

Purpose	Examples of Processing Activities
Provide our products and services and customer support	<p>Provide the functionality of CR Products to you, such as arranging access to your online account, facilitating your purchases and delivery of purchased products and services, verifying your information, processing your orders and related payments, and processing requests for a credit or refund.</p> <p>Disclose Personal Information to our service providers and processors so that they can use it on our behalf to provide services to us, and to manage and oversee our service providers and processors.</p> <p>Administer customer support services to facilitate and address inquiries, requests, comments and complaints about any of the CR Products (such as in person, via phone, email, or on social media), and to send you documents or information you request or assist you in using the CR Products.</p> <p>Send you important information regarding our relationship with you, the CR Products and services, any changes to our terms, conditions, policies and procedures, and/or other administrative information.</p>
Operations and general business purposes	<p>Administer online services (including troubleshooting and diagnostic testing, conducting performance analyses of our systems, products and services, testing new system features to evaluate their impact, performing system/log maintenance, technical support, and system debugging, and hosting data); facilitate mergers, acquisitions, and other reorganizations and restructurings of our business (including prospective transactions); manage customer and supplier relationships; operate and maintain our facilities and infrastructure; aggregate and/or anonymize Personal Information so that it will no longer be considered Personal Information.</p>
Sharing With Business Partners	<p>Our business partners are third parties CR works with to offer you products and services, such as car-buying services available through our website. You may be asked to provide information about yourself in order to obtain these products and services. When you do so, your information is shared with both CR and the business partner, and may be governed by the user agreement and privacy policy of both CR and our business partner. CR may share information about you with our business partners to fulfill your request for products and services, and our business partners may share certain information about you with us that you provide to them when you use its products and services.</p>
Marketing and promotions (including sweepstakes),	<p>Subject to your communications preferences, send you promotional information about CR Products, newsletters, promotions, offers, and other news about CR Products.</p>

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fundraising and personalization	<p>Personalize our interactions with you and provide you with information and/or offers tailored to your interests on our online product and services as well as our marketing partners' platforms; deliver content via our products and services that we believe will be relevant and interesting to you; determine the effectiveness of our promotional campaigns, so that we can adapt our campaigns to the needs and interests of our users.</p> <p>If you participate in a sweepstakes, contest or other promotion, use your information to administer such promotions. Your information may be disclosed to third parties who help administer the promotion, including for winner selection, prize fulfillment and aggregated data analysis. Your information also may be disclosed as required by law such as on a winners list.</p> <p>We share certain donor data (such as full name, mailing address and donation information, but not your email address, telephone number(s) or any financial account information) with other organizations for fundraising purposes.</p> <p>If you subscribe to Consumer Reports magazine or any of our other print publications, we may exchange or rent your name and mailing address (but not your email address) with other companies that offer products or services through direct mail. We screen all such offers and strive to select trustworthy, reputable companies which offer high quality products or services of interest to you. If you prefer not to receive these offers, please go to Choice/Opt Out for instructions.</p>
Cross-context behavioral and targeted advertising	<p>Provide cross-context behavioral or targeted advertising tailored to your interests, unless you opt out.</p>
Sale of Personal Information	<p>If you subscribe to Consumer Reports magazine or any of our other print publications, sharing name and mailing address information with business partners for direct marketing purposes.</p>
Improve and develop new products and services	<p>Conduct data analysis, for example, monitoring and analyzing usage of CR Products and using data analytics to improve their efficiency; develop new products and services; consider ways for enhancing, improving, repairing, maintaining, or modifying our products and services; identify usage trends, for example, understanding which parts of our products and services are of most interest to users; undertake quality and safety assurance measures. [We collect information about your interactions with our content, CR ads and communications, including the areas you visit on CR digital services and which of our CR ads and content you see on other organizations' websites (such as the CR Facebook page) and whether you open email messages from us or click on CR</p>

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	ads served by our ad partners when you visit other websites on which our ads appear.]
Consumer Policy and Mobilization	<p>Support consumer policy and mobilization activities, such as running campaigns on consumer policy issues, and informing our efforts to recruit, train and connect our consumer activists.</p> <p>When you participate in a consumer policy campaign such as by signing a petition or sending a message to a policy decision-maker or government entity, it may be necessary to include your name, address and/or other personal information with your submission. Petitions and comments filed with government entities, together with any included personal information, become a matter of public record and may be viewable online after submission. Sometimes CR works with other advocacy organizations to coordinate our shared policy efforts. If you provide your information to us as part of a joint-petition or other coordinated action, it may be shared with these other organizations.</p>
Conduct research including providing consumer insights and data to manufacturers, regulators, researchers and other third parties	<p>Conduct research including providing consumer insights and data to manufacturers, regulators, researchers and other third parties to help improve the marketplace.</p> <p>We may share individual-level or aggregated information with manufacturers, regulators, researchers and other third parties for research purposes and to help improve the marketplace. Information shared in this way will not identify you individually, other than with your express consent.</p>
Journalism and Testing	Inform our testing, editorial and reporting.
Fraud prevention and security	Conduct audits; verify that our internal processes function as intended and are compliant with legal, regulatory, or contractual requirements; monitor for and prevent fraud; promote security, including system security and on-site security of our premises.
Legal and compliance	Fulfill our legal and compliance-related obligations, including complying with applicable laws; comply with legal processes; respond to requests from public and government authorities; meet national security or law enforcement requirements.

Purpose	Examples of Processing Activities
	Enforce our terms and conditions; protect our operations; protect our rights, privacy, or property; pursue available legal remedies, defend claims, and limit damages that we may sustain.
Other Purposes	Share your information as may be described to you when collecting your information or otherwise with your express consent.