

PROOF PRIVACY POLICY

This policy applies to any visitor to our website or user of our applications or services, including (i) casual visitors who do not sign up for an account, and (ii) visitors who have registered for an account or (iii) users who have been sent to us in order to complete a document or witness a signature. Specifically, this policy describes:

- The types of information we may collect or that you may provide when you access or use the notarize.com or the proof.com website or any other website to which this policy expressly applies by its terms (collectively, the “**Websites**”).
- The types of information we may collect or that you may provide when you download, install, register with, access, or use the Notarize web application, the Notarize mobile application, or the Proof web application (the “**App**”).
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies only to information we collect through the Website and the App (collectively, the “**Services**”), and in email, text, and other electronic communications sent through or in connection with the Services.

This policy DOES NOT apply to information that:

- Is collected on any other Notarize or Proof apps or websites, including websites you may access through the Services.
- You provide to or is collected by any third party (see *Third-Party Information Collection*).

Our websites and apps, and these other third parties may have their own privacy policies, which we encourage you to read before providing information on or through them.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not download, register with, or use the Services. By downloading, registering with, or using the Services, you agree to this privacy policy. This policy may change from time to time (see *Changes to Our Privacy Policy*). Your continued use of the Services after we revise this policy means you accept those changes, so please check the policy periodically for updates.

Children

The Services are not intended for children as defined under applicable law, and we do not knowingly collect Personal Information from children. If we learn we have collected or received Personal Information from a child, we will delete that information. If you believe we might have any information from or about a child, please contact us at privacy@proof.com.

Our Information Collection Practices

We collect information from and about users of our Services:

- Directly from you when you provide it to us.
- Automatically when you use the Services.
- From third parties, including recruiting software providers, recruiters, background check providers, counterparties in a transaction, credential analysis companies, notaries, and identity verification services. This information may include your street address, date of birth, social security number, resume/CV, name, email address, telephone number, government-issued identification, audio and visual recordings, information related to your documents, current company, links (including your LinkedIn URL, Twitter URL, GitHub URL, Portfolio URL, and other websites), gender, race, veteran status, and any additional information you choose to share.

Information You Provide to Us

When you download, register with, or use the Services, we may ask you to provide information by which you may be personally identified, such as name, email address, telephone number, or any other identifier by which you may be contacted online or offline (“**Personal Information**”).

This information includes:

- Information that you provide by filling in forms on the Services, including when you contact us for support, request access to an IDC study, join our notary waitlist, or subscribe to our newsletter. This information may include your name, job title, company, industry, monthly transactions, information related to whether you have your own notaries, state footprint, states where you are commissioned, information related to your interests in Proof, email address, description of your issue, and any attachments you may provide.
- Information that you provide when you register for or use the Websites or the App. This information may include your email address, password, government-issued identification, a secondary form of identification (like a utility bill), information related to your Knowledge Base requests, contributions, and follows, audio and video recordings, business name, business address, organization ID, account payment information (including cardholder name, cardholder number, expiration date, CVC, and institution), transaction details (including transaction names, primary signer name, email address, telephone number, and address), documents, custom emails, notary notes, full access key, client only key, and the subject, description, attachments, and primary issue type of any request you submit.
- Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.
- Your search queries on the Services.

Automatic Information Collection and Tracking

When you download, access, and use the Services, we may use technology to automatically collect:

- **Usage Details.** When you access and use the Services, we may automatically collect certain details of your access to and use of the Services, including traffic data, location data, logs, and other communication data and the resources that you access and use on or through the Services.
- **Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Stored Information and Files.** The App also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.
- **Chatbots and Chat Features.** Chatbot and other Chat Feature usage may result in the collection of certain Personal Information by Proof and/or our third-party vendors provided by a User in order to support the use of Proof's services. A User's interactions with a chatbot or chat feature, including any information shared, may be recorded and analyzed for training purposes and used to improve services rendered. By using any chatbot or chat feature and submitting Personal Information, a User consents to the recording and use of such data as described.

