

EFFECTIVE DATE: DECEMBER 10, 2022
THE PEOPLE PLATFORM™ PRIVACY POLICY

The People Platform takes your privacy seriously. We recognize that privacy is important to you, so we design and operate our services with the protection of your privacy in mind.

By visiting or using any of The People Platform's applications, website and services, or any other linked pages, features, content, or any other services we offer from time to time by in connection therewith (collectively, the "Services"), you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you hereby consent that we will collect, use, and share your information in the following ways.

Types of Information Collected

The term "personally identified information" "PII" as used in this Privacy Policy refers to personally identifiable information that specifically identifies an individual (such as an individual's first and last name, address, telephone number, e-mail address, location, gender, birthday, password and zip code), and information about that individual or such individual's activities or preferences when such information is directly linked to personally identifying information. The Services collect PII when you interact with them: for example, when you collect rewards, check-in to locations, submit postings; register for membership services; respond to questions; register for opportunities; or seek help from our customer service departments. We also may collect information when you purchase products or services offline. For example, we may collect your buying habits related to visiting a certain retail location. Because providing detailed information regarding our privacy policy when you register or providing information in connection with these other services often proves impractical, you may instead be provided with a short notice that reminds you to refer to this Privacy Policy and other relevant information from us. We may also obtain PII from reputable third parties, such as partnering app developers.

Unless required by law, personal information does not include "aggregate," de-identified information, which is data we collect about the use of the Sites or categories of Site users, from which any personal information has been removed. We may use PII to create aggregated and de-identified data for a number of purposes, including improving the Service, serving our customers, diagnosing technical issues, helping identify user needs so that we can better consider new products and services, and tailoring existing products and services to better serve our users. This Privacy Policy in no way limits or restricts our collection, use or disclosure of aggregated, de-identified information.

How we collect and use information

We may collect the following types of information:

- Information you provide. When you sign up for the Services, we ask you for certain PII noted above. We may combine the information you submit under your account with information from other The People Platform Services or third parties in order to provide you with a better experience and to improve the quality of our Services. For certain Services, we may give you the opportunity to opt out of combining such information. Because the ability to opt-out is tied to your Advertising ID, if you change your Advertising ID after opting out, you must notify us of the new Advertising ID in order for the opt-out to be effective for the new Advertising ID.
- Cookies. When you visit The People Platform, we send one or more cookies to your computer or other device. We use cookies to improve the quality of our Service, including for storing user preferences, improving products and ad selection, and tracking user trends, such as how people use our services. The People Platform also uses cookies in its services to help brands gain insights and obtain direct feedback from users regarding their experiences.

- Unique Device ID. The People Platform offers customers several methods that enable The People Platform to measure user activity, manage gift card earnings, manage user accounts, assess performance, ad effectiveness and detect fraudulent access and general usage across the The People Platform network of web sites and applications. These methods may include but are not limited to the use of unique device-specific identifiers that are found in most mobile devices, such as the IDFA, UDID, Android ID, MEID and others, in either a raw, hashed or otherwise obfuscated format. These methods also may include the use of a unique server-generated network token, either anonymous or known, that is stored on the device as a cookie or as a user default setting. It is up to the publisher of the underlying application and/or web site to decide which methods are appropriate and consistent with their privacy policy. These methods allow The People Platform to record activities such as what rewards achievements have been earned, displayed and claimed, to track mobile rewards balances, and to measure engagement with The People Platform activities.
- Log information. When you access The People Platform services via a browser, application or other client our servers automatically record certain information. These server logs may include information such as your web request, your interaction with a Service, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser or your account.
- User communications. When you send email or other communications to The People Platform, we may retain those communications in order to process your inquiries, respond to your requests and improve our Services. We may use your email address to communicate with you about our Services.
- Affiliated The People Platform Services on other Sites. We offer our Services on or through other web sites. Personal information that you provide to those sites may be sent to The People Platform to deliver the Service. We process such information under this Privacy Policy.
- Third Party Applications. The People Platform may make available third-party applications, such as mobile applications, gadgets or extensions, through its Services. The information collected by The People Platform when you enable a third-party application is processed under this Privacy Policy. Information collected by the third-party application provider is governed by their privacy policies.
- Location data. The People Platform offers location-enabled Services, sometimes as part of another application. If you use those services, The People Platform may receive information about your actual location (such as GPS signals sent by a mobile device) or information that can be used to approximate a location (such as a cell ID) from third-party vendors with whom we engage. We obtain geolocation, date and time stamp information about you from such third-party vendors that we use to solicit your interest in the Services.
- Unique Application Number. Certain Services include a unique application number that is not associated with your account or you. This number and information about your installation (e.g., operating system type, version number) may be sent to The People Platform when you install or uninstall that Service or when that Service periodically contacts our servers (for example, to request automatic updates to the software).
 - **Web Logs**
In conjunction with the gathering of data through cookies, Web servers may log records such as your device type, operating system type, device advertising identifier, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. The Web server logs also may record the address of the Web page that referred you to our Service, the IP address (and associated city and state or province for the IP address) of the device you use to connect to the Internet, and data about your interaction with our Service, such as which pages you visit.
 - **Pixels/Web Beacons**

