



# MobileCause Privacy Policy

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## INTRODUCTION

At MobileCause, Inc. ("**MobileCause**", "**us**", "**we**", "**our**"), your privacy is important to us and we are committed to protecting it through our compliance with this policy.

This policy ("Policy") describes the types of information we may collect from you or that you may provide when you visit our online properties ("Online Properties"), mobile applications ("Applications"), in e-mail, text and other electronic exchanges between you and us (collectively, the "Services"). and our practices for collecting, using, maintaining, protecting and disclosing that information.

Throughout this Privacy Policy, "**Personal Information**" means any information relating to an identified or identifiable individual.

Your use of any of the MobileCause Sites, Applications, and/or Services constitutes your agreement that your Personal Information will be handled as described in this Policy, which is incorporated by reference into the MobileCause Terms and Conditions of Platform Use, available at <https://www.mobilecause.com/terms/>. However, not all facets of this Policy may apply to you, depending on the kinds of interactions you have with us and the types of Personal Information that we collect from you. This Policy may change from time to time. Your continued use of the Services after we make changes is deemed to be your acceptance of those changes, so please check the Policy periodically for updates.

If you have questions or concerns regarding our privacy policy or practices, please contact us at [privacy@MobileCause.com](mailto:privacy@MobileCause.com)

## PERSONAL INFORMATION WE COLLECT AND ITS USE

One of the reasons we collect Personal Information from you is so that you can log onto our Sites and use our Services and Applications. By doing so, you have the opportunity to, (1) if you are an individual, donate to a nonprofit, create a peer-to-peer or team page, and/or register for or purchase tickets for an event, and/or other activities in support of a nonprofit; and (2) if you are a Customer of MobileCause, create event pages or donation forms, set up peer-to-peer or crowdfunding efforts, set up registration for yourself or for your organization's supporters for events, tickets, reservations, and/or activities (collectively, "Customer Activities"). We also gather information from businesses, organizations, and individuals who request information from MobileCause or apply to MobileCause's job postings.

People (and those acting on their behalf) who provide us information directly or indirectly by donating to or participating in Customer Activities or by otherwise using our Services in a personal capacity are referred to as "Supporters." Some of the ways in which Supporters may provide information to us are (i) in the course of donating to a nonprofit; (ii) registering themselves and/or others for an event or as part of a team; or (iii) organizing Customer Activities in order to provide Supporters the chance to donate, participate, create peer-to-peer Customer Activities pages, or otherwise interact with such activities (those who use our Services to offer these opportunities to Supporters are described herein as "Customers"). In addition, our Customers (including those acting on their behalf) may supply us with Personal Information about individuals who have signed up for Customer Activities organized and run by our Customer or who the Customer instructs us to communicate with or otherwise provide Services to on behalf of the Customer.

When you participate in one of our Customer's Customer Activities, we provide your Personal Information to the Customer. Our Customers have their own practices with respect to privacy, and this Policy does not cover their use of your Personal Information. In addition, our Customers may offer you an opportunity to purchase products or services from, or participate in contests or sweepstakes offered by, third parties. Such items are not within our control, and as a result any such purchase or participation will be subject to the relevant third party's terms and conditions.

## **Unsolicited Information**

Please be advised that some information you provide may be publicly accessible, such as information posted in forums or comment sections. We also collect information through customer support communications, your communication to us of ideas for new products or modifications to existing products, feedback and other unsolicited submissions (collectively, with publicly-accessible information, "Unsolicited Information"). When you do so, we collect the information you choose to provide us, such as your contact details, any images you choose to upload and the contents and nature of your message. We maintain support tickets for customer service requests, and we may also collect call recordings related to support, customer service, and sales-related calls. By sending us Unsolicited Information, you further (a) agree that we are under no obligation of confidentiality, express or implied, with respect to the Unsolicited Information, (b) acknowledge that we may have something similar to the Unsolicited Information already under consideration or in development, (c) grant us an irrevocable, non-exclusive, royalty-free, perpetual, worldwide license to use, modify, prepare derivative works, publish, distribute and sublicense the Unsolicited Information, and (d) irrevocably waive, and cause to be waived, against MobileCause and its users any claims and assertions of any moral rights contained in such Unsolicited Information. This Unsolicited Information section shall survive any termination of your account or the Services.