If you do not want us to collect this information, do not use the Services or download the App. You may also opt out of certain information collection at any time using your device settings. For more information, see *Your Choices About Our Collection, Use, and Disclosure of Your Information*.

We also may use these technologies to collect information about your activities over time and across third-party websites, apps, or other online services (behavioral tracking). See *Your Choices About Our Collection, Use, and Disclosure of Your Information* for information on how you can opt out of behavioral tracking on or through the Services and how we respond to browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking.

Artificial Intelligence Use

Proof and its service providers may use artificial intelligence ("AI") to help provide, secure, and improve our Services. This may include using the information you provide to train, fine-tune, or enhance AI systems, including through synthetic data. By using our Services, you consent to this use.

Information Collection, Interaction, and Tracking Technologies

The technologies we use for automatic information collection may include:

- **Cookies (or mobile cookies).** A cookie is a small file placed on your computer or smartphone. It may be possible to refuse to accept cookies by activating the appropriate setting on your browser or smartphone. However, if you select this setting you may be unable to access certain parts of our Services.
- **Web Beacons.** Pages of the Services and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit Proof, for example, to count users who have visited those pages or opened an email and for other related app statistics (for example, recording the popularity of certain content and verifying system and server integrity).
- **Chatbots.** Chatbot usage may result in the collection of certain Personal Information provided by a User in order to support the use of Proof's services. A User's interactions with the chatbot, including any information shared, may be analyzed for training purposes and used to improve services rendered. By using the Chatbot and submitting Personal Information, a User consents to the use of such data as described.

Third-Party Information Collection

When you use the Services or their content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include:

- Advertisers, ad networks, and ad servers.
- Analytics companies.
- Your mobile device manufacturer.
- Your mobile service provider.
- Your internet service provider.

These third parties may use tracking technologies to collect information about you when you use the Services. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see *Your Choices About Our Collection, Use, and Disclosure of Your Information*.

How We Handle Your Information

We use your Personal Information to:

- Provide the services that you or another party have requested.
- Maintain the availability and security of our Services.
- Improve the delivery and performance of our Services.
- Customize the content and experience.
- Introduce you to products and services that we offer and update you on news about our company.
- Comply with contractual, statutory and all other legal obligations.
- Respond to legal processes and requests, like subpoenas and warrants.
- Investigate, prevent, and/or identify fraud and crimes and violations of our contracts and policies.
- Market our service and perform analytics.
- Verify your identity.
- Give you notices about your account.
- Collect and process applications for employment.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you when App updates are available and of changes to any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.



- Fulfill any other purpose for which you provide it.
- For any other purpose with your consent.

The usage information we collect helps us to improve our Services and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Services according to your individual interests.
- Speed up your searches.
- Recognize you when you use the Services.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please see *Your Choices About Our Collection, Use, and Disclosure of Your Information*.

How we share and store your information

We may disclose aggregated information about our users without restriction.

In addition, we may disclose Personal Information that we collect or you provide as follows:

