

INSCAPE BUSINESS-TO-BUSINESS (B2B) PRIVACY POLICY

Effective as of: July 2, 2026

What Does This Privacy Notice Cover?

This B2B Privacy Policy describes how Inscape, Inc. ("Inscape," "we," or "us"), a subsidiary of VIZIO, Inc., which is owned by Walmart, Inc., collects, uses, shares, and protects the personal information of individuals when they are interacting with Inscape in a business-to-business capacity, including your personal information in connection with your use of the [Inscape website](#) ("Site").

What Is Not Covered By This Privacy Notice?

This Privacy Policy does not apply to the collection, processing, storage, transfer, and/or disposal of information collected in connection with VIZIO products and services. Please visit [VIZIO's Privacy Policy](#) to learn about VIZIO's consumer privacy practices with regards to its products and services.

What Personal Information Do We Collect?

Inscape may collect and process the categories of personal information listed below. Not all categories or personal information will be collected or processed about every individual.

[Customize Settings](#)

Accept and
Continue



We use cookies on this site to improve and optimize site functionality, secure the site, analyze site activity, and personalize your experience on the site and the ads that you receive. Click on the link to change your cookie settings or visit the Inscape privacy page to learn more. By continuing to browse, you agree to our use of cookies. [Privacy Policy](#)

- Most browsers allow individuals to automatically decline cookies or be given the choice of declining or accepting a particular cookie (or cookies) from a particular website. Please refer to <http://www.allaboutcookies.org/manage-cookies/index.html> for more information. Declining certain cookies may cause certain parts of Inscape's Site to cease working.
- **Pixel tags** (also known as web beacons and clear GIFs) may be used to, among other things, measure the success of Inscape's marketing campaigns and compile statistics about usage of the Site and response rates (for example, recording how many e-mails in a campaign were opened). Pixel tags may also be used in connection with our third-party partners to collect similar types of information as outlined in the section on cookies. **Internet and Other Network Activity**, such as information about your browsing or search activity as well as your interactions with our websites

How Do We Collect Personal Information?

We collect personal information in three main ways:

- You provide it to us – for example, when you fill out the [Contact Us](#) form or send a message.
- We collect it automatically when you use Inscape's Site.
- We receive it from companies that help us run our business or provide services (for example, analytics, hosting, and advertising partners), or from other Walmart family companies as explained below.

How Do We Use Personal Information?

We use personal information to provide our services and to operate and improve our business, including to:

We use cookies on this site to improve and optimize site functionality, secure the site, analyze site activity, and personalize your experience on the site and the ads that you receive. Click on the link to change your cookie settings or visit the Inscape privacy page to learn more. By continuing to browse, you agree to our use of cookies. [Privacy Policy](#)

- *Support legal functions.* We may compile metrics about the requests Inscape receives to

inscape



- *Comply with applicable law.* Inscape may use your information as required to fulfill our legal functions or obligations.
- *We may use automated tools,* including machine learning, to help analyze and understand data for the purposes above. We do not engage in profiling in furtherance of decisions that produce legal or similarly significant effects concerning consumers.

Who Do We Disclose Data To and Why?

We may disclose the categories of personal information described above as follows:

- Within the Walmart family of companies to provide and improve products and services, conduct analytics, and support advertising and marketing.
- With service providers and vendors that perform services for us, such as cloud hosting, payment processing, customer support, analytics, advertising and measurement, fraud prevention, and logistics. They may only use the information to perform services for us.
- For legal, safety, and security reasons, such as to comply with law, respond to valid legal requests, prevent fraud or harm, or protect our rights.
- In connection with a business transaction, such as a merger, sale, or reorganization, consistent with this Notice.
- In circumstances other than those described above, we will provide specific notice or ask for your affirmative consent, as required by law, before we disclose your personal information outside of our corporate family of companies.

All of the categories of personal information that we collect have been shared with other companies, including those within our Walmart Inc. corporate family, for a business purpose. We may share your personal information in limited circumstances, such as to conduct our business, or

We use cookies on this site to improve and optimize site functionality, secure the site, analyze site activity, and personalize your experience on the site and the ads that you receive. Click on the link to change your cookie settings or visit the Inscape privacy page to learn more. By continuing to browse, you agree to our use of cookies. [Privacy Policy](#)

Email Marketing

You may choose to stop receiving marketing emails at any time by following the instructions in those messages (often it will be a notice or a link at the bottom of the message). Regardless of your marketing communication preferences, we may still contact you for transactional or informational purposes.

How Long Do We Retain Your Personal Information?

Inscape will retain information for as long as needed or permitted in light of the purpose(s) for which it was obtained, or for a period of time specifically required or allowed by applicable laws or regulations.

How Do We Secure Your Personal Information?

We use reasonable physical, administrative, and technical safeguards designed to protect personal information. No system is 100% secure. You can help by using strong passwords and keeping your devices and networks secure.

What Are Your California Privacy Rights?

If you are a California resident, you can make certain requests regarding your personal information, and we will fulfill each request to the extent required by law. If we are unable to comply with your request in whole or in part, we will notify you with reasons for the denial.

We do not offer the option for you to request we stop selling or sharing your personal information for targeted advertising because we do not conduct such selling or sharing of business individuals' personal information. Similarly, we do not collect or process sensitive personal information and do

We use cookies on this site to improve and optimize site functionality, secure the site, analyze site activity, and personalize your experience on the site and the ads that you receive. Click on the link to change your cookie settings or visit the Inscape privacy page to learn more. By continuing to browse, you agree to our use of cookies. [Privacy Policy](#)

What If You Cannot Verify My Identity?

If we cannot verify your identity, we will notify you, and your request(s) to access, request, or delete your personal information may not be processed. Any requests may be denied if we have reason to believe they are fraudulent.

Request to Access My Personal Information: You have the right to request access to the personal information we may have collected about you.

Requests to access your personal information may be submitted up to two times in a rolling 12-month period. In response, we will return to you the following categories of information, to the extent required by law:

- The categories of personal information we have collected about you.
- The categories of sources from which we collect your personal information.
- The business or commercial purpose for collecting, selling, or sharing your personal information.
- The categories of third parties to whom we disclose personal information.
- The specific pieces of personal information we have collected about you.
- A list of categories of personal information that we have sold or shared for cross-context behavioral advertising, along with the categories of third parties we sold it to or shared it with for cross-context behavioral advertising.
- A list of categories of personal information that we have disclosed for a business purpose, along with the categories of vendors for business operations and contractors we disclosed it to.

Inscape may make changes to this Privacy Policy at any time without notice. Please check back

INScape



prominent way. These announcements may include displaying a prominent disclosure on the Site and/or sending you notice via the email we have on record for you.

Contact Us

If you have any questions regarding this Privacy Policy or your interactions with Inscape, please contact Inscape at privacy@inscape.tv or via mail to Inscape, Inc., 39 Tesla, Irvine, CA 92618 ATTN.: Legal Dept.

INScape

Sign up for our quarterly newsletter and stay updated on our insights and innovations.

Enter email

Send

Careers

LinkedIn

Twitter

We use cookies on this site to improve and optimize site functionality, secure the site, analyze site activity, and personalize your experience on the site and the ads that you receive. Click on the link to change your cookie settings or visit the Inscape privacy page to learn more. By continuing to browse, you agree to our use of cookies. [Privacy Policy](#)