

BENEFITS ALL IN, LLC

NOTICE AT COLLECTION

This Notice applies only to California residents concerning Personal Information that is subject to the California Consumer Privacy Act ("CCPA"). This Notice does not apply to information that is exempt from the CCPA.

Personal Information We Collect

Depending on how you interact with us and our services, we may collect the following personal information about you:

- **Personal Details:** We may collect your name, mailing address, phone number, email address, the company you work for or are affiliated with, and contact preference.
- **Sensitive Personal Information:** Due to the nature of our business and services, we may collect certain sensitive personal information from you revealing your social security number, driver's license number, racial or ethnic origin, citizenship or immigration status, religious or philosophical beliefs, medical condition, and physical or mental disability.
- **General Location Information:** We may also use and store information about the approximate location of your device, such information obtained from your device ("Location Data"). This data is used to provide features, to improve, and customize our website. You can enable or disable location services when you use our website at any time by way of your device settings.
- **Commercial and Transactional Information:** If you engage our services, we collect and maintain records related to the services we perform for you, and we (or the payment processor who processes payment for us) may collect your billing information, including payment card number, method of payment, and other payment details. In some states or jurisdictions, certain personal information in this category may be considered sensitive.
- **Account Information:** We may collect certain account information such as your username and password (or anything else that identifies you) that you use to log in and access our online services, platforms, or software. In some states or jurisdictions, certain personal information in this category may be considered sensitive.
- **Internet and Electronic Network Activity Information:** We may collect certain internet and electronic network activity data including information about the browser you are using, and your browsing history. We may also collect information about your operating system, Internet Service Provider (ISP) information and IP

addresses and other device identifiers, such as mobile device identifiers. In addition, we may collect information about your use of our services, including through use of tracking technologies such as cookies and similar technologies.

- **Other Information:** We may collect any other information you share with us when contacting or interacting with us, including whether through our website, email, phone, or any such other forms of communication.
- **Inferences:** We may use the above information to create a consumer profile showing preferences, interests, and behavior.

How We Collect Personal Information

We may collect personal information from you in a variety of ways, including, but not limited to:

- Your use of our services;
- When we perform services;
- Contact information collected through our website;
- When you contact us;
- Through our data analytics providers;
- Your continuing relationship with us;
- When you voluntarily provide information to us through other means such as contact box or otherwise;
- If you participate in an online survey;
- Your internet protocol (IP) address and other network activity;
- Our use of cookies and other technology; or
- Through your interaction with our social media posts and ads.

Why We Collect and Use Your Personal Information

The personal information we collect is used for a variety of business purposes including the following:

- (1) Performance of Services & Delivery of Product
- (2) Communication Purposes
- (3) Improving our Services and Products
- (4) Remarketing/Targeted Advertising
- (5) Legal Obligations
- (6) Other Business Reasons Subject to Your Consent

For any “Sensitive Personal Information”, we do not collect, use, or disclose “Sensitive Personal Information” beyond the purposes given by the CCPA. Accordingly, we only use and disclose sensitive personal information as reasonably necessary and for the purpose: (i) to perform our services requested by you; (ii) to help ensure security and prevent, detect, and investigate security incidents; (iii) to comply with legal obligations; (iv) to our service providers who perform services on our behalf or work; and (v) for purposes in connection with the services you requested.

Retention of Your Personal Information

Benefits All In, LLC will retain any collected Personal Information for only as long as is necessary for the purposes set out in our [Privacy Policy].

Sell and/or Sharing of Your Personal Information

We do not sell or share your personal information with third parties for monetary purposes, nor beyond disclosure for a business purpose. We only share your information as described in this policy or as otherwise communicated to you at the time we collect your information. However, some privacy laws may define a “sale” to include sharing personal information with third parties for “valuable consideration”, such as for targeted advertising purposes. Please refer to “Your Privacy Rights” in our [Privacy Policy] to learn more.

We may de-identify your personal information or receive information about you that has already been de-identified. We may use or share this information in accordance with applicable law. Any de-identified information, we will keep in that form and will not attempt to re-identify it except as permitted or required by applicable law.

We may share information we collect about you with business partners that work with us to provide products and services, perform market analytics, or to help us market to current and potential customers.

You have the right to opt-out of the sale or sharing of your Personal Information. To exercise your right and opt-out, please see our [Do Not Sell or Share My Personal Information] page.

For more information on how we use your Personal Information, please see our [Privacy Policy].