- **You and other designated recipients.** Documents, audio/video recordings and other related information will be stored and shared with you and any party with the required consent to access the information. For example, in a real estate transaction, this could include your lender or title agent. You or another party to a transaction may designate others who are permitted to access your information.
- **The notary.** In most cases, the notary's "journal" (which includes some basic details about the transaction and the audio/video recording) belongs to the notary. We store this information as a service to the notary. The notary has access to this information in our system.
- **Verification portal.** Our service also includes a verification portal. Using a unique ID and PIN issued to each verified user after signing, others may access your completed documents.
- **In some cases, based on public request.** The notary is often required to produce the journal information (which includes the audio/visual recording) to certain interested parties, and sometimes to any member of the public who requests it. We direct requests like this to the notary, who will decide whether sharing is required.
- **Service Providers.** We disclose the information we collect from you to service providers, contractors, agents, or other third parties we use to support our business, including: advertising networks, customer relationship management platforms (note that Personal Information collected, stored, used and/or processed by the Zendesk Group is collected, stored, used, and/or processed in compliance with the California Consumer Privacy Act CCPA), collaboration software providers (note that we store personal information in the United States), customer support platforms, data analytics providers, customer engagement and communication platforms, identity verification and anti-fraud solution providers (you can learn more about Persona and read its privacy policy at, <https://withpersona.com/legal/privacy-policy>; you can learn more about Socure and read its privacy policy at, <https://www.socure.com/privacy>), background screening companies, mortgage process digitization providers, electronic signature and digital transaction management providers, financial services companies, marketing platforms, mobile application platforms, mobile linking platforms, payment processors (please note that we may use Stripe for payment, analytics, and other business services; Stripe collects transaction and personally identifying information, which it analyzes and uses to operate and improve the services it provides to us, including for fraud detection. You can learn more about Stripe and read its privacy policy at, <https://stripe.com/privacy>), social networks (including links to our Facebook, Instagram, LinkedIn, and Twitter pages), single sign-on providers, tag management platforms, technology providers, and video sharing platforms, and web mapping platforms (our Services may include Google Maps features and content. Google Maps may collect users' IP address, latitude and longitude coordinates, and search terms. For more information, please visit Google's privacy policy, available at: <https://policies.google.com/privacy>).
- **Affiliates.** We may disclose the information we collect from you to our affiliates or subsidiaries in order to provide the Services.

- **Mergers, acquisitions, and sales of business.** To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Proof's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by Proof about our Services' users is among the assets transferred.
- **Legal process or investigation.** We might also disclose the information we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order, subpoena, or regulatory inquiry.
- **Claims, defenses, and prevention of fraud and crime.** We will disclose the information we collect from you where we believe it is necessary to support a claim or defense in litigation, to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our agreements and policies.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.

With your consent.

Your Choices About Our Collection, Use, and Disclosure of Your Information

We strive to provide you with choices regarding the Personal Information you provide to us. We do not respond to Do-Not-Track signals at this time; however, we have enabled mechanisms to provide you with the following control over your information:

- **Tracking Technologies.** You can set your browser or device to refuse all or some cookies, or to alert you when cookies are being sent. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the Services may then be inaccessible or not function properly. Google Analytics collects personal data through the Services, including through the use of cookies. For information about how Google Analytics collects and processes data, please visit: <https://policies.google.com/technologies/partner-sites>. To opt out of having your information used by Google Analytics, please visit: <https://tools.google.com/dlpage/gaoptout/>. For more information, please visit Google's privacy policy at: <https://policies.google.com/privacy?hl=en&fg=1>.
- Third parties, including Google, may place and read cookies on your browser or device, or use web beacons to collect information in connection with ad serving on or through the Services. Our partners will collect Personal Information for personalization of ads and use cookies for personalized and non-personalized advertising and measurement. Ad serving may be based on users' visits to our Services or other websites or apps, and your activity may be tracked over time and across websites or apps. For information about how Google collects, shares, and uses data, please visit: <https://policies.google.com/technologies/partner-sites>. You may opt out of personalized ads from Google by visiting the Google Ads Settings web page at: <http://www.google.com/ads/preferences/>. For more information, please visit Google's privacy policy at: <https://policies.google.com/privacy?hl=en&fg=1>.
- We use the Facebook Pixel to analyze user activity on our Services for remarketing and behavioral targeting. The Facebook Pixel is triggered when you perform certain activities on the Services, and aids us in displaying Facebook ads to Facebook users who have visited our Services, or Facebook users who share certain characteristics with visitors to our Services. Facebook and other third parties may use cookies, web beacons, and other storage technologies to collect information from the Services and from other Internet websites, and use that information for the purposes of targeting ads and providing measurement services. Facebook may track your activity over time and across websites. For more information about the data Facebook collects, please visit Facebook's privacy policy at: <https://www.facebook.com/privacy/policy/>. For specific information about Facebook Pixel, please visit: <https://www.facebook.com/business/help/742478679120153?id=1205376682832142>. For more information about ad targeting and exercising your choice to opt out of the collection and use of information for ad targeting, please visit: <https://www.facebook.com/help/568137493302217>, or <http://optout.aboutads.info/?c=2&lang=EN>.
- **Promotion by Proof.** If you do not wish to have your information used by Proof to promote our own or third parties' products or services, you can opt out by sending us an email stating your request to privacy@proof.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions, or click "unsubscribe" in the relevant communication. Please note that, even if you unsubscribe from certain email correspondences, we will still



