

INFLUENCER PRIVACY POLICY FOR CALIFORNIA RESIDENTS

This California Notice for California Influencers (“California Influencer 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. This California Influencer Notice shall apply to you only if you are a California resident.

1. Influencer Personal Information Collected

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”). 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 section, “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.

In particular, with respect to Influencers, 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;
- Sensitive Personal Information;
- Commercial Identifiers

For more information about Collectively’s Influencer collection practices, please see our [Annex 1](#).

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 [Annex 1](#) for more details.

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 [Annex 1](#).

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

Collectively may disclose your consumer information to a third party for a business or commercial purpose, as described in [Annex 1](#). In the preceding twelve (12) months, Collectively has disclosed the categories of consumer information for a business or commercial purpose to the categories of third parties, as described in [Annex 1](#).

4. Sharing and Selling of Consumer Information:

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

Collectively does not have actual knowledge that it shares or sells the 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 (if you are a California resident) 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 (see how to exercise your rights 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 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 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).

5.5 Right to 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.

Notwithstanding the foregoing, we may offer you certain financial incentives permitted by the CPRA that can result in different prices, rates, or quality levels. Any CPRA-permitted financial incentive we offer will reasonably relate to your consumer information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time.

5.6 Right to Opt Out of Selling or Sharing of Influencer Personal Information.

You have the right to opt out of any sale or sharing of your Influencer Personal Information. Collectively, Inc. does not sell or share your Influencer Personal Information as defined under the CPRA.

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 either:

- (1) emailing us at privacy@collectivelyinc.com or
- (2) writing to us at

Attn: Privacy,
Collectively, Inc.,
1600 Bryan 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 request under 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. 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.

8. 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 about our Retention Schedule, please see our [Annex 1](#).

9. Contact

If you have any questions or concerns relating to this California Influencer Notice and/or our Influencer information practices, please contact us at 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.