- To control which Web servers collect information by automated means, we may place tags on our Web pages or in our app called "Web beacons" or "pixels", which are files that associate certain behavior with a session or user. We also may include Web beacons in e-mail messages to record whether an email has been opened or whether certain links in such email have been clicked. We or third parties also may send instructions to your device using JavaScript or other computer languages to store or gather the sorts of data described above and other details about your interactions with the Site. We may use third party pixels on the Site's registration and login pages. For example, we may use these pixels to assess your progress in registering for our Site. If you start but fail to complete the registration process, we may also use third party pixels to deliver reminders to complete your registration. We may also use these pixels to deliver notices about new and existing features on our Site. These reminders and notices may appear on other websites, and third parties who provide the pixels may use the information obtained from pixels for their business purposes.
- **Online Analytics**
We may use third-party web analytics services on our web site, such as those of Google Analytics. These service providers use the sort of technology described in this section to help us analyze how Users use the website, including by noting the third-party website from which Users arrive. The information (including your IP address) collected by the technology will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Service.
- **Mobile Application Technologies**
Our mobile applications may also collect information from third parties specific to use of your mobile device, such as unique device identifier, date, timestamp, dwell time and precise geolocation information, provided you have given access to that information to such third parties. We may also use third-party analytics, such as those of Google Analytics.

In addition to the above, we may use the information we collect to:

- Provide, maintain, protect, and improve our Services and develop new services; and
- Protect the rights or property of The People Platform or our users.

If we use this information in a manner different than the purpose for which it was collected, then we will ask for your consent prior to such use.

Disclosure of Your Data

Like many businesses, we sometimes hire third party vendors to perform certain business-related functions on our behalf, such as hosting specific portions of the Service, maintaining databases, delivering content, sending emails, administering content, mailing information, processing payments, or otherwise operating the Services. When we employ a third-party vendor to perform these functions, that third party vendor will only be provided with the particular PII or Aggregate Data it needs to perform its function and is required to protect such PII and/or Aggregate Data.

In addition, we enter into relationships with partners/app developers who provide services to you, sell items or provide promotions to you. The People Platform can provide PII and/or Aggregate Data to those partners for remarketing purposes and for monitoring performance metrics.

Safety, Security and Compliance with Law

Your PII and the contents of your communications through the Services may be disclosed to third parties as required by law, such as to comply with a subpoena or similar legal process, or when we reasonably

believe disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, report improper or unlawful activity, or respond to a government request.

Subsidiaries and Affiliated Companies

Except where prohibited by law or precluded by contract, we may share your PII with any subsidiaries or other affiliated companies under the control of, or under common control with, The People Platform for the purposes set out in this Privacy Policy.

Sale, Merger or Similar Transaction

We may share your PII in connection with any proposed or actual merger, reorganization, a sale of some or all our assets, a financing or acquisition of all or a portion of our business by another company, or to a receiver, trustee or successor in interest in bankruptcy, in which case such company may continue to process your Information as set forth in this Privacy Policy (except where prohibited by law) or otherwise with your consent.

