California Consumer Privacy Notices & Rights

Last Updated February 15, 2023

This notice to California residents is provided under California law, including the California Consumer Privacy Act of 2018 as amended the California Privacy Rights Act of 2020 (collectively, the “CCPA”). This notice supplements our Privacy Policy for Consumer Services and applies to our handling of consumer information as a business that sells personal information to third parties. This notice does not apply to information in their professional capacity as a representative of an enterprise, customer, business partner, data supplier, dealer or vendor.

Personal Data We Collect

The types and sources of personal data, including sensitive personal data, we collect are detailed in this Personal Data We Collect and Process section of our Privacy Policy for Consumer Services. Below, you may review our CCPA Data Collection, Disclosure & Sale/Sharing Chart for more details regarding the types of personal data we collect or have collected within the last 12 months, as well as the sources of the data.

How We Use Your Personal Data

We provide information on how we use your personal data, including sensitive personal data, that we have used your personal data within the last 12 months in the How We Use Your Personal Data section of your Privacy Policy for Consumer Services. In addition, we may provide more detailed information on how we use your personal data for the following business purposes specified under the CCPA:
- Auditing related to counting all impressions to unique visitors, verifying positioning and quality of all impressions, and auditing compliance;
- Helping to ensure security and integrity;
- Debugging to identify and repair errors thatimar existing intended functionality;
- Short-term, transient usage, including, but not limited to, non-personal advertising shown as part of your interaction with us;
- Performing services, including maintaining or servicing accounts, providing customer service, completing transactions, and fulfilling orders, as requested
- Verifying user information, such as user identification and fraud prevention;
- Verifying customer information, processing payments, providing analytics services, providing, of providing similar services;
- Providing advertising or personalized content provided to you;
- Undertaking internal research for technological development and demonstration;
- Undertaking and verifying activities to exploit the value of your data as part of a merger, sale, divestiture, or financial reorganization;
- Maintaining or servicing accounts, providing customer service, completing transactions, and fulfilling orders, as requested.

Disclaimer of Your Personal Data

We provide information on how we disclose your personal data, including sensitive personal data in the Disclosing Your Personal Data section of your Privacy Policy for Consumer Services.

Sale and Sharing of Your Personal Data

Your personal data, including sensitive personal data, may be incorporated into the products and services we sell to our enterprise customers and a limited set of business partners to share with them for cross contextual advertising behaviors. To learn more about our product and service development, as well as the privacy protecting measures we incorporate, please refer to our Privacy Policy for Consumer Services.

In addition, we may allow certain third parties (such as online advertising services and social networks) to collect your personal data, including your sensitive personal data, through your interaction with our website or our services, which we may or may not share with third parties to provide targeted advertising services that may be helpful to you. For more information on the categories of third parties to whom we may sell or share your personal data for cross context behavioral advertising purposes or with whom we may share your personal data for business purposes within the last 12 months, please review our CCPA Data Collection, Disclosure & Sale/Sharing Chart.

We do not have actual knowledge that we sell or share for purposes of cross-context behavioral advertising the personal data of minors under 13 years of age.

Retention of Personal Data

We will retain your personal data, including sensitive personal data, as described in How We Secure & Retain Your Personal Data section of our Privacy Policy for Consumer Services.

Rewarding Consumers

For example, under the CCPA, you have an opportunity to provide personal data on your shopping habits in exchange for points you redeem for prizes, gift cards, and exclusive offers. You will be notified of the opportunity to earn rewards through our privacy policies or notice, change of the purpose for which the personal data was originally collected for, or pursuant to a consumer’s request to delete the personal data. From time to time, you may be asked to confirm your continued consent to receive, store, and use personal data as part of our reasonable and good-faith determination of the estimated value of such information, which is used in accordance with this notice and our Privacy Policy for Consumer Services. You can opt out of earning additional rewards at any time by following the instructions in the Recommendations in Your Privacy Options app.

Your Privacy Choices

Under California law, you may have your rights to access, correct, and delete your personal data, limit the use and disclosure of your sensitive personal data, and opt out of the sale of your personal data and the sharing of your personal data for cross context behavioral advertising. In addition to those rights, Florida residents have certain privacy rights outlined in Your Privacy Options app. For information about how to exercise these rights, please visit Your Privacy Choices. We will not discriminate against you for exercising these rights.

California Consumer Rights Metrics

Flourish helps protect privacy for all users, regardless of where they are located, and we seek to be transparent about the requests we receive related to certain rights. Our global privacy metrics are available at www.privacyrights.mobi.

<table>
<thead>
<tr>
<th>CCPA Data Category</th>
<th>Data Examples</th>
<th>Data Source*</th>
<th>Category of Third Party (Sale)</th>
<th>Category of Third Party (Share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifiers</td>
<td>Customer ID, customer name, customer number, address, phone number</td>
<td>customer ID, address, phone number</td>
<td>Third Party</td>
<td>Third Party</td>
</tr>
<tr>
<td>Commercial Information</td>
<td>Customer account details, including personal information collected, purchased, or compiled on our behalf or by others</td>
<td>customer ID, address, phone number</td>
<td>Third Party</td>
<td>Business Partner</td>
</tr>
<tr>
<td>Online Activity</td>
<td>Social media information (e.g., browsing history, website visits), interaction with websites, applications or advertisements</td>
<td>customer ID, address, phone number</td>
<td>Third Party</td>
<td>Business Partner</td>
</tr>
<tr>
<td>Additional Data (Only if you had it in the 1980s)</td>
<td>Social security number</td>
<td>customer ID, address, phone number</td>
<td>Third Party</td>
<td>Business Partner</td>
</tr>
<tr>
<td>Sources of Information</td>
<td>Any information shared from any of the information described above to create a profile about you, including your online or offline behavior, interests, and preferences</td>
<td>customer ID, address, phone number</td>
<td>Third Party</td>
<td>Business Partner</td>
</tr>
</tbody>
</table>

* Further details regarding the types of Data Sources and Third Parties that can be found in our Privacy Policy for Consumer Services.

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