



## TERMS OF USE & PRIVACY POLICY

Last updated 3/1/26

### INTRODUCTION

**These Terms of Use (the “Agreement”) set forth the terms and conditions that apply to your access and use of Gobot’s identity pixel and intent services (the “Services”) associated with our website at <https://www.getgobot.com/b2c> and <https://www.getgobot.com/b2b>.**

YOU ACCEPT AND AGREE TO THIS AGREEMENT AND CONSENT TO GOBOT’S PRIVACY POLICY TERMS BELOW (THE “PRIVACY POLICY”), BY PROVIDING YOUR EMAIL ADDRESS ON THE SITE. If you do not agree with these terms, you must not accept this Agreement and may not use the Services or the Site.

At Gobot LLC (“Gobot”) we want to be very transparent about how we treat your data and the terms of use of our Service. Our Privacy Policy explains how we collect, use, disclose, and protect information that applies to Gobot’s Services associated with our Site, and your choices about the collection and use of your information. This includes personal information also collected by email, SMS, telephone, WAP or other means. By using or accessing the Site or Services, you are accepting the practices described in this Agreement and Privacy Policy, and you are consenting to our processing of your information as described below.

When you sign up on our Site, Gobot may collect basic information from you to set up your account and make sure the Services work for you such as your name, email address, password, website URL, company name, title, etc. Gobot may also automatically collect device type, operating system, geographic location, browser type, Internet Service Provider, and various data related to usage of your website including pages visited, links clicked, non-sensitive text entered, mouse movements, referring URL, and cookie information as detailed below.

Please note that when you visit websites that we partner with, each store’s respective privacy policy applies to all information collected by those sites instead of this Gobot

Privacy Policy. A link to the store's privacy policy typically can be found on the store's website.

If you are a California resident, please see below Exhibit A, which includes disclosures required under the California Consumer Privacy Act.

Read on for more details. If you have any questions you can contact our CEO & President, who also serves as our data privacy officer, at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com).

## 1. HOW WE COLLECT AND USE INFORMATION

We collect the following types of information about you:

**Information you provide us directly:** We ask for certain information such as your username, first and last name, email address, company, and title. We may also retain any messages you send us. We use this information to operate, maintain, and provide to you the features and functionality of the Site and associated service.

We receive and store any information you knowingly provide to us. For example, we collect Personal Information such as your name, email address, and browser information.

The information we receive and store ("Information") will consist of any information you choose to provide us. The Information in our database may also include various identifying information, such as:

- Personal and professional email
- IP address
- A cookie or device identifier, which uniquely identifies you or your visitors' browser or device
- Information and actions associated with an email, such as whether an email has recently been in use, and amount and type of marketing or "email open" activity associated with an email
- Usage data related to email interactions, such as whether you receive, open or respond to an email, and related information

- Usage data related to website interactions, such as visits or logins to a website, page visits and related information
- Demographic information, e.g., income range, age range and household size
- Information regarding consumer interests, e.g., hobbies, and products or product types of interest to you or your visitors

Some of the above information may be inferred. For example, if a household is in a high income geographic area, we might infer a particular income range. We may combine any of the points of Information we collect or receive with other Information.

**Information we may receive from third parties:** We may receive information about you including the Information above from third parties, including, without limitation, our business partners, third-party suppliers and customers. For example, if you access our websites or Service through a third-party connection or log-in, for example, through Facebook Connect, by "following," "liking," adding the Gobot application, linking your account to the Gobot, etc., that third-party may pass certain information about your use of its service to Gobot. You should always review, and if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to Gobot. You may also unlink your third-party account from the Service by adjusting your settings on the third-party service.

We use information to operate, maintain, and provide to you the features and functionality of the Service, as well as to communicate directly with you, such as to send you email messages and push notifications and to permit you to share content with others on the Service. We may also send you Service-related emails or messages (e.g., account verification, order confirmations, change or updates to features of the Service,

technical and security notices). For more information about your communication preferences, see "Your Choices About Your Information" in Section 4 below.

**Use of cookies and other technology to collect information:** We may automatically collect certain types of usage information when you visit our Site or use our Service.