We may collect data about you from third parties. As is typical for businesses that market their products to other organizations, sometimes we obtain your work contact information from third party data suppliers or joint marketing partners to contact you with communications containing promotions, customer stories, MobileCause news and updates or thought leadership. We may also get your information from publicly-available sources and social networking sites, like LinkedIn or your organization's website.

## **Information We Collect From You and How It May Be Shared**

*Personal Information in Connection with our Sites.* We collect Personal Information that you provide to us, either by creating a MobileCause account, using certain features of the Sites, submitting forms (such as 'Contact Us' forms), or otherwise interacting with us. Generally,

this information is requested when you are asked to register for a MobileCause account, subscribe to e-mail newsletters, complete an online form, download resource information, or when requesting information about or purchasing our Services. When you do any of the foregoing, or participate in Customer Activities, we may ask you to provide some or all of the following: your name, contact details, payment information, address, title, company, phone number, email address, desired password, as well as some or all of:

- Your display name on the Sites;
- Your date of birth;
- Your marketing preferences (whether and what types of information you would like us to send you);
- Information about your activities and interests;
- Other profile data, such as contact information, occupation, gender, and photos;
- Other data requested by Customers using custom question fields;
- The contact information of a friend, other members of your team, or your customers (when inviting them to visit the Site or when you are allowed to set up an account for them);
- Activity data such as your donation history, history of interactions with Customers, events attended, etc.; and
- Your organization's name, tax identification number, title, 501(c)3 or tax-exempt status, and other information about your organization, if you are a Customer or prospective Customer;

*Creating a Customer Account.* Each Customer that subscribes to the Services has an account created. This account displays the Customer's activities and the amount raised. Each account may include an activity feed that displays activity occurring on the Sites related to that Customer (e.g., donations made, events posted, etc.).

*Donations.* When you make a donation using the Sites or other Services, you may be prompted to provide certain information to the recipient nonprofit, including your financial information and contact information. When you ask to remain anonymous, this only hides your name from public activity feeds, not the underlying nonprofit to which you donated. If you make a donation through an individual or team fundraiser (i.e. via a peer-to-peer page) but do not donate anonymously, then the person who created the crowdfunding page will also have access to your Personal Information (except for your credit card number or financial information).

*Customer Use.* If you are a Customer, you may create different types of pages on our Sites in connection with your Customer Activities (“Customer Pages”). Similarly, if you are a Consumer, you may create one or more pages on certain of our Sites in connection with (i) your participation in Customer Activities, (ii) your support of a particular nonprofit, or (iii) for other purposes (collectively, “Consumer Pages”). We may collect information from you in the process of your creation of these Customer Pages or Consumer Pages.

*Public Customer Activities.* When you create a fundraising campaign (or other pages on the Sites), we collect the information you choose to provide us in relation to your campaign. For example, you can provide a campaign title, start or join a team, upload images and describe your campaign goal(s). Information that you post on event pages, Customer Activities pages, Consumer Pages, or other public pages on the Sites may be accessed by other people. You should exercise caution when deciding to share information on public pages. We cannot control who accesses shared information or how other parties will use that information.

*User Profiles, Comments, and Posts.* Some of our Sites and Applications allow users to create or post content, such as comments, blogs, and messages. If you provide content to our Sites, we may collect and use that information as described in this Policy. Please note that such information may be viewed, collected or used by other registered users and public visitors to our Sites. Once posted, we cannot prevent such information from being used by others in a manner that may violate this Policy, the law, or your personal privacy. As a Consumer, your user profile, however, may offer privacy settings within your account to help you manage how your content is displayed.

