

PRIVACY NOTICE FOR CALIFORNIA RESIDENTS

This California Notice ("California Notice") shall apply only to the extent that we are regulated as a business (as defined in the California Privacy Rights Act of 2020 (collectively with any regulations promulgated thereunder, the "CPRA")) under the CPRA. The California Notice shall apply to you only if you are a California resident.

If an Organization with which you are associated purchases any of our services, we may receive consumer information (as defined below) about you in connection with the provision of our services to your Organization. To the extent we process or access such consumer information solely in order to provide our services to your Organization or only for a business purpose (as defined in the CPRA) pursuant to a written contract with your Organization, under the CPRA, to the extent applicable, we will act as a service provider (as defined in the CPRA) or a contractor (as defined in the CPRA), as applicable, on behalf of your Organization in respect of that consumer information; this General Privacy Policy will not apply to the processing of that consumer information and your Organization will act as a business (as defined in the CPRA) in respect of that consumer information. The business is responsible for obtaining all necessary consents and providing you with all requisite information as required by applicable law. To the extent we process your consumer information for any other lawful business or commercial purpose of ours that is outside the scope of our role as a service provider or contractor, under the CPRA, to the extent applicable, we will act as a business with respect to such consumer information and this General Privacy Policy will apply to the processing of such consumer information.

1. Information Collected

Business-to-Business ("B2B") Information

If you are a contact person for any of our business partners, vendors, distributors, suppliers, service providers, contractors, or other entities with which we have a business relationship or potential business relationship, we collect the contact information you provide to us, including name, phone number, address, email address and other contact and relationship information consistent with your role in facilitating that business relationship. We use that information for internal purposes, including to contact you, send and receive information, and otherwise facilitate the business relationship. We do not disclose that information outside our business relationship without your consent. Please see our [Annex 1](#) for more details.

Non-B2B Consumer Information

We collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with particular California residents or households ("consumer information") including information you voluntarily provide to us when engaging with our Websites or Services. Consumer information

does not include deidentified or aggregated information, publicly available information or lawfully obtained, truthful information that is a matter of public concern, or any other information that is excepted from the definition of "personal information" under the CPRA, or any information that is otherwise not regulated by the CPRA. For purposes of this California Notice, "publicly available information" means information that is lawfully made available from federal, state, or local government records, or information that we have a reasonable basis to believe is lawfully made available to the general public by you or from widely distributed media, or information made available by a person to whom you have disclosed the information if you have not restricted the information to a specific audience.

We may collect information passively using "cookies" and "action tags." "Cookies" are small text files that can be placed on your computer or mobile device in order to identify your web browser and the activities of your computer on the Service and other websites. Cookies can be used to personalize your experience on the Service (such as dynamically generating content on webpages specifically designed for you), to assist you in using the Service (such as saving time by not having to reenter your name each time you use the Service), and to allow us to statistically monitor how you are using the Service to help us improve our offerings.

In addition to cookies that we may place on your computer or mobile device, cookies might also be placed on your computer or mobile device by third parties that we use to collect information in order to provide analytics-related and other services. In the course of providing such services, such third-party providers could place or recognize unique cookies on your browser.

You do not have to accept cookies to use the Service. Although most browsers are initially set to accept cookies, you may reset your browser to notify you when you receive a cookie or to reject cookies generally. Most browsers offer instructions on how to do so in the "Help" section of the toolbar. However, if you reject cookies, certain features or resources of the Service may not work properly or at all and you may experience some loss of convenience.

For the avoidance of doubt, the Service may use third-party service platforms (including to help analyze how users use the Service). These third-party service platforms may place cookies on your computer or mobile device. If you would like to disable "third party" cookies, you may be able to turn them off by going to the third party's website.

We have utilized and engaged with Google as a Service Provider by turning on restricted settings. This limits the information provided to Google. For more information about how your information is disclosed to Google, please visit Google's privacy policy: <https://www.google.com/policies/privacy/>

"Action tags," also known as web beacons or gif tags, are a web technology used to help track website usage information, such as how many times a specific page has been viewed. Action tags are invisible to you, and any portion of the Service, including advertisements, or e-mail sent on our behalf, may contain action tags.