You can set your browser to reject cookies or you can manually delete individual or all of the cookies on your computer by following your browser's help file directions. Note that turning off cookies may also disable functions of many websites you visit. Note that you can also disable cookies using the cookie banner on our website. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

When you visit the Site or use the Service, we may send one or more cookies, i.e., a small text file containing a string of alphanumeric characters, to your computer or your visitors' computer that uniquely identifies the relevant browser and enables sending you communications when you visit or leave a Gobot partner site.

A cookie may also convey information to us about how you use the Service (e.g., the pages you view, the links you click, how frequently you access the Service, and other actions you take on the Service), and allows us to track your usage of the Service over time. We may collect log file information from your browser or mobile device each time you access the Service. Log file information may include anonymous information such as your web request, Internet Protocol ("IP") address, browser type, information about your mobile device, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information.

We may use first-party cookies to maintain a coherent scope for a user or visitor session across multiple pages on a single website. We may employ clear gifs (also known as web beacons) which are used to anonymously track online usage patterns. In addition, we may also use clear gifs in HTML-based emails sent to our users to track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the Service. We may also collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the Service. These tools collect information sent by your browser or mobile devices, including the pages visited, use of third-party applications, and other information that assists us in providing, analyzing and improving the Service.

When you access our Site by or through a mobile device, we may receive or collect and store a unique identification numbers associated with your or their device ("Device ID"), mobile carrier, device type and manufacturer, phone number, and, depending on mobile device settings, geographical location data, including GPS coordinates (e.g., latitude and/or longitude) or similar information regarding the location.

Our website includes Social Media Features, such as the Facebook Like button, and Widgets, or the LinkedIn and Twitter Share buttons that run on our website. These Features may collect Internet protocol addresses, pages visited, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third-party or hosted directly on our website. Interactions with these Features are governed by the privacy statement of the company providing it.

Gobot uses the Information for various purposes, including the following.

### ***To Operate Our Services***

We use Information as part of our Services. For example, we sometimes:

- We help send emails to people such as yourself who visit or log into partner websites by cross-referencing information such as cookie identifiers and emails for those purposes.
- Alert our partner brands as to which customers or prospective customers of theirs are most likely to be interested or disinterested in certain offers.
- Assist our partner brands to target and optimize email campaigns, display, or other marketing.
- Help our partner brands identify and understand their customers better, by providing insights about them. Our partners may include, for example, businesses, ad and media agencies, brands and marketing data platforms and data compilers.
- Measure the effectiveness of marketing campaigns. We do this, for example, by determining which messages are most likely to be seen or opened by different types of consumers, and/or which types of ads are most likely to lead to purchases.

- Help our partner brands detect and prevent fraud. We may verify or remove or correct old, incorrect or outdated information or determine whether an email address recently has been active.
- Analyze and optimize our partner brands' (or their service providers') databases.

We also use the Information described above for internal purposes, for example, to improve, test, update, and verify our own databases, develop new offerings, and to operate, analyze, improve and secure our Services.

Gobot may also use your information to:

- Remember information so that it will not have to be re-entered during a return visit to our or your site.
- Provide custom, personalized content and information, including advertising.
- Provide and monitor the effectiveness of our Service.
- Monitor aggregate metrics such as total number of visitors, traffic, usage, and demographic patterns as to our Service and as to our and your website.
- Diagnose or fix technology problems.
- Automatically update the Gobot application on your mobile devices.
- Process transactions between you and Gobot.
- Send emails about our Site or respond to inquiries.
- Send emails and updates about the Gobot Services, including newsletters.
- Provide support for the Gobot Services.
- Enhance or improve user experience, our Site, or Gobot Services.
- Perform any other function that we believe in good faith is necessary to protect the security or proper functioning of our Site or the Gobot Services.
- With your prior consent, we may post your personal testimonials along with those of other satisfied customers on our site in addition to other endorsements. We may also alert others as to your usage of Gobot.

## **2. SHARING OF YOUR INFORMATION**

For information as to your choices regarding your information, see the section below called, "Your Choices About Your Information" in Section 4.

As described above, when we provide our Services, we may license the Information in various ways to our partner brands (and sometimes to partners and resellers, who may license the Information to their customers). We may sometimes share the Information with those partner brands' service providers.

We also may share the Information, including personally identifiable information and audience segments, with business and data partners to help provide more tailored marketing and advertising or for analytical purposes.