send you service messages about your account or any services you have requested or received from us or other notices as required by law.

- **Targeted Advertising.** We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads (including ads served using non-cookie technologies) from members of the NAI on the NAI's website, available at: <https://optout.networkadvertising.org/?c=1>. You can also visit the Digital Advertising Alliance's website, available at <https://youradchoices.com/>, to use its Consumer Choice Tools.

Nevada residents who wish to exercise their sale opt-out rights under Nevada Revised Statutes Chapter 603A may submit a request to this designated address: privacy@proof.com. However, please know we do not currently sell data triggering that statute's opt-out requirements.

To learn more about California residents' privacy rights, visit our CCPA Privacy Policy below.

Accessing and Correcting Your Personal Information

You can review and change your Personal Information by logging into the App and visiting your account profile page.

You may also send us an email at privacy@proof.com to request access to, correct, or delete any Personal Information that you have provided to us. We cannot delete your Personal Information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Security Of Your Personal Information

We have implemented measures designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration, and disclosure.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Services, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted through our Services. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

Site for US only

Our services are meant for transactions that are based in the United States. Users need a Social Security Number in order to complete a notarization. Our services are not targeted or offered to citizens or permanent residents of countries other than the United States.

Changes to our Privacy Policy

We may update our privacy policy from time to time. If we make material changes to how we treat our users' Personal Information, we will notify you in accordance with applicable law.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically visiting this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at privacy@proof.com.

CCPA Privacy Policy

California Residents



The following disclosures are made pursuant to the California Consumer Privacy Act of 2018 as amended by the California Privacy Rights Act of 2020 (“CCPA”). These disclosures supplement any privacy notices we previously or contemporaneously provided to you, including any California-specific privacy notice provided to you if you are an employee of Proof.

Right to Know

California residents have the right to be informed of the categories and specific pieces of Personal Information collected about them, including sensitive Personal Information, collected, used, and disclosed, the categories of sources from which that information is collected, whether that information is sold or shared, the categories of third parties to whom that information has been disclosed, the business or commercial purposes for collecting and using each category of Personal Information, and the intended retention period for each category of Personal Information.

The below chart reflects the categories of Personal Information we have collected from California residents during the past twelve months, the categories of sources from which the information was collected, the business or commercial purpose for which the information was collected, the categories of third parties to whom we disclosed that information, and our anticipated retention period for each category of information.

Personal Information Category set forth in Cal. Civ. Code § 1798.140	Source(s) of Personal Information Collection	Business or Commercial Purpose(s) for Collection/Use	Third Parties, Service Providers, and Contractors Receiving Personal Information Category	Retention Period
Personal identifiers , including real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver’s license or passport number, or other similar identifiers.	Directly from you; indirectly from you as you navigate or use our Services; notaries; data analytics providers; social networks; advertising networks; internet or mobile service providers; counterparties in a transaction; credential analysis companies; identity verification services. <u>For job applicants:</u> directly from you; background check providers; recruiters; recruiting software providers.	Provide you with our Services; communicate with you; protect and secure our environment; verify, maintain, improve, upgrade, or enhance a product or service; identify and repair errors; advertise or market to you. <u>For job applicants:</u> Assess your application; satisfy legal obligations.	Affiliates; advertising networks; social networks; technology service providers; customer relationship management providers; payment processors; mobile application platforms; tag management platforms; video sharing platforms; notaries; customer support platforms; data analytics providers; marketing platforms; mobile linking platforms; counterparties in a transaction; single sign-on providers; collaboration software providers; customer engagement and communication platforms; identity verification and anti-fraud solution providers; background screening companies; mortgage process digitization providers; electronic	The length of your business relationship with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs require, whichever is longer.