Links to other sites

Please note that, while using the Services, you could be directed to other sites that are developed and administered by people or companies not affiliated with or controlled by The People Platform. These other sites may place their own cookies on your computer, collect data or solicit personal information.

We suggest that when you link to another site you review that site's privacy policy, as it may be different from this Privacy Policy. The People Platform is not responsible for the actions of those people or companies, the content of their sites, the use of information you provide to them, or any products or services they may offer. Our link to those sites does not constitute our sponsorship of, or affiliation with, those people or companies, or our approval of their privacy policies.

Social Networking Services

One of the features of the Service is that it allows you to enable or log in to the Services via various social networking services including but not limited to Facebook, Twitter, Pinterest, Snap Chat ("Social Networking Service(s)"). To take advantage of this feature, we will ask you to log into or grant us permission via the relevant Social Networking Service. When you add a Social Networking Services account to the Service or log into the Service using your Social Networking Services account, we will collect relevant information necessary to enable the Service to access that Social Networking Service and your data contained within that Social Networking Service. As part of such integration, the Social Networking Service will provide us with access to certain information that you have provided to the Social Networking Service, and we will use, store and disclose such information in accordance with this Privacy Policy. However, please remember that the manner in which Social Networking Services use, store, and disclose your information is governed by the policies of such third parties, and The People Platform shall have no liability or responsibility for the privacy practices or other actions of any Social Networking Services that may be enabled within the Service.

You may also have the option of posting your Services activities to Social Networking Services when you access content through the Services (for example, you may post to Twitter that you performed an activity on the Service); you acknowledge that if you choose to use this feature, your friends, followers and subscribers on any Social Networking Services you have enabled will be able to view such activity.

How we protect your personal information

The People Platform Services uses reasonable efforts to protect your personal information against unauthorized access and unauthorized alteration, disclosure or destruction. However, we cannot guarantee that your personal information will be absolutely protected. For example, your personal information may be affected by actions outside of our control, such as computer "hacking" and physical theft. You acknowledge that you provide your personal information at your own risk.

Retention of Personal Information

The People Platform Services will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Child-specific terms

The People Platform understands that children's privacy is important. We encourage parents and legal guardians to spend time with their age-appropriate children using the Services to be fully familiar with the Service features. By using or logging into the Service, we may ask users for their age. By using or logging into the Service or related features, you agree to respond truthfully and accurately about your age.

Children Under the Age of 13: The Service is prohibited to children under the age of 13. We will not knowingly collect or use PII from anyone under 13 years of age. Children under the age of 13 years of age are expressly prohibited from submitting or posting any PII on the Service.

Children Between the Ages of 14 and 18: If you are between the ages of 14 and 18, please be sure to read this Privacy Policy with your parent or legal representative and obtain his or her permission before you submit or post any Personal Data on the Service, and before you use any features or offerings of the Service.

Changes to this privacy policy

We may change this Privacy Policy at any time, and such changes will be effective upon posting them here. We will post all changes to this Privacy Policy on this page and will indicate at the top of the page the modified policy's effective date. In the event we make material changes to this Privacy Policy, we will seek your consent to the revised Privacy Policy before allowing you to use the Service. We therefore encourage you to refer to this page on an ongoing basis so that you are aware of our current privacy policy. Your continued use of the The People Platform Services constitutes your agreement to the Privacy Policy as modified.

Supplemental Section for California Residents

The California Consumer Privacy Act of 2018 (CCPA) gives California residents the right to know what personal information The People Platform collects about them, including whether it is being sold or disclosed to third-parties, and the right to prevent The People Platform from selling that information.

DEFINITION OF PERSONAL INFORMATION UNDER CCPA

California law defines 'Personal Information' to mean information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. Personal information includes but is not limited to the categories of personal information identified below if such information identifies,

relates to, describes, is capable of being associated with, or could be reasonably linked, directly or indirectly, with a particular consumer or household.

Most companies need to collect and share consumers' Personal Information for everyday business purposes, marketing, and maintenance of the safety, security, and integrity of their websites and other assets, to comply with legal and regulatory obligations, among other reasons. This supplemental notice provides the information required under the CCPA and applies to both The People Platform's online and offline activities.