We may also share your personal information with:

- Other companies owned by or under common ownership as Gobot or our ultimate holding company (i.e., any organization that owns or controls us) and any subsidiaries it owns. These companies will use the above referenced personal information in the same way as we can under this Policy.
- Tools Gobot integrates with and third-party vendors, consultants and other service providers that perform services on our behalf, in order to carry out their work for us, which may include, but is not limited to, payment processing and tracking, subscription management, content or service fulfillment, or providing analytics services.
- The public and other members of the Service at your request. Any information or content that you voluntarily disclose for posting to the Service.
- At your request or otherwise with your consent, third-party vendors, consultants and other service providers who will provide you with services, such as email service providers.
- As you use our Site or Service, you may interact with our business or brand partners. In order to provide you with additional support, your name and email address may be shared with such partners.
- Other parties in connection with any company transaction, such as a merger, sale of company assets or shares, reorganization, financing, change of control or acquisition of all or a portion of our business by another company or third-party or in the event of bankruptcy or related or similar proceedings.
- Third parties as required to (i) satisfy any applicable law, regulation, subpoena/court order, legal process or other government request, (ii) enforce our Terms & Conditions Agreement, including the investigation of potential violations thereof, (iii) investigate and defend ourselves against any third-party

claims or allegations, (iv) protect against harm to the rights, property or safety of Gobot, its users or the public as required or permitted by law, (v) detect, prevent or otherwise address criminal (including fraud or stalking), security or technical issues, or (vi) otherwise protect the security and integrity of our Service or protect the rights, property or personal safety of Gobot, our users or others.

**Ads on Gobot:** We may also share certain *non-personally identifiable information* such as your location, browser and cookie data and other data relating to your use of our Service with our business partners to deliver advertisements ("ads") that may be of interest to you. Gobot may allow third-party ad servers or ad networks to serve advertisements on the Service. These third-party ad servers or ad networks use technology to send, directly to your browser or mobile device, the ads and ad links that appear on the Service, and will automatically receive your IP address when they do so. They may also use other technologies (such as cookies, JavaScript, device identifiers, location data, and clear gifs, see above) to compile information about your browser's or device's visits and usage patterns on the Service, and to measure the effectiveness of their ads and to personalize the advertising content.

Please note that an advertiser may ask Gobot to show an ad to a certain audience of Gobot users (e.g., based on demographics or other interests). In that situation, Gobot determines the target audience and Gobot may serve the advertising to that audience and only provide anonymous aggregated data to the advertiser. If you respond to such an ad, the advertiser or ad server may conclude that you fit the description of the audience they are trying to reach.

The Gobot Privacy Policy does not apply to, and we cannot control the activities of, third-party advertisers. Please consult the respective privacy policies of such advertisers or contact such advertisers for more information.

### **3. HOW WE STORE AND PROTECT YOUR INFORMATION**

**Storage and Processing:** Your information collected through the Service is stored and processed in the United States (US) or any other country in which Gobot or its subsidiaries, affiliates or service providers maintain facilities. If you are located in the European Union or other regions with laws governing data collection and use that may differ from US law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the US or any other country in which Gobot or its parent, subsidiaries, affiliates or service providers

maintain facilities and the use and disclosure of information about you as described in this Privacy Policy. Please note that the Service is only offered to US citizens (not European citizens) located in the United States.

**Keeping your information safe:** Keeping your information safe: Gobot cares about the security of your information and uses commercially reasonable safeguards to preserve the integrity and security of all information collected through the Service. These safeguards include using Secure Socket Layer (SSL) Certificates. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. We also take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information. All transactions are processed through a gateway provider and are not stored or processed on our servers. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your email communications from Gobot, at all times. However, Gobot cannot ensure or warrant the security of any information you transmit to Gobot or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed. Your privacy settings may also be affected by changes to the functionality of third-party sites and services that you add to the Service, such as social networks. Gobot is not responsible for the functionality or security measures of any third-party.

**Compromise of information:** In the event that any information under our control is compromised as a result of a breach of security, Gobot will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

#### **4. YOUR CHOICES ABOUT YOUR INFORMATION**

**Commercial and marketing communications:** We use the information we collect or receive on the Site to communicate directly with you. We may send you emails containing newsletters, promotions and special offers. For example, in order to provide you with additional support, your name and email address may be shared with partners. If you do not want to receive such email messages, you will be given the option to opt out or change your preferences. We also use your information to send you

Service-related emails (e.g., account verification, technical and security notices ,etc.). You may not opt out of Service-related emails.

