Information" right) and comparable rights granted under other state privacy statutes and, where applicable, the GDPR. Our Privacy Policy is the controlling description of what personal information we collect, how we use and disclose it, and what rights you have. This page does not repeat those disclosures; it is where you act on them. See our [Privacy Policy \(PDF\)](#).

Scope of this page. This page applies to personal information that NeuAnalytics collects and uses for its own purposes through www.neuanalytics.com and www.neucg.com (together, the "Site") and through our business, marketing, and recruiting activities. Where we process personal information on behalf of a client, that client is responsible for responding to requests concerning it, and we will refer your request to them; see the Processor section of our Privacy Policy.

1. Rights Available to You

The specific rights you have depend on the law that applies to you. Those rights, and the exceptions that apply to them, are described in our Privacy Policy. Even if you do not reside in a jurisdiction that grants a particular right, you are welcome to submit a request, and we will consider it and respond where it is reasonable for us to do so. We offer this as a matter of discretionary policy. Responding to a request we are not legally required to honor does not obligate us to do so in any other instance and does not waive any exemption, exception, or defense otherwise available to us.

2. How to Submit a Request

You may submit a privacy request through any of the following methods. Please include enough information for us to identify your records and verify your request (your name, the email address you used when interacting with us, your state or country of residence, and a description of the right you wish to exercise).

- **Email:** compliance@neuanalytics.com, use subject line "Privacy Request, [state/country], [right]" (e.g., "Privacy Request, California, Delete").
- **Phone:** [+1.913.825.0000](tel:+19138250000), ask for the Legal Privacy Team.
- **Postal mail:** Neu Consulting Group, LLC dba NeuAnalytics, Attn: Legal – Privacy, 8417 Santa Fe Drive, Suite 200, Overland Park, KS 66212.
- **GPC signal:** See Section 6. If your browser sends a GPC signal we will automatically record the opt-out for your device.

3. Verification of Your Identity

To protect your privacy and security and to prevent fraudulent requests, we will verify your identity before responding to a substantive request, other than a request to opt out (see below). The level of verification we require depends on the sensitivity of the information involved and the type of request.

- **Standard requests** (e.g., a request to know the categories of personal information we collect): we typically verify by matching information you provide to information already in our records, such as the business email address you previously used when contacting us.
- **Opt-out requests.** We will not require you to verify your identity in order to submit a request to opt out of the sale or sharing of personal information, or to opt out of targeted advertising. We may ask you for information reasonably necessary to act on the request. If we have a good-faith, reasonable, and documented belief that an opt-out request is fraudulent, we may deny it and will explain why.
- **Higher-risk requests** (e.g., right to know specific pieces of information, right to delete): we may ask you for additional information or a signed declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request.
- We will not require you to create an account in order to submit a request. If you have an existing account, you may be asked to authenticate through that account.

If we cannot reasonably verify your identity using the information you provide, we may decline to act on the request and will notify you of the reason. You may then re-submit with additional information or use an authorized agent.

No fee. We do not charge a fee to submit or to act on a privacy request. Where a request is manifestly unfounded, excessive, or repetitive, we may charge a reasonable fee or decline to act, and will explain our reasons.

4. Authorized Agents

You may designate an authorized agent to submit a request on your behalf. We may require:

- Written, signed permission from you authorizing the agent to act on your behalf (a Power of Attorney granted under applicable state law also satisfies this requirement);
- Verification of the agent's identity; and
- Verification of your identity directly with us, as described in Section 3, and direct confirmation from you that you authorized the agent to act on your behalf; provided that, where the agent submits a power of attorney valid under Cal. Prob. Code §§ 4000–4465, we will not require you to verify your own identity or to confirm the agent's authority separately.

5. Response Timeframes; Appeals

We will respond to verifiable requests within the timeframes required by applicable law:

- **CCPA/CPRA (California):** We will attempt to respond to your request within 45 days of receipt of a verifiable consumer request. If we need additional time, we will inform you of the reason for the extension (such extension not to exceed the period of time allowed by applicable state law) in writing.
- **VCDPA (Virginia) and similar state laws:** We will respond within 45 calendar days. We may take a single 45-day extension where reasonably necessary, with notice. If we decline to act on a request, you may appeal within a reasonable time (see below).
- **GDPR / UK GDPR :** We will respond within one month of receipt. Where the request is complex or we have received a number of requests from you, we may extend that period by up to two further months, and will notify you of the extension and the reasons for it within one month of receipt.
- **Opt-out requests (all jurisdictions):** We will act on a request to opt out of the sale or sharing of personal information, or of targeted advertising, as soon as feasible and in no event later than fifteen (15) business days after we receive it.

Appeals. If we decline to act on a request in whole or in part:

- **California:** Email compliance@neuanalytics.com with subject line "California Appeal." We will reconsider the decision and respond. California law does not require an appeal process; we offer this as a matter of policy.
- **Virginia and similar states:** Email compliance@neuanalytics.com with subject line "[State] Appeal." We will respond within the period required by the applicable state statute and in no event later than forty-five (45) days after we receive the appeal. If we deny the appeal, we will provide instructions to submit a complaint to your state Attorney General.

If you are a California resident and you believe we have not complied with your CCPA rights, you may also contact the California Privacy Protection Agency at cppa.ca.gov or the California Attorney General at oag.ca.gov/privacy/ccpa.

6. Global Privacy Control (GPC)

Global Privacy Control is a browser-level signal that communicates your privacy preferences to the websites you visit. When enabled, GPC indicates that you do not want your personal information sold or shared for cross-context behavioral advertising.

NeuAnalytics honors GPC signals automatically. If your browser or a browser extension sends a GPC signal, we will make reasonable efforts to respect the choices indicated by that signal to the extent required by applicable law.

A GPC signal is sent by the browser you are using, so the opt-out we record applies to that browser on that device only. If you clear your cookies or site data, use a different browser, or use a different device, you may need to enable GPC again. We process opt-out preference signals within fifteen (15) business days after we receive them.

You can enable GPC by:

- Using a browser that supports GPC natively, such as Firefox, Brave, or DuckDuckGo;
- Installing a browser extension that sends GPC signals, such as Privacy Badger or OptMeowt.

For more information, visit globalprivacycontrol.org.

7. Non-Discrimination and Non-Retaliation

We will not discriminate or retaliate against you for exercising any of your privacy rights, including by denying you goods or services, charging you a different price or rate, or providing you a different level or quality of goods or services.

NeuAnalytics does not offer financial incentives in exchange for personal information.

8. Contact Us

For questions about your privacy choices or for assistance submitting a request:

- Email: compliance@neuanalytics.com
- Phone: [+1.913.825.0000](tel:+19138250000)
- Postal mail: Neu Consulting Group, LLC d/b/a NeuAnalytics, Attn: Legal – Privacy, 8417 Santa Fe Drive, Suite 200, Overland Park, KS 66212

For full details on how we collect, use, share, and protect your personal information, see our [Privacy Policy \(PDF\)](#) and [Cookie Policy \(PDF\)](#).