*Contests, Surveys, and Questionnaires.* When you sign up for a Customer’s sweepstakes or contests, or complete surveys, on the Sites, we collect the information you submit to us. The Customer may use this information to administer the sweepstakes, contest, or survey, to comply with legal requirements, and for other purposes, such as communicating with you about their other promotions or their products or services.

*Employment.* As part of applying for employment with MobileCause, we may ask you for information such as first name, last name, email address, phone number, postal address,

personal and professional interests, details regarding your professional and employment information, educational information, qualifications, and the contact information of a former colleague's name. This information is used for employment reference purposes only and is not used for any other purpose.

*Information We Collect About You From Third Parties.* We also may collect information, including Personal Information, about you from other sources, including third parties that help us update, expand, and analyze our records, identify new customers, or prevent or detect fraud. We may also receive information about you from social media platforms, for example when you interact with us on those platforms or access our social media content. The information we may receive is governed by the privacy settings, policies, and/or procedures of the relevant social media platform, and we encourage you to review them.

*Cookies and Similar Technologies.* Through the use of cookies and similar technologies, we may collect your device IP address, unique device ID, hardware and software type, Internet service provider, serving domain, geographical area, location data, browser type and settings data (such as screen resolution, color depth, time zone settings, browser extension and plugins) operating system, referring URLs, search history, information on actions taken or interaction with our digital assets (e.g., page views) and dates and times of actions. The types of cookies we use include:

- **Google Analytics** to collect information about how you use our Services. We use this information to create reports and improve our Services. The cookies help us understand the number of visitors to our website and where visitors come from. To learn more about how Google uses data when you use our Services, visit <https://policies.google.com/technologies/partner-sites>. To opt-out from these cookies across all websites, visit <http://tools.google.com/dlpage/gaoptout>.
- **Hubspot** to personalize website content based on visitors' actions and browsing history, to measure campaign effectiveness, and to improve our Services.

Most web browsers allow you to manage cookies through the browser settings. Be aware that, if you opt out from and do not agree to certain cookies, your experience on our

Services may be diminished and some features may not work as intended depending on the cookie. To find out more about cookies, you can visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

*Information Collected by Customers.* Our Customers may place cookies or other tracking technologies on your computer, mobile phone, or other device to collect information about your use of the Sites related to that particular Customer. Please refer to that party's privacy policy if you have any questions about its use of your information.

*Credit Card and Payment Information.* MobileCause collects credit card information when you enter into certain types of transactions requiring payment. Credit card information collected by MobileCause undergoes a tokenization process performed by our third party service provider and is not stored by MobileCause directly. The information is only used to perform the transaction and any recurring transactions to which you have agreed.

## USE OF YOUR PERSONAL INFORMATION

In addition to any purposes described when we collect data from you, we may use your Personal Information for the following purposes:

- To enable you to log in to the secure portion of our Sites, to provide our Services to you, to communicate with you about your use of our Services, and for other customer service purposes;
- Information Requests: We send you information you request about the Services.
- Customers: If you're a Customer, we may use your personal data to provide Services you request and in connection with payments, and we may contact you about promotions, customer stories, MobileCause news and updates, or thought leadership content.
- Improving MobileCause: We use aggregated and personal data about you and your use of the Sites and the Services to develop, improve, and test those services, and to better understand how users access and use our Sites and Services, both on an aggregated and individualized basis, and for other research purposes
- Compliance and Safety: We may use your personal data to comply with our legal obligations and to identify and remediate suspected or actual fraudulent activity or security incidents.
- To administer your account;
- To send you receipts, tickets, confirmation pages, and information about any event for which you registered;
- To provide and post results of Customer Activities;
- To send you email, follow-up questions about your Customer Activities or your participation in Customer Activities;

- To fulfill your request to participate in a webinar or MobileCause event; and
- When you, if a potential Customer, submit your organization's contact information to sign up for an account with MobileCause, you agree and consent that MobileCause may send your organization communication relating to our products, events, or other business information (unless such communication requires consent according to applicable law and subject to your ability to opt out of such communications).