**You control your account information and settings:** You can also stop receiving promotional email communications from us by clicking on the "unsubscribe link" provided in such communications. We make every effort to promptly process all unsubscribe requests. If you have any questions about reviewing or modifying your account information, you can contact us directly at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com).

**Online Advertising:** We may permit third-party online advertising networks to collect information about your use of our website over time so that they may display ads that may be relevant to your interests on our Service as well as on other websites or apps. Typically, the information collected for this purpose is collected through cookies or similar tracking technology. To opt out of the collection of any information through cookies or other tracking technology we suggest that you actively manage the settings on your browser or mobile device. You can also opt out of cookies using the cookie opt-out link on our website. Please refer to your mobile device or browser's technical information for instructions on how to delete and disable cookies, and other tracking/recording tools. To learn more about cookies, clear gifs/web beacons and related technologies, you may wish to visit <http://www.allaboutcookies.org> and/or the Network Advertising Initiative's online resources, located at <http://www.networkadvertising.org>. Depending on your type of device, it may not be possible to delete or disable tracking mechanisms on your mobile device. Note that disabling cookies and/or other tracking tools prevents Gobot or its business partners from tracking your browser's activities in relation to the Service, and for use in targeted advertising activities by third parties. However, doing so may disable features available through the Service. If you have any questions about opting out of the collection of cookies and other tracking tools, you can contact us directly at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com).

**How long we keep your Content:** Following termination or deactivation of your account, Gobot may retain your profile information and Content for a commercially reasonable time for backup, archival, or audit purposes consistent with law.

## 5. CHILDREN'S PRIVACY

Gobot does not knowingly collect or solicit any information from anyone under the age of 18 or knowingly allow such persons to register as users. The Service and its content are not directed at children under the age of 18. In the event that we learn that we have

collected personal information from a child under age 18 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 18, please contact us at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com).

## **6. LINKS TO OTHER WEB SITES AND SERVICES**

We are not responsible for the practices employed by websites or services linked to or from the Site or Service, including the information or content contained therein. Please remember that when you use a link to go from the Site or Service to another website, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link or advertisement on our website, are subject to that third-party's own rules and policies. In addition, you agree that we are not responsible for and we do not have any control over any third-parties that you authorize to access your Content. If you are using a third-party website or service and you allow such a third-party access to your Content you do so at your own risk. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources other than through the Site or Service.

## **7. RIGHT TO ACCESS, EDIT, AND REMOVE YOUR INFORMATION**

You have a right to access personal information we hold about you. Whenever you use our Site or Services, we strive to make sure that the Personal Information is correct. If that information is wrong, we give you ways to update it quickly or to delete it - unless we have to keep that information for legitimate business or legal purposes. When updating your Personal Information, we may ask you to verify your identity before making any changes. We may reject requests that are not consistent with law, risk the privacy of others or would be extremely impractical. Because we may protect information from accidental or malicious destruction, even after information is deleted from the Gobot Services, it may not be immediately deleted from Gobot's servers.

To request removal of your Personal Information from our Site or Services, blog or social media, contact us at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com).

## **8. INTERNATIONAL TRANSFER AND DPAs**

We store and process information about you on computers in the United States. Privacy laws local to our servers and computers will apply to information we store about you. Depending on where you are based, European General Data Protection Regulations (GDPR) may also apply to you. As indicated above, while Gobot may be fully compliant

with GDPR as to its other services it may not be GDPR compliant with respect to this Site and Service. Therefore, we cannot offer a Data Processing Agreement (DPA) to you.

## **9. DO NOT TRACK SETTING**

We treat the data of everyone who comes to our site in accordance with this Privacy Policy, whatever their Do Not Track setting.

## **10. WHAT PERSONAL INFORMATION CAN I ACCESS?**

The information you can view, update, and delete may change as the Gobot website changes. If you have any questions about viewing or updating information we have on file about you, please contact us at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com). We will respond to your request to access within 30 days.

**Testimonials:** We may post customer testimonials/comments/reviews on our Site which may contain personally identifiable information. We do obtain the customer's consent via email prior to posting the testimonial to post their name along with their testimonial. To request removal of your personal information from testimonials or comments please contact us at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com).