			signature and digital transaction management providers; financial services companies; web mapping platforms.	
California Customer Records Personal Information (Cal. Civ. Code § 1798.80(e)), including name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.	Directly from you; counterparties in a transaction; credential analysis companies; identity verification services. <u>For job applicants:</u> directly from you; background check providers; recruiters; recruiting software providers.	Provide you with our Services; communicate with you; protect and secure our environment; verify, maintain, improve, upgrade, or enhance a product or service; identify and repair errors; advertise or market to you. <u>For job applicants:</u> Process your application; satisfy legal obligations.	Affiliates; advertising networks; social networks; technology service providers; customer relationship management providers; payment processors; mobile application platforms; tag management platforms; customer support platforms; data analytics providers; marketing platforms; mobile linking platforms; counterparties in a transaction; collaboration software providers; customer engagement and communication platforms; identity verification and anti-fraud solution providers; background screening companies; mortgage process digitization providers; electronic signature and digital transaction management providers; financial services companies; web mapping platforms.	The length of your business relationship with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs require, whichever is longer.
Characteristics of protected classifications under California or federal law.	Directly from you; indirectly from you as you navigate or use our Services; notaries; data analytics providers; social networks; advertising networks; internet or mobile service providers; counterparties in a transaction; credential analysis	Provide you with our Services; communicate with you; protect and secure our environment; verify, maintain, improve, upgrade, or enhance a product or service; identify and repair errors; advertise or market to you; meet our legal obligations.	Affiliates; advertising networks; social networks; technology service providers; customer relationship management providers; payment processors; mobile application platforms; tag management platforms; video sharing platforms; notaries; customer support platforms; data analytics providers;	The length of your business relationship with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs

	<p>companies; identity verification services.</p> <p><u>For job applicants:</u> directly from you; background check providers; recruiters; recruiting software providers.</p>		<p>marketing platforms; mobile linking platforms; counterparties in a transaction; collaboration software providers; customer engagement and communication platforms; identity verification and anti-fraud solution providers; background screening companies; mortgage process digitization providers; electronic signature and digital transaction management providers.</p>	<p>require, whichever is longer.</p>
<p>Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p>Directly from you; indirectly from you as you navigate or use our Services; notaries; data analytics providers; social networks; advertising networks; internet or mobile service providers; counterparties in a transaction.</p>	<p>Provide you with our Services; communicate with you; protect and secure our environment; verify, maintain, improve, upgrade, or enhance a product or service; identify and repair errors; advertise or market to you; meet our legal obligations; maintain transaction records.</p>	<p>Affiliates; advertising networks; social networks; technology service providers; customer relationship management providers; payment processors; mobile application platforms; tag management platforms; video sharing platforms; notaries; customer support platforms; data analytics providers; marketing platforms; mobile linking platforms; counterparties in a transaction; collaboration software providers; customer engagement and communication platforms; identity verification and anti-fraud solution providers; mortgage process digitization providers; electronic signature and digital transaction management providers;</p>	<p>The length of your business relationship with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs require, whichever is longer.</p>