The types of Personal Information we collect and disclose depends on your relationship with us. Not all the categories listed below may apply to you. If the nature of your relationship with The People Platform changes, additional categories of Personal Information may also apply. In some cases, an additional data privacy notice may apply and will be provided to you.

CCPA NOTICE ON COLLECTION OF YOUR PERSONAL INFORMATION. If you are a California resident, the following sections detail how we collect, use and share your Personal Information:

1. Contact Information.

a. We collect this type of information from:

- You;
- Third parties, such as social media platforms and ad delivery companies who place cookies containing advertising IDs on your devices;
- Authorized legal representatives;
- Third parties who provide product fulfillment services in connection with our products and services;
- Third parties who help us maintain the accuracy of our data and data aggregators that help us complete and enhance our records; and
- Third parties who provide digital marketing and analytics services for us using cookies and similar technologies that contain a unique identifier, such as an advertising ID.

b. Representative Data Elements

Data elements in this category include:

- Email address;
- Company ID number [customer number, account number, rewards program number etc.];
- System identifiers (e.g., usernames or online credentials);
- Device identifier;
- Advertising ID;
- Customer number;
- IP address;
- Service Request ID number; and
- Cookie ID.

Upon download and registration of our People Platform App, you will be asked to provide your date of birth, name, email, gender, income, number of children, marital status, ethnicity, and email address.

If you opt in to provide a survey, we may collect the following data elements:

- IP address;

- User agent;
- Email; and
- Any information you provide in response to various survey questions that may include, without limitation: age, gender, month and year of birth, location, city, state, ethnicity, income, occupation, number of children, marital status, and email, among other information our customers request through the survey.

c. Purpose for Collecting and Sharing the Personal Information

We use this type of information:

- To identify you and communicate with you;
- To assign a customer number to you when you contact us for assistance or register a complaint;
- To send messages such as email confirmations, follow-up communications, or responses to requests for assistance;
- To send marketing communications, surveys and invitations;
- To personalize our communications and provide customer service;
- To administer and manage events;
- To identify you or your device, including to associate you with different devices that you may use;
- For record-keeping and reporting, including for data matching;
- For metrics and analytics;
- To track your use of products, services, websites, including for ad delivery and personalization;
- To troubleshoot Service issues;
- To determine and verify program, product, and service eligibility and coverage;
- To provide our Services to you;
- To administer, manage, analyze, and improve our Services;
- To procure vendor/supplier products and services, including to manage and satisfy related vendor/supplier contractual obligations;
- To analyze and better understand your needs, preferences, and interests, as well as those of other consumers;
- To conduct internal business analysis and market research;
- Advertising and product promotion, including to contact you regarding programs, products, services, and topics that may be of interest or useful;
- [To engage in joint marketing initiatives];
- To administer, provide access to, monitor, and secure our information technology systems, websites, applications, databases, and devices;
- To provide access to, monitor, and secure our facilities, equipment, and other property;
- To monitor, investigate, and enforce compliance with our policies, Service terms and conditions, and legal and regulatory requirements;
- To comply with legal and regulatory obligations;
- To identify you and your device(s) for any/all purposes identified above, including to monitor your use of and interactions with Services, and advertisements for such purposes;
- To evaluate a potential employment or contractor relationship with you;
- To perform background checks and verify past employment, educational history, and professional standing and qualifications;
- To evaluate, determine, and arrange compensation, payroll, and benefits;
- To assess your fitness for work;
- To contact you regarding your application and potential employment or contractor relationship with us; and
- For our everyday business purposes.

d. Categories of Third Parties to whom this type of Personal Information is Shared or Disclosed for a Business Purpose

We may disclose this type of information to our Affiliates and Service Providers and to:

- Service Providers, including to social media companies such as Facebook or Twitter, which use the data only to identify which of our customers use their platforms so that we can deliver ads to you on the platform;
- Service providers such as companies who help manage and coordinate events;
- Third parties who deliver our communications, such as the postal service and couriers;
- Other third parties (including government agencies) as required by law, such as pursuant to legally binding subpoenas, court orders, and similar instruments);
- Service providers, including companies who assist with our information technology and security programs;
- Third party advertising network companies, when you opt-in;
- Third parties who assist with fraud prevention, detection and mitigation;
- Authorized/legal representatives, family members, and caregivers;
- Third parties with whom we have joint marketing and similar arrangements;
- Third parties who provide fulfillment services in connection with our Services, such as those who credit your rewards;
- Payment processors, financial institutions, and others as needed to complete transactions and for authentication, security, and fraud prevention;
- Other third parties as necessary to provide our Services, including agents and contractors;
- Third parties who provide marketing and data analytics services, such as social media platforms used to deliver our ads, website/email optimization providers, email marketing vendors, and data analytics vendors;
- Consumer reporting agencies;
- Our lawyers, auditors, and consultants; and
- Legal and regulatory bodies and other third parties as required by law.

2. Internet and Online/Electronic Technical Information

a. We collect this type of information from:

- You and from your computer or devices when you interact with our platforms, websites and applications. For example, when you visit our websites or download our app, our server logs record your IP address and other information, including location, timestamp and length of stay information;
- Automatically, via technologies such as cookies, web beacons, when you visit our website or other websites;
- Third parties, including computer security services, social media platforms, and advertising partners. We also associate information with you using unique identifiers collected from your devices or browsers; and
- Third parties who provide website and online security services.

b. Representative Data Elements

Data elements in this category include:

- IP Address;
- Address city you are in (based on IP Address);
- MAC Address, SSIDs or other device identifiers or persistent identifiers;
- Online user ID;
- Password;
- Device characteristics (such as browser information);
- Web Server Logs;
- Application Logs;
- Browsing and search history;
- Viewing Data (site and app usage);

- First Party Cookies;
- Third Party Cookies;
- Web beacons, clear gifs and pixel tags;
- Internet service provider;
- Referring/exiting URL;
- Request/response date and time;
- Clickstream data;
- Ads and web pages viewed;
- Time spent on a web page or mobile app or in a particular location; and
- Other information regarding your interactions with our websites, applications, emails, and advertisements.

c. Purpose for Collecting and Sharing the Personal Information

We use this type of information:

- For system administration, technology management, including optimizing our websites and applications;
- For information security and cybersecurity purposes, including detecting threats;
- For recordkeeping;
- To better understand our customers and prospective customers, including by associating you with different devices and browsers that you may use;
- For online targeting and advertising purposes subject to choices made regarding cookies;
- To administer, manage, analyze, and improve our programs, products, and services;
- To conduct internal business analysis and market research;
- For advertising and product promotion, including to contact you regarding Services, and topics that may be of interest or useful;
- To engage in joint marketing initiatives;
- To administer, provide access to, monitor, and secure our information technology systems, websites, applications, databases, and devices;
- To monitor, investigate, and enforce compliance with our policies, Service terms and conditions, and legal and regulatory requirements;
- To comply with legal and regulatory obligations;
- To identify you and your device(s) for any/all purposes identified above, including to monitor your use of and interactions with programs, products, services, and advertisements for such purposes; and
- For our everyday business purposes.

d. Categories of Third Parties to whom this type of Personal Information is Shared or Disclosed for a Business Purpose

We may disclose this type of information to our affiliates, agents and contractors, and to:

- Service providers including companies who assist with our information technology and security programs, including companies such as network security services who retain information on malware threats detected;
- Service providers who assist with fraud prevention, detection and mitigation;
- Third party advertising network companies, when you opt-in via to have such Personal Information disclosed for advertising (see Third Party Advertising below);
- Our lawyers, auditors and consultants;
- Third parties who provide marketing and data analytics services, such as social media platforms used to deliver our ads, website/email optimization providers, email marketing vendors, and data analytics vendors; and
- Legal and regulatory bodies and other third parties as required by law.