## **11. WHAT CHOICES DO I HAVE? HOW DO I OPT OUT?**

When visiting the Site, you can always opt not to disclose information to us, but keep in mind some information may be needed to register with us or to take advantage of some of our special features. You may be able to add, update, or delete information as explained in Sections 7 and 10 above. When you update information, however, we may maintain a copy of the unrevised information in our records. We will retain your information for as long as your account is active or as needed to provide you services. You may request deletion of your account by contacting us at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com). Please note that some information may remain in our private records after your deletion of such information from your account. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We may use any aggregated data derived from or incorporating your personal information after you update or delete it, but not in a manner that would identify you personally.

You can opt-out of having the Information used to market to you:

- You may visit our opt-out page at <https://www.getgobot.com/optout> to have your personal information removed from our database. We will then in most cases remove your personal information from our active marketing databases within 14 business days, from the time we received the opt-out request and identity verification. Where legally permissible, we may require that you verify the information you submit to us to confirm your identity.
- If you would like to opt-out of email marketing from a particular brand (such as a customer of ours), click on the “opt out” or “unsubscribe” link in the footer of the marketing email you received.
- If you are interested in opting out of direct mail marketing (which we likely don’t engage in but our customers might), we recommend that you visit the DMA Choice website, at [thedma.org](http://thedma.org). The DMA Choice service, run by the Direct Marketing Association, allows you to follow steps to ensure that your marketing preferences are honored.
- To opt out of our retargeting services described in section 1, go to and click on the “Opt Out” bar on that page. You will need to do that from each browser that you use (because the retargeting and thus the “opt out” are cookie-based), and if you clear your browser cookies you will need to opt out again.
- If we market to you by email in our corporate capacity, you may “unsubscribe” from our marketing emails by clicking on the unsubscribe link in the email to you.

## **12. CHANGES TO OUR AGREEMENT AND PRIVACY POLICY**

Gobot may modify or update this Agreement and Privacy Policy from time to time to reflect the changes in our business and practices, and so you should review this page periodically. When we change the policy in a material manner we will update the ‘last modified’ date at the top of this page. If you are a visitor to this Site and disagree with

the Agreement and Privacy Policy, you should leave the Site and/or cancel your Agreement with Gobot.

### **13. HOW TO CONTACT US**

If you have any questions about this Privacy Policy or the Service, please contact us at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com) or via postal mail at:

Gobot Attn: PRIVACY, Gobot LLC, 1100 Brickell Bay Drive, Miami, FL, 33131

We will make every effort to address your concerns.

### **14. LIMITATION OF LIABILITY/ EXCLUSION OF CONSEQUENTIAL AND RELATED DAMAGES**

IN NO EVENT WILL GOBOT HAVE ANY LIABILITY TO YOU FOR YOUR USE OF THE SITE OR SERVICE OR FOR ANY LOST PROFITS, REVENUES OR INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL, COVER OR PUNITIVE DAMAGES, WHETHER AN ACTION IS IN CONTRACT OR TORT AND REGARDLESS OF THE THEORY OF LIABILITY, EVEN IF YOU HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THE FOREGOING DISCLAIMER WILL NOT APPLY TO THE EXTENT PROHIBITED BY LAW. THE FOREGOING LIMITATIONS SHALL ALSO APPLY WITH RESPECT TO ANY DAMAGES INCURRED BY REASON OF ANY CONTENT OR SERVICES PROVIDED ON ANY THIRD PARTY SITES OR OTHERWISE PROVIDED BY ANY THIRD PARTIES. YOU ALSO AGREE THAT GOBOT WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY LOSS OR DAMAGE OF ANY KIND INCURRED AS THE RESULT OF ANY INTERACTIONS OR DEALINGS WITH ADVERTISERS OR PARTNER BRANDS OR AS THE RESULT OF THE PRESENCE OF SUCH ADVERTISERS ON THE SITE. Gobot reserves the right to modify, suspend or discontinue the Site and/or Services, or any portion thereof, with or without notice at any time and for any reason, including, but not limited to, a failure to comply with the terms of this Agreement. Gobot shall have no liability whatsoever for any damages, liabilities, losses or any other consequences that you may incur as a result of any such modification, suspension or discontinuance or as a result of using the Site or Service.