By using cookies and action tags together, we can gain valuable information to improve the Service and measure the effectiveness of our advertising and marketing campaigns. We may also combine information collected from cookies with information that you may provide, such as information provided in a form that you complete. Information collected from some cookies placed on the website is used to deliver advertisements to Collectively Site visitors when such visitors are visiting other websites, including Facebook and LinkedIn.

Finally, you should be aware that third parties may use their own cookies or action tags when you click on a link to their websites or services on or from the Service. This General Privacy Policy does not govern the use of cookies or action tags or the use of your information by such third-party websites or services.

Log Files.

We also collect information through our Internet log files, which record data such as user search queries, IP addresses, browser types, domain names, and other anonymous statistical data involving the use of the Service. This information may be used to analyze trends, to administer the Service, to monitor the use of the Service, and to gather general demographic information. We may link this information to personally identifiable information for these and other purposes such as personalizing your experience on the Service and evaluating the Service in general.

In particular, with respect to the Service, we have collected the following categories of consumer information from California residents or households within the last twelve (12) months and we may collect the following categories of consumer information from California residents or households:

- Personal Identifiers
- Internet Activity

For more information, please see our [Annex 1](#) on Collectively's collection practices.

2. Purposes for Collection of Consumer Information; Categories of Sources:

We collect consumer information for the business or commercial purposes described in [Annex 1](#) with respect to personally identifiable information. Regarding the categories of sources from which consumer information is collected, we collect consumer information from the categories of sources described in the tables above and in [Annex 1](#).

3. Disclosures of Consumer Information for a Business or Commercial Purpose:

Collectively may disclose your consumer information described in [Annex 1](#) to a third party for a business or commercial purpose, as described in the tables above and in this California Notice.

In the preceding twelve (12) months, Collectively has disclosed the following categories of consumer information for a business or commercial purpose:

- Personal Identifiers
- Internet Activity

4. Sharing and Sales of Consumer Information:

In the preceding twelve (12) months, Collectively has not shared or sold, nor does it share or sell, consumer information.

Collectively does not have actual knowledge that it shares or sells the consumer information of minors under the age of 16.

5. California Residents' Rights and Choices:

The CPRA provides California residents with specific rights regarding their consumer information. This section describes your CPRA rights (to the extent applicable to you) and explains how to exercise those rights.

5.1 Access to Specific Information and Data Portability Rights:

You may have the right to request that Collectively disclose certain information to you about our collection and use of your consumer information over the past twelve (12) months or such other period required by the CPRA. Once we receive and confirm your verifiable consumer request (in the manner described below), to the extent required by the CPRA, we will disclose to you:

- The categories of consumer information we collected about you.
- The categories of sources for the consumer information we collected about you.
- Our business or commercial purpose for collecting that consumer information.
- The categories of third parties to whom we disclose that consumer information.
- The specific pieces of consumer information we collected about you (also called a data portability request).

If we disclosed your consumer information for a business or commercial purpose, a list disclosing disclosures for a business or commercial purpose, identifying the categories of recipients to whom such consumer information was disclosed and the consumer information categories that each category of recipient obtained.

5.2 Deletion Request Rights:

You have the right to request that Collectively delete (subject to certain exceptions) any of your consumer information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm a verifiable request from you or your authorized agent (in each

case if you are a California resident) in the manner described in below (“verifiable consumer request”), we will delete (and notify our service providers and/or contractors to delete, unless this proves impossible or involves disproportionate effort) your consumer information from our records, unless an exception applies or retention of your consumer information is otherwise permitted by the CPRA.

5.3 Correction Request Rights:

You have the right to request that we correct inaccurate consumer information about you that we maintain, taking into account the nature of the consumer information and the purposes of the processing of the consumer information. If we receive a verifiable consumer request from you to correct inaccurate consumer information, we will use commercially reasonable efforts to correct such inaccurate consumer information as directed by you, pursuant to Section 1798.130 of the CPRA and regulations adopted pursuant to the CPRA.

5.4 Right Against Non-Discrimination

We will not discriminate against you for exercising any of your CPRA rights, including, unless permitted by the CPRA, by:

- Denying you goods or services;
- Charging you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties;
- Providing you a different level or quality of goods or services;
- Suggesting that you may receive a different price or rate for goods or services or a different level or quality of goods or services; or

Retaliating against an employee, applicant for employment, or independent contractor, as defined in subparagraph (A) of paragraph (2) of subdivision (m) of Section 1798.145 of the CPRA for exercising their rights under the CPRA.