3. Geolocation Data

We collect this type of information from third-party vendors or automatically from your mobile device and computer when you visit or interact with our websites, applications, and online platforms.

a. Representative Data Elements

Data elements in this category include:

- Precise location data; and
- Geofencing data
- Timestamp and dwell time in particular location.

b. Purpose for Collecting and Sharing the PI

We use this type of information:

- To provide the Services requested;
 - For information security and fraud prevention;
 - For our everyday business purposes;
 - To administer, manage, analyze, and improve our Services;
 - To conduct internal business analysis and market research;
 - For advertising and product promotion, including to contact you regarding Services, and topics that may be of interest or useful;
 - To administer, provide access to, monitor, and secure our information technology systems, websites, applications, databases, and devices;
 - To monitor, investigate, and enforce compliance with our policies, Service terms and conditions, and legal and regulatory requirements; and
 - To comply with legal and regulatory obligations.
- c. Categories of Third Parties to whom this type of Personal Information is Shared or Disclosed for a Business Purpose**

We may disclose this type of information to our affiliates and service providers and to:

- Third parties who assist with our information technology and security programs;
- Third parties who assist with fraud prevention, detection and mitigation;
- Our lawyers, auditors and consultants;
- Third parties who provide marketing and data analytics services, such as social media platforms used to deliver our ads, website/email optimization providers, email marketing vendors, and data analytics vendors; and
- Legal and regulatory bodies and other third parties as required by law.

4. Compliance Data.

a. We collect this type of information from:

- You;
- Third parties, including companies that help us conduct internal investigations.
- Third parties, such as consumer reporting agencies and data aggregators who conduct background screening for us.

b. Representative Data Elements

Data elements in this category include:

- Compliance program data, including records maintained to demonstrate compliance with applicable laws, such as tax laws, ADA, et al.;
- Occupational and environmental safety records;
- Records relating to complaints and internal investigations, including compliance hotline reports; and
- Records of privacy and security incidents, including any security breach notifications.

c. Purpose for Collecting and Sharing the Personal Information

We use this type of information:

- To comply with and demonstrate compliance with applicable laws;

- For legal matters, including litigation and regulatory matters, including for use in connection with civil, criminal, administrative, or arbitral proceedings, or before regulatory or self-regulatory bodies, including service of process, investigations in anticipation of litigation, execution or enforcement of judgments and orders;
- For internal business purposes, such as risk management, audit, internal investigations, reporting, analytics; and
- For our everyday business purposes.

d. Categories of Third Parties to whom this type of Personal Information is Shared or Disclosed for a Business Purpose

We may disclose this type of information to our affiliates and service providers and to:

- Our lawyers, auditors and consultants;
- Customers, in connection with their audits of The People Platform; and
- Other third parties (including government agencies, courts and opposing law firms, consultants, process servers and parties to litigation) in connection with legal matters.

5. Electronic Signatures

a. We collect this type of information from:

- You (directly from participant);
- Authorized legal representatives; and
- Third parties who provide fulfillment services in connection with our Services.

b. Representative Data Elements

Data elements in this category include:

- Your electronic signature on a consent form;

c. Purpose for Collecting and Sharing the Personal Information.

We use this type of information:

- To determine and verify Service eligibility;
- To provide our Services to you;
- To procure vendor/supplier products and services, including to manage and satisfy related vendor/supplier contractual obligations;
- To engage in joint marketing initiatives;
- To monitor, investigate, and enforce compliance with our Service terms and conditions, and legal and regulatory requirements;
- To comply with legal and regulatory obligations; and
- For our everyday business purposes.

d. Categories of Third Parties to whom this type of Personal Information is Shared or Disclosed for a Business Purpose.

We may disclose this type of information to our affiliates and service providers and to:

- Healthcare providers and others as needed to provide the contemplated services or transactions involving the data, such as for determining interest in and eligibility for participation in clinical trials;

- Authorized legal representatives;
- Third parties with whom we have joint marketing and similar arrangements; and
- Payment processors, financial institutions, and others as needed to complete transactions and for authentication, security, and fraud prevention.
- Other third parties as necessary to complete transactions and provide our Services;
- Our lawyers, auditors, and consultants; and
- Legal and regulatory bodies and other third parties as required by law.

Third Party Advertising. We currently do not provide any Personal Information to third parties for advertising purposes.