			financial services companies; web mapping platforms.	
Biometric information.	Directly from you; indirectly from you as you navigate or use our Services; internet or mobile service providers; credential analysis companies; identity verification services.	Provide you with our Services; communicate with you; protect and secure our environment; verify, maintain, improve, upgrade, or enhance a product or service; identify and repair errors; meet our legal obligations; maintain transaction records.	Affiliates; technology service providers.	The length of your business relationship with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs require, whichever is longer.
Internet and other electronic network activity information, including, but not limited to, browsing history, search history, and information about individual interactions with an Internet website, application, or advertisement.	Indirectly from you as you navigate or use our Services; data analytics providers; social networks; advertising networks; internet or mobile service providers.	Provide you with our Services; detect security incidents; protect against malicious, deceptive, fraudulent, or illegal activity; verify, maintain, improve, upgrade, or enhance a service or device that is owned or controlled by us; identify and repair errors; advertise or marketing to you; perform analytics.	Affiliates; advertising networks; social networks; technology service providers; customer relationship management providers; payment processors; mobile application platforms; tag management platforms; video sharing platforms; customer support platforms; data analytics providers; marketing platforms; mobile linking platforms; single sign-on providers; collaboration software providers; customer engagement and communication platforms; identity verification and anti-fraud solution providers; mortgage process digitization providers; electronic signature and digital transaction management providers; financial services companies; web mapping platforms.	The length of your business relationship with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs require, whichever is longer.
Geolocation data	Indirectly from you; devices you use to	Provide you with our Services; protect and	Advertising networks; social networks;	The length of your business relationship

	access our Services; data analytics providers; social networks; advertising networks; internet or mobile service providers.	secure our environment; verify, maintain, improve, upgrade, or enhance a product or service; identify and repair errors; advertise or market to you.	technology service providers; customer relationship management providers; mobile application platforms; tag management platforms; video sharing platforms; customer support platforms; data analytics providers; marketing platforms; mobile linking platforms; collaboration software providers; customer engagement and communication platforms; identity verification and anti-fraud solution providers; web mapping platforms.	with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs require, whichever is longer.
Sensory data including audio, electronic, visual, thermal, olfactory, or similar information.	Directly from you; indirectly from you as you navigate or use our Services; internet or mobile service providers; credential analysis companies; identity verification services.	Provide you with our Services; communicate with you; protect and secure our environment; verify, maintain, improve, upgrade, or enhance a product or service; identify and repair errors; meet our legal obligations; maintain transaction records.	Affiliates; technology service providers; counterparties in a transaction.	The length of your business relationship with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs require, whichever is longer.
Professional or employment-related information.	<p>Directly from you; notaries; data analytics providers; social networks; advertising networks; counterparties in a transaction; credential analysis companies; identity verification services.</p> <p><u>For job applicants:</u> directly from you; background check providers; recruiters;</p>	<p>Provide you with our Services; communicate with you; protect and secure our environment; verify, maintain, improve, upgrade, or enhance a product or service; identify and repair errors; advertise or market to you.</p> <p><u>For job applicants:</u> Process your application.</p>	Affiliates; advertising networks; social networks; technology service providers; customer relationship management providers; payment processors; mobile application platforms; tag management platforms; video sharing platforms; notaries; customer support platforms; data analytics providers; marketing platforms; mobile linking platforms; counterparties in a	<p>The length of your business relationship with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs require, whichever is longer.</p> <p><u>For job applicants:</u></p>

	recruiting software providers.		transaction; collaboration software providers; customer engagement and communication platforms; identity verification and anti-fraud solution providers; background screening companies; mortgage process digitization providers; electronic signature and digital transaction management providers; financial services companies.	Barring any legally required additional retention period, up to 7 years for non-hired applicants.
Non-public education information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. § 1232g; 34 C.F.R. Part 99)	<u>For job applicants:</u> directly from you; recruiting software providers; background check providers; recruiters.	<u>For job applicants:</u> Process your application.	Affiliates; background screening companies; technology service providers.	For job applicants: Barring any legally required additional retention period, up to 7 years for non-hired applicants.
Inferences drawn from any of the information identified above to create a profile about you reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Indirectly from you; devices you use to access our Services; data analytics providers; social networks; advertising networks; internet or mobile service providers.	Provide you with our Services; advertise or market to you; perform analytics; maintain, improve, upgrade, or enhance a product or service.	Affiliates; advertising networks; social networks; technology service providers; customer relationship management providers; mobile application platforms; tag management platforms; video sharing platforms; customer support platforms; data analytics providers; marketing platforms; mobile linking platforms; collaboration software providers; customer engagement and communication platforms; web mapping platforms.	The length of your business relationship with us plus any legally required additional retention period for this category of Personal Information following conclusion of your business relationship with us or as long as business needs require, whichever is longer.