## **15. GOVERNING LAW**

If there is any dispute between you and Gobot about or involving your use of the Service or Site, you hereby agree that the dispute shall be governed by and construed in accordance with the laws of the state of Florida, without regard to its conflict of law provisions. You hereby agree to submit to the exclusive jurisdiction of the courts in Miami-Dade, Florida, with respect to any claim, proceeding or action relating to or otherwise arising out of this Agreement, the Site or the Services, howsoever arising, provided always that Gobot may seek and obtain injunctive relief in any jurisdiction. YOU AGREE TO WAIVE A TRIAL BY JURY.

## GOBOT PRIVACY POLICY EXHIBIT A

### ADDENDUM FOR CALIFORNIA RESIDENTS

#### **NOTICE TO CALIFORNIA RESIDENTS [CONSUMERS] – CALIFORNIA CONSUMER PRIVACY PROTECTION ACT**

The California Consumer Privacy Act of 2018 (“CCPA”) provides certain rights to residents of California. This section of the Privacy Policy applies if you are a natural person who is a resident of California, i.e., a “California Consumer”, and uses our Services. This Exhibit supplements the information in this Privacy Policy. However, this Exhibit is intended solely for, and is applicable only as to, California Consumers. If you are not a California Consumer (or a resident of California), this does not apply to you and you should not rely on it.

In the below tables and sections, we describe (as required by the CCPA):

1. **Our Collection of Personal Information** - the types of Personal Information (as defined in the CCPA) that we collect, and the types of sources we collect it from.
2. **Our Disclosure and Sale of Personal Information** - the types of recipients to whom we disclose or sell Personal Information.
3. **Our Business Purposes** - our business purposes for collecting and sharing Personal Information.
4. **Your California Privacy Rights and Choices** - what rights you have under the CCPA, for instance, to request that we “opt out” your information from our marketing database or to request all personal information and categories that we may have collected about you.

#### 1. **OUR COLLECTION OF PERSONAL INFORMATION**

Depending on how you interact with us, we may collect the categories of information about you summarized in the table below. The following table also describes how we collect and use such categories of information.

<b>Category</b>	<b>Categories of Sources</b>
<p><b>Commercial or transactions information</b></p> <p><i>Examples:</i> purchasing tendencies or consuming histories such as products or services purchased, obtained, or considered</p>	<ul style="list-style-type: none"> <li>● Data compilers and consumer data resellers, informational and retail websites such as Shopify</li> <li>● Public records and other publicly available sources</li> </ul>
<p><b>Identifiers</b></p> <p><i>Examples:</i> email address, name, alias, postal address, mobile ad or cookie identifiers, IP address, social network handles, and phone number</p>	<ul style="list-style-type: none"> <li>● Data compilers and consumer data resellers, informational and retail websites</li> <li>● Public records and other publicly available sources</li> <li>● Government entities</li> <li>● Social networks</li> </ul>

<p><b>Internet or other electronic network activity information</b></p> <p><i>Examples: browsing history and online interests</i></p>	<ul style="list-style-type: none"> <li>• Data compilers and consumer data resellers, informational and retail websites</li> </ul>
<p><b>Inference Data</b></p> <p><i>Examples: consumer information or preferences</i></p>	<ul style="list-style-type: none"> <li>• Data compilers and consumer data resellers, informational and retail websites</li> </ul>
<p><b>Professional or employment-related information</b></p> <p><i>Examples: job history or job title</i></p>	<ul style="list-style-type: none"> <li>• Public records and other publicly available sources</li> <li>• Data compilers and consumer data resellers, informational and retail websites</li> </ul>

**2. OUR DISCLOSURE AND SALE OF PERSONAL INFORMATION**

We will share with service providers and with third-parties (including our customers) the information collected from and about you as discussed above for various business purposes. The chart below details how and with whom we share or disclose personal

information, and whether (based on the CCPA's definition of "sell") we believe we have "sold" a particular category of information in the prior 12 months.

