

# California Privacy Policy

Effective: April 7, 2020

## California Consumer Privacy Act

The California Consumer Privacy Act (CCPA) gives California consumers enhanced rights with respect to their personal information that is collected by businesses that operate in California. The CCPA provides California consumers with three rights regarding their personal information.

First, California consumers can opt out of the sale of their personal Information. However, we do not sell your personal information.

Second, California consumers can request to know:

- What specific pieces of information a business has collected about the consumer;
- Categories of personal information it has collected about the consumer;
- Categories of sources from which the personal information is collected;
- Categories of personal information that the business sold or disclosed for a business purpose about the consumer;
- Categories of third parties to whom the personal information was sold or disclosed for a business purpose; and
- The business or commercial purpose for collecting or selling personal information.

Third, California consumers can request that a business delete personal information about the consumer that a business has collected from the consumer.

Although we are not yet a covered business under the CCPA, we have taken steps to comply with the CCPA regarding our collecting and processing of personal information of California consumers. The CCPA also prohibits covered businesses from providing discriminatory treatment to California consumers if they exercise their rights under the CCPA.

In the preceding twelve months we have: (1) collected the following categories of personal information; and (2) disclosed such categories of personal information for a business purpose. (For the categories of third parties with whom we may disclose or sell personal information, please see the section in the Privacy Policy, “Information We May Share and with Whom”.)

<b>Category</b>	<b>Examples</b>	<b>Collected?</b>	<b>Disclosed for Business Purposes?</b>
A. Identifiers	Name, postal address, e-mail address, IP address	Yes	Yes
B. Personal information categories listed in the California Customer Records statute	Name, telephone number, credit card and debit card information or other financial information	Yes	Yes
C. Protected classification characteristics under California or federal law	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, gender, sexual orientation, veteran or military status, genetic information (including familial genetic information)	Yes	No
D. Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	No	No
E. Biometric information	Genetic, physiological, biological or behavioral characteristics	Yes	No
F. Internet or other similar network activity	Browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement	Yes	No
G. Geolocation data	Physical location or movements	Yes	Yes

<b>Category</b>	<b>Examples</b>	<b>Collected?</b>	<b>Disclosed for Business Purposes?</b>
H. Sensory data	Audio, electronic, visual, thermal, olfactory, or similar information	No	No
I. Professional or employment-related information	Current or past job history or performance evaluations	Yes	Yes
J. Non-public education information collected by certain federally funded institutions	Education records directly related to a student maintained by an educational institution or party acting on its behalf	No	No
K. Inferences drawn from other personal information	Profile reflecting a person’s characteristics, physiological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes	No	No

You can see all of User Content and any personal information about you that could potentially be shared in the Vault section in the Nametag mobile application (Menu > My Vault). You can also delete all of that information and all of the sources for that information within the mobile application (Menu > Destroy Vault).

Alternatively, you can submit a “Request to Know” or “Request to Delete” directly to us via email at [privacy@nametag.co](mailto:privacy@nametag.co). (Please put either “Request to Know” or “Request to Delete” in the subject line.) We will confirm receipt of your request within 10 business days. We must provide the requested information or delete your personal information within 45 days of receipt of your request, but we can use up to an additional 45 days if we let you know that additional time is needed. Authorized agents may also contact us via email at [privacy@nametag.co](mailto:privacy@nametag.co) where they are inquiring on behalf of a California Consumer.

Before responding, we must verify that the person making the request is the person about whom we have collected their personal information. We may ask you to provide certain, limited personal information, such as your name and email address to verify and match your identity with our records and systems. If you have an account with us, we may ask that you verify your identity through our account authentication process. This is also to protect against fraud. We will not retain this personal information or use it for any other purpose. Also please be advised that we need to search our records and systems only for the preceding 12 months. There may be cases where we do not have any personal information about you, or we are not able to verify your identity for matching purposes. Deleting your personal information may result in the closing of your account and inability to access the Services. However, you can always re-register at any time. (Residents of Nevada and other states may also have similar rights to request information about or delete their personal information.)

### **California “Shine The Light”**

As provided by California Civil Code 1798.83, if you are a California resident, you have the right to receive (a) information identifying any third party company(ies) to whom we have disclosed your personal information to in the past year; and (b) a description of the categories of personal information disclosed. To obtain such information, please email your request to [privacy@nametag.co](mailto:privacy@nametag.co) with “California Privacy Rights Request” in the subject line.

### **Business and Professionals Code § 22581**

For California residents under the age of 18 and registered users, California law (Business and Professionals Code § 22581) provides that you can request the removal of content or information you posted on the App or Site. Any such request should be sent to us at [privacy@nametag.co](mailto:privacy@nametag.co) along with a description of the posted content or other information to be removed. Be advised, however, that applicable law may not permit us to completely or comprehensively remove your deleted content or for other reasons as set forth in this California law.