Right to Opt Out of Sharing for Cross-Context Behavioral Advertising

In the past twelve months we have used data about your activities on our online properties to serve you ads on online properties owned or controlled by third parties. In the past twelve months, we have provided the following categories of information to advertising networks, data analytics providers, marketing platforms, mobile linking platforms, social media networks, tag management platforms, video sharing platforms, and web mapping platforms for this purpose:

- Personal identifiers, such as unique personal identifier, online identifier, internet protocol address, device information and identifiers, and unique advertising identifiers and cookies; Internet and other electronic network activity information;

geolocation information; inference data; characteristics of protected classifications under California or federal law; and commercial information.

If you would like to opt out of this sharing, you may exercise your right using our “Do Not Sell or Share My Personal Information” link, or by modifying your cookie settings, or, you may do so in a frictionless manner by activating Global Privacy Control (“GPC”) opt out preference signal to opt out of disclosures of your Personal Information through the browser you are using. To learn more about the GPC, click [here](#).

Right to Opt Out of Sale

While we do not sell Personal Information in exchange for monetary consideration, we do share Personal Information for other benefits that could be deemed a “sale,” as defined by the CCPA. The CCPA broadly defines “sale” in a way that may include activities such as the delivery of targeted advertising on websites or allowing third parties to receive certain information, such as cookies, IP address, and/or browsing behavior. In the past twelve months, we have provided the following categories of information to advertising networks, data analytics providers, marketing platforms, mobile linking platforms, social media networks, tag management platforms, web mapping platforms, and video sharing platforms in ways that could be considered a “sale” under California law:

- Personal identifiers, such as unique personal identifier, online identifier, internet protocol address, device information and identifiers, and unique advertising identifiers and cookies; Internet and other electronic network activity information; geolocation information; inference data; characteristics of protected classifications under California or federal law; and commercial information.

We disclosed these categories of information to these third parties in order to market and advertise our products and services; perform analytics; and to maintain, improve, upgrade, or enhance our products or services.

We have no actual knowledge of selling the Personal Information or the sensitive Personal Information or minors under 16 years of age.

California residents have the right to opt out of the “sale” of their personal or sensitive Personal Information.

If you would like to opt out of such disclosures, you may exercise your right using our “Do Not Sell or Share My Personal Information” link, or by modifying your cookie settings, or, you may do so in a frictionless manner by activating GPC opt out preference signal to opt out of disclosures of your Personal Information through the browser you are using. To learn more about the GPC, click [here](#).

Right to Delete Personal Information

You have the right to request the deletion of your Personal Information, subject to certain exceptions.

Right to Correct Inaccurate Personal Information

You have the right to request the correction of any inaccurate Personal Information that we maintain about you.

Right to Access

You have the right to request the categories and specific pieces of Personal Information we have collected about you.

Right of Non-Retaliation and Non-Discrimination

You have the right to exercise the privacy rights conferred to you under the CCPA without receiving retaliatory or discriminatory treatment. Proof does not retaliate or discriminate against you for exercising the privacy rights conferred to you under the CCPA.

Exercising Your Rights

To exercise your rights, you may contact us via email at privacy@proof.com. You may also submit a request through our website by using this form: <https://www.proof.com/privacyrequest>. Requesters will need to provide us with Personal Information in order to



verify their identity and residency, including name, email address, and state of residence. We will compare the information you provide with our internal records. The Personal Information that we use to verify identity and residency will not be used for any other purpose.

You may authorize an agent to submit a request on your behalf if you provide the authorized agent with written permission signed by you. Proof may require you to verify your identity directly with us and confirm that you provided the authorized agent with permission to submit a request on your behalf.

Contact Information

If you have questions or concerns about our privacy practices, contact us at: privacy@proof.com.

* * * * *