<b>Category</b>	<b>Categories of Third Parties We Share With</b>	<b>Whether We "Sold" This Category of Personal Information in the Last 12 Months</b>
<b>Commercial or transactions information</b>	<ul style="list-style-type: none"> <li>● Data compilers and consumer data resellers, informational and retail websites</li> <li>● Advertising networks and media platforms, political campaigns, internet service providers, data analytics providers</li> <li>● Social networks</li> </ul>	Yes

<b>Identifiers</b>	<ul style="list-style-type: none"> <li>● Affiliate networks, data compilers and consumer data resellers, consumer goods retailers, informational and retail websites, consumer surveys and survey companies, content publishers, non-profit organizations, and business-to-business services and organizations</li> <li>● Advertising networks and media platforms, political campaigns, internet service providers, data analytics providers</li> <li>● Social networks</li> </ul>	Yes
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<p><b>Internet or other electronic network activity information</b></p>	<ul style="list-style-type: none"> <li>● Data compilers and consumer data resellers, informational and retail websites</li> <li>● Advertising networks and media platforms, political campaigns, internet service providers, data analytics providers, and social networks</li> </ul>	<p>Yes</p>
<p><b>Inference Data</b></p>	<ul style="list-style-type: none"> <li>● Data compilers and consumer data resellers, informational and retail websites</li> <li>● Advertising networks and media platforms, political campaigns, internet service providers, data analytics providers</li> <li>● Social networks</li> </ul>	<p>Yes</p>

**We also may share any of the personal information we collect as follows:**

**Sharing for legal purposes:** In addition, we may share personal information with third parties in order to: (a) comply with legal process or a regulatory investigation (e.g. a subpoena or court order), (b) enforce our Terms & Conditions of Use, this Privacy Policy, or other contracts with you, including investigation of potential violations thereof, (c) respond to claims that any content violates the rights of third-parties, and/or (d) protect the rights, property or personal safety of us, our platform, our customers, our agents and affiliates, its users and/or the public. We likewise may provide information to other companies and organizations (including law enforcement) for fraud protection, and spam or malware prevention, etc.

**Sharing in the event of a corporate transaction:** We may also share personal information in the event of a major corporate transaction, including for example a merger, investment, acquisition, consolidation, reorganization, bankruptcy, liquidation, or sale of some or all of our assets, or for purposes of due diligence connected with any such transaction.

**Sharing with service providers:** We share any personal information we collect with our service providers, which may include (for instance) providers involved in support, operations, billing, web or data hosting, security, accounting, marketing, data management, validation, enhancement or hygiene, or otherwise assisting us to provide, develop, maintain and improve our Services.

**Sharing of aggregate information:** We may aggregate and/or de-identify any information collected so that such information can no longer be linked to you or your device (“Aggregate/De-Identified Information”). We may use Aggregate/De-Identified Information for any purpose, including without limitation for research and marketing purposes, and may also share such data with any third-parties, including advertisers, promotional partners, and sponsors, at our discretion.

### **3. OUR BUSINESS PURPOSES FOR COLLECTING AND SHARING PERSONAL INFORMATION**

Generally speaking, we collect and share the Personal Information that we collect for the following purposes, as we also have described in our Privacy Policy and/or our website.

#### **Our Purposes for collecting, using and sharing Personal Information**

**Data marketing services, for example:**

- Assisting our brand partners identify and understand their customers better by providing insights about them and managing loyalty programs, as well as providing financial and other scoring products.
- Creating data marketing tools and products for our marketer clients, as more fully described in our Privacy Policy and on our websites. This includes our rendering of datasets, data scoring, i.e., providing inferences about potential identifiers, data appends, i.e., connecting data across datasets, data hygiene services, i.e., helping customers evaluate, validate and correct personal information, as well as security and anti-fraud services, i.e., helping customers to identify potentially fraudulent activity.
- Assisting our brand partners through our Services to provide their current and prospective customers with better service generally related to the above.
- Creating identity graphs or associations between data points to help locate users across various channels, such as based on common personal, device-based, or network-based identifiers, e.g., IP address, cookie or device identifiers, and email address.

**Additional marketing services, which may overlap with data marketing services above:**

- Assisting in targeting and optimizing of SMS, direct mail and email campaigns, display, mobile, and social media marketing.
- Analyzing and optimizing our brand partners' (or their service providers') proprietary databases, or helping them to identify and mitigate potential fraud.
- Measuring the effectiveness of online or offline ad campaigns by determining which messages are most likely to be seen or opened by which types of consumers, or which types of ads are most likely to lead to purchases.
- Providing hygiene or verification services, which is how companies update and/or clean their databases by either verifying or removing or correcting old, incorrect, or outdated information.