Customers should note that we may use information we receive or collect regarding Supporters (including without limitation via Customer Activities pages) in accordance with the terms of this Policy, including in the manner set forth above.

In an ongoing effort to better understand the use of our Services and serve you, MobileCause may undertake research on its customer demographics, interests and behavior based on information we collect. We can de-identify and aggregate the information collected through the Services for research purposes or any other purposes, and we can share this information with our affiliates, agents, business partners, or other third parties.

## SHARING YOUR PERSONAL INFORMATION

We may share your personal information as necessary to provide the Services or as you specifically request. We may disclose your data to service providers who render services to us or you on our behalf. We also may disclose your information if required by law or to enforce our legal rights or defend us against a legal claim or for the identification or remediation of suspected or actual fraudulent activity or security incidents. We may share your information in connection with a sale or reorganization of MobileCause. We may also share your personal data if it is necessary to act in urgent circumstances to protect the safety of MobileCause customers, visitors to the Sites, or the public.

*Customer Activities Sponsors or Partners.* If you are using our Services to participate in Customer Activities, MobileCause shares the Personal Information that you provide with the applicable third parties in order to fulfill your request. You may receive communications, correspondence, emails, or direct mail from these entities; each such party operates independently from MobileCause and is not subject to this Policy but is subject to its own privacy policy. For example, if you donate to an organization, that organization may reach out to you to inform you how your donation was used or otherwise thank you. In some



instances, we allow Customers to use our email system or text messaging capability via the Services to contact Supporters for their current and past Customer Activities, so you may receive emails or text messages from our system that originate with such Customers. Please refer to that party's privacy policy if you have any questions about its use of your information.

*Activity Feeds.* Activity feeds are streamed displays of certain actions occurring on the Sites. You may select the option to participate anonymously; if you don't select that option, your name and the amount of your contribution (or ticket/registration purchase) will be publicly displayed through the relevant Customer's activity feed.

Making a donation "anonymous" only hides your name from public activity feeds, not the underlying charitable beneficiary. If you donate anonymously through a personal or team Customer Activities page, your Personal Information will not be shared with either the individual fundraiser or the team Customer Activities captain. If you make a donation to an individual fundraiser (i.e., via a peer-to-peer Customer Activities) but do not donate anonymously, then the person who created the Customer Activities page will also have access to your Personal Information (except for your credit card number or financial information). If you make a donation through an individual Customer Activities page associated with a Customer Activities team, or directly to a team Customer Activities page, then the team Customer Activities captain will also have access to your Personal Information (again, except for your credit card number or financial information). Similarly, if you join a team to participate in Customer Activities, such as a race or other event, then the team captain will also have access to your Personal Information (again, except for your credit card number or financial information). You consent to the foregoing and agree that we are not responsible for how these organizations or persons handle your Personal Information. You should visit their websites and/or contact them directly for their privacy policies and data usage practices.

*APIs.* We make certain application programming interfaces ("APIs") available to Customers. An API (in non-technical terms) allows a Customer to automatically retrieve certain information from our Sites, for use/display elsewhere (e.g., in the Customer's CRM).

*Other Non-Affiliated Third Parties.* With your consent, we may disclose the information that we collect about you to non-affiliated third parties (with your consent, if consent is required by law), such as promotional partners and others with whom we have marketing or other relationships. An example would include a co-sponsored webinar in which you sign up to attend. In that case, we would provide your information to the co-sponsor. Those third parties may use your information for marketing purposes, such as to market products and services that they believe would be of interest to you. We also may combine the information that we collect about you with other information that we obtain from third parties. This information may help us to determine what advertisements to direct to you, to place on our website, and where to advertise our Services. As discussed in the advertising section below, you have the ability to opt-out of certain uses of your information. You also have the ability to opt-in to receiving certain information from us and non-affiliated third parties.