The People Platform also uses certain third-party analytics tools to analyze site performance and aggregated visitor metrics. This helps us measure and improve the performance of our website. You can opt out of this use of your data by using the opt-out available from the third parties with whom we work. If you would like to opt-out of having your data used by the Google's cookies, please use the Google Analytics opt-out available here: <https://tools.google.com/dlpage/gaoptout/>.

In addition, the Digital Advertising Alliance maintains a web site where consumers can opt out from receiving interest-based advertising from some or all of the network advertising companies participating in the program (www.AboutAds.info/choices).

The People Platform does not sell and will not sell your Personal Information at this time, except in connection with the sale of all or part of our business or in the event of bankruptcy as noted above. In the event that this changes, we will modify this California Supplemental Privacy Policy and take the additional steps required under the CCPA.

Your Rights Under CCPA. In addition, California residents have certain rights with respect to The People Platform's use and disclosure of personal information about California consumers:

Right of Access | Right to Notice. If you are a California resident, you have the right to request that The People Platform disclose to you the categories of Personal Information we have collected about you, the categories of sources from which the Personal Information is collected, the business purpose or commercial purpose for collecting or selling Personal Information, the categories of third parties with whom we share Personal Information, the categories of Personal Information we have disclosed about you for a business purpose. You also have the right to request that we provide you with a copy of the specific pieces of Personal Information we have collected about you in the preceding 12 months.

Right to Deletion. If you are a California resident, you have the right to request that The People Platform delete the Personal Information we collect from you. However, in certain situations we are not required to delete your Personal Information, such as when the information is necessary in order to complete the transaction for which the personal information was collected, to provide a Service requested by you, to comply with a legal obligation, to engage in research, to secure our websites or other online services, or to otherwise use your Personal Information internally in a lawful manner that is compatible with the context in which you provided the information.

Right Not to Be Subject to Discrimination. The People Platform shall not discriminate against a consumer because the consumer exercised any of the consumer's California rights described above.

To exercise any of the rights described above, you can:

- Call us at 888-660-0019;
- Complete our California Data Subject Request Intake Form, available [here](#); or

- Email us at privacy@thepeopleplatform.com.

If you have a disability, you can use the phone number provided above to receive an alternative notice.

California Do-Not-Track Disclosure Requirements (for California Users)

We are committed to providing you with meaningful choices about the information collected on our Site for third-party purposes. However, we do not recognize or respond to browser initiated Do Not Track signals, as the Internet industry is currently still working on Do Not Track standards, implementations, and solutions.

Your California Privacy Rights (for California Users)

California law permits customers of The People Platform who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please write us:

The People Platform LLC

email: privacy@thepeopleplatform.com.

We will provide a list of the categories of Personal Information, if any, disclosed to third parties during the immediately preceding calendar year for third-party direct marketing purposes, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. We reserve our right not to respond to requests submitted other than to the email or postal address specified above. You should put "California Privacy Rights" in the subject line and in your request. You must provide us with specific information regarding yourself so that we can accurately respond to the request.

Children; Special California Notice

The Site and Services are not directed to children under the age of 18, and children under the age of 18 years of age are not eligible to use them. Protecting the privacy of children is very important to us. Consistent with the requirements of the Children's Online Privacy Protection Act (COPPA), we do not collect Information from people we actually know are under 13 years of age, and no part of the Site or Services is designed to attract people under 13 years of age. If we later learn that an individual has provided us with their information through the Site or Services and they are under 13 years of age, we will take steps to remove that User's Information from our databases and to prevent the User from utilizing our website or Services.

If you are a California resident under the age of 18 and are a registered user of our website, you may request that we remove from our website any content you post to our website that can be accessed by any other user (whether registered or not). Please note that any content that is removed from our website may still remain on our servers and in our systems. To request removal of content under this provision, please send an email to info@thepeopleplatform.com and provide us with a description of the content and the location of the content on our website, and any other information we may require in order to consider your request. Please note that removal of content under this provision does not ensure complete or comprehensive removal of the content or information posted on the website by you.

Contact us

If you have any questions or suggestions regarding this Privacy Policy, please contact us at privacy@thepeopleplatform.com.