5.5 Right to Know Sensitive Personal Information.

We do not collect or process sensitive personal information for the purpose of inferring characteristics. We also do not collect sensitive personal information for any purposes other than those set forth in Regulations promulgated by the California Privacy Protection Agency, Title 11, Div. 6, Chpt. 1, Art. 3, Section 7027(m).

6. Exercising Access, Data Portability, Correction, and Deletion Rights:

To exercise the access, data portability, correction, and deletion rights described above, please submit a verifiable consumer request to us by contacting us in the following ways:

- By Email at privacy@collectivelyinc.com
- By writing us at:

Collectively, Inc.
Attn: Privacy

1600 Bryant Street
#410750
San Francisco, CA 94141

Only you, or someone legally authorized to act on your behalf (such as an authorized agent), may make a verifiable consumer request related to your consumer information. Someone legally authorized to act on your behalf (such as an authorized agent) may make a verifiable consumer request on your behalf, provided that you have duly authorized that person or entity to make such a verifiable consumer request on your behalf and provided that that person or entity can provide verification of their authority to make such a request on your behalf where required. You may also make a verifiable consumer request on behalf of your minor child.

You may make a verifiable consumer request for access or data portability no more than twice within a twelve (12) month period. The verifiable consumer request must: (i) provide sufficient information that allows us to reasonably verify you are the person about whom we collected consumer information or an authorized agent; and (ii) describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with consumer information if we cannot verify your identity or authority to make the request and confirm the consumer information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use consumer information provided for the purposes of verification of a consumer request to verify the requestor's identity or authority to make the request. In the event you make a rights Request pursuant to this section, we may take various approaches to verify your identity depending on the nature of your request. These approaches may include initiating video conferencing or telephone calls with you or reaching out to you by email or otherwise to ask you questions pertaining to the information we have about you.

We endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to ninety (90) days), we will inform you of the reason and extension period in writing. If you have an account with us, we may deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your consumer information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance. If your requests are manifestly unfounded or excessive, in particular because of their repetitive character, we may either charge a reasonable fee, taking into account the administrative costs of providing the

information or communication or taking the action requested, or refuse to act on the request and notify you of the reason for refusing the request.

7. Consumer Information Retention.

We will only retain your consumer information for as long as necessary to fulfill the purposes for which we collected it or as otherwise permitted by applicable law. To determine the appropriate retention period for consumer information, we consider the amount, nature, and sensitivity of that consumer information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process your consumer information and whether we can achieve those purposes through other means, and the applicable legal requirements. For more information, please view our [Annex 1](#).

8. Authorized Agent Information

You may designate an authorized agent to make a request on your behalf under the California Consumer Privacy Act. In order to allow an authorized agent to make a request on your behalf, please email us at privacy@collectivelyinc.com to provide your written request and consent to an authorized agent.

When your authorized agent makes a request related to your personal information, we will require the agent to provide the above written permission. We may also require that you verify your own identity directly with us at the time such a request is made.

9. California Do Not Track Notice

Because there are not yet common, industry accepted “do not track” standards and systems, our website does not respond to Do Not Track signals. In addition, we may allow third parties to collect personal information from your activity on our website, as described in the “Information Collection and Use” section above.

10. California Shine The Light Disclosure Information

Although we do not disclose to any third parties for their marketing purposes any personal information, California residents are entitled to receive the following disclosure information under California law:

Under California Law, California residents have the right to request in writing from businesses with which they have an established business relationship, (1) a list of the categories of personal information, such as name, address, e-mail address, and the type of services provided to the customer, that a business has disclosed to third parties (including affiliates that are separate legal entities) during the immediately preceding calendar year for the third parties’ direct marketing purposes, and (2) the names and addresses of all such third parties. We will respond to such written requests within 30 days following receipt at the e-mail or mailing address specified below under “Contact Us”. If we receive your request at a different e-mail or mailing

address, we will respond within a reasonable period of time, but not to exceed 150 days from the date received. Please note that we are required to respond to each customer only once per calendar year.

11. Contact.

If you have any questions or concerns relating to this General Privacy Policy and/or our consumer information practices, please contact us in any of the following ways:

By email:
privacy@collectivelyinc.com.

By postal mail or courier:
Attn: Privacy
Collectively, Inc.
1600 Bryant St #410750, San Francisco, CA 94141