*Supplemental Service Partners.* By purchasing or registering for products or services offered by third parties as a result of your interaction with the Services or use of the Sites, electing to receive communications (such as emails or text messages) or electing to participate in surveys, contests, sweepstakes, or other programs offered or sponsored by third parties on the Site, you consent to our providing your Personal Information to those third parties, and you agree that we are not responsible or liable for any of their actions or omissions. When you provide your information in this manner, it will be apparent that you are providing it to a third party. Those third parties may use your Personal Information in accordance with their own privacy policies. You will need to contact those third parties to instruct them directly regarding your preferences for the use of your Personal Information by them. Additionally, you agree that we will have the right to use and disclose all such information submitted by you to such third parties in the same manner in which we have the right to use and disclose all other information submitted by you directly to us.

*Strategic Partners.* MobileCause has integration relationships with third-party companies and individuals ("Partners"), for example, with various customer relationship management tools. These relationships extend the functionality of the Services and the Partner's application or service ("Integrated Service") by allowing the Services and the Integrated Service to exchange Consumer data and to establish linked business processes between

the two. Supporters or Customers who pay MobileCause for use of the Services and use an Integrated Service are considered customers of both MobileCause and the Partner. MobileCause and the Partner may share Consumer or Customer contact, account, financial and billing information, and business data with respect to their integrated business relationship with the Consumer or Customer. This sharing may also allow the shared customer to benefit from the enhanced functionality of the Integrated Service. Those Partners may use your Personal Information in accordance with their own privacy policies. You will need to contact those third parties to instruct them directly regarding your preferences for the use of your Personal Information by them. Additionally, you agree that we will have the right to use and disclose all such information submitted by you to such third parties in the same manner in which we have the right to use and disclose all other information submitted by you directly to us.

*Referral Partners.* MobileCause has referral relationships with third-party companies and individuals ("Referral Partners") who refer customers to MobileCause. MobileCause and a Referral Partner may share certain information with respect to a Consumer or Customer that is referred by MobileCause or a Referral Partner to allow MobileCause and the Referral Partner to establish the identity of the shared Consumer or Customer and determine referral fees owed.

We also may de-identify and aggregate the information collected through the Services for research purposes or any other purposes, and we can share this information with our affiliates, agents, business partners, or other third parties.

**Third Party Applications.** Third party applications, such as Instagram, Facebook, Twitter, Pinterest, or Google buttons, may be available on our Sites. We are not responsible for the collection and use of your information by such third parties.

Our Sites include social media features, such "Like," "Comment," "Share," and other engagement tools. These features may collect your IP address, which page you are visiting on our Site, 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 Site. Your

interactions with these features are governed by the privacy policy of the company providing such feature.

**Network Advertisers.** Network advertisers are third parties that display advertisements based on your visits to our Sites and other websites you have visited. 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. We may provide these third parties with information, including both personally identifiable and non-personally identifiable information, about your usage of our Sites and our Services.

We use Local Storage, such as HTML5, to store content information and preferences. Third parties with whom we partner to provide certain features on our website or to display advertising based upon your web browsing activity may also use HTML5 to collect and store information. Various browsers may offer their own management tools for removing HTML5.

**Third Party Links.** For your convenience, at times we may provide links to other websites that we do not control. Any access to and use of such linked websites is not governed by this Policy, we are not responsible for the information practices of such third party websites, and we do not endorse any such websites, the services or products described or offered on such sites, or any of the content contained on such websites.

## SELLING DATA TO THIRD PARTIES

We do not sell Personal Information or other data to third parties.

## SECURITY OF YOUR PERSONAL INFORMATION

We have implemented and maintain administrative, technical and organizational security measures, policies, and procedures that are intended to protect Personal Information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction.

Please be aware that despite our best efforts, no data security measures can guarantee 100% security all of the time. Please keep this in mind when disclosing any of your Personal Information.