**Operating our Services, for example:**

- Testing, improving, updating and verifying our own database.
- Operating, analyzing, improving, and securing our Services.
- Developing new products.

**Other internal purposes, for example:**

For internal operations, auditing, research, detecting security incidents, debugging, short-term and transient use, quality control, and legal compliance.

We sometimes use the information collected from our own website, from social networks, from other business to business interactions, e.g., trade shows, or from data compilers for the above, as well as for our own marketing purposes.

**4. YOUR CALIFORNIA RIGHTS AND CHOICES**

Without being discriminated against for exercising these rights, California residents have the right to request that we disclose what personal information we collect from you, to delete that information, and to opt-out of the sale of your personal information, subject to certain restrictions. You also have the right to designate an agent to exercise these rights on your behalf. This section describes how to exercise those rights and our process for handling those requests. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request.

Sometimes, we act only as a “service provider” to our brand partners (for instance, if they provide information to us for analytics, processing or other data management services), in which case any consumer requests for opt-out, deletion or access to data must be made through that client. In such cases, we will forward any such requests to a named partner, as feasible.

## **1. Right to request that we do not sell your personal information**

You may request that we not sell your personal information. If you wish to make such a “do not sell” (also called an “opt out” request), please go to our “Do Not Sell” web form located at <https://www.getgobot.com/ccpa-form>. Alternatively, you may contact us by email at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com). When you make such a request, we will retain your information to the extent necessary so as to enable removal of your data from our active database in the event we obtain it again at a later date.

## **2. Right to request deletion of your personal information**

You may request that we delete any personal information that we collected from you, such as if you have been a customer of ours. Note that this is different from your right to “opt out” of us selling your personal information, which is described above (also note that we do not generally collect personal information directly from consumers). You may make a deletion request by emailing us at [max+privacy@getgobot.com](mailto:max+privacy@getgobot.com). In our discretion, we may interpret your “deletion” request as a “Do Not Sell” request, if we in good faith believe that is what you are requesting.

However, we may retain personal information for certain important purposes, such as (a) to protect our business, systems, and users from fraudulent activity, (b) to address technical issues that impair existing functionality, (c) as necessary for us, or others, to exercise free speech or other rights, (d) to comply with law enforcement requests pursuant to lawful process, (e) for scientific or historical research, (f) for our own internal purposes reasonably related to your relationship with us, and/or (g) to comply with legal obligations. Additionally, we need certain types of information so that we can provide our Services to you. If you ask us to delete it, you may no longer be able to access or use our Services.

## **3. Right to request access to your personal information**

California residents also have the right to request that we disclose what categories of your personal information that we collect, use, or sell. As a California resident, you may also request the specific pieces of personal information that we have collected from you. You may make such an “access” or “right to know” request by emailing us at max+privacy@getgobot.com. We may withhold some personal information where the risk to you or to others’ privacy rights is too great to disclose the information.

For security purposes (and as required under California law), we will verify your identity - in part by requesting certain information from you - when you request to exercise your California privacy rights. For instance, if you request specific pieces of personal information we have received about you, you may need to confirm your possession of an identifier, e.g., an email address, which reasonably confirms you are the person you claim to be.

#### **4. Right to nondiscrimination**

We will not deny, charge different prices for, or provide a different level of quality of goods or services if you choose to exercise these rights.

#### **5. Right to “opt-out” of the sale of your personal information**

California residents may opt out of the “sale” of their personal information. California law broadly defines what constitutes a “sale” - including in the definition making available a wide variety of information in exchange for “valuable consideration.”

#### **6. Information about persons under the age of 16**

We do not knowingly collect personal information from minors under 16 years of age in California unless we have received legal consent to do so. If we learn that personal information from such California residents has been collected, we will take reasonable

steps to remove their information from our database or to obtain legally required consent.

## **7. Authorized agents**

You may also designate an agent to make requests to exercise your rights under CCPA as described above. We will take steps both to verify the identity of the person seeking to exercise their rights as listed above, and to verify that your agent has been authorized to make a request on your behalf through providing us with a signed written authorization or a copy of a legally sufficient power of attorney. We likewise may require that you verify your own identity, depending on the type of request you make.