## CAN I ACCESS AND MODIFY MY PERSONAL INFORMATION?

You can access and correct certain information about you by visiting the “Settings” portion of the Services. You can also request in writing copies of Personal Information about you held by us. If that information is inaccurate, please let us know by emailing us at [privacy@MobileCause.com](mailto:privacy@MobileCause.com) and we will endeavor to make reasonable efforts to make the necessary amendments, erase, or block the relevant information as you request. We will respond to your request to access within 30 days. Please note that copies of information that you have updated, modified, or deleted may continue to reside in our systems for a period of time. Also, you may not be able to remove your Personal Information from archived web pages that we no longer maintain, such as information related to Customer Activities in which you participated, where that information is displayed by our Customer or third party to whom the Customer provided your information. In the event we are unable to complete your access request, we will let you know that we are unable to do so and why. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law.

## CHOICES CONCERNING MY PERSONAL INFORMATION

MobileCause may send you emails periodically. If, at any time, you would like to stop receiving the information that you have requested to receive from us, you may follow the opt-out instructions contained in any such email. Please note that it may take up to 10 business days for us to process opt-out requests.

To opt out of products, programs, Services, or offers from our affiliates and trusted partners, please contact [privacy@MobileCause.com](mailto:privacy@MobileCause.com) or log into your account and update your subscription preferences, where that functionality is made available to you. If you opt out of receiving emails or promotions from us, we still may send you emails about your account or any Services you have requested or received from us, or for other customer services purposes, including sending you receipts. In addition, you may still receive emails sent by our Customers through means other than our system. Further, if you opt out of receiving information related to a particular Customer Activity, you will still receive MobileCause communications and communications from other organizations whose Customer Activities you have participated in or who have otherwise obtained your email address. As a result, as a Consumer, you may have to unsubscribe from multiple emails before you stop receiving all communications related to Customer Activities in which you have participated through our Services.

As a Customer, if you choose to stop receiving communications from us or through our system you will no longer receive any updates on your account or activities, including communications regarding receipts and refunds. We do not recommend that you do this unless you plan to no longer use the Services, have not participated in Customer Activities for which you need a receipt, are not currently participating in Customer Activities, or are not currently organizing Customer Activities and will have no need to receive further communications from us or through our system. If you are a Customer, note that you may not be able to unsubscribe from update communications about the Services unless you close your account.

Even after you opt out of all communications, we will retain your information in accordance with this Policy; however, we will no longer use it to contact you, unless required by law or unless you later provide your information to us. However, our Customers who have received your information in accordance with this Policy may still use that information to contact you in accordance with their own privacy policies, but they may not use our system to do so.

If you would like to delete your account with us, you may do so by emailing us at [support@MobileCause.com](mailto:support@MobileCause.com) and specifying which account(s) to delete.

## INTERNATIONAL CONSIDERATIONS

MobileCause is headquartered in the United States, and markets and sells to, and provides the Services to, only nonprofit organizations in the United States. The Services are hosted in the United States and are governed by United States law. If you are visiting the Sites or using the Services from outside the United States, please be aware that your information will be transferred to, stored, and processed in the United States where our servers and databases are located. If you are a resident of a country other than the United States and provide us with your information, you consent to the transfer of your data into the United States. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country.

In certain situations, MobileCause may be required to disclose Personal Information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

## CHILDREN UNDER 13

We do not knowingly market to, or solicit, or collect information from or about children under the age of 13. If you are under the age of 13, you must ask your parent or guardian to use our Sites directly, on your behalf. If we learn that we have collected or received Personal Information from a child under 13 without verification of parental consent, we will delete that information.

## TERMS OF USE

Your use of our Sites or Services, as well as any dispute over privacy, are subject to this Policy and our Terms and Conditions, <https://www.mobilecause.com/terms/>, including applicable limitations on damages and the resolution of disputes.

# CALIFORNIA CONSUMER PRIVACY ACT

Under the California Consumer Privacy Act (“CCPA”) California residents have certain rights regarding their personally identifiable information. If you would like to exercise these rights, please contact us using the email address, phone number, or physical mailing address listed within the **Contact Us** section below. Please be aware that we do not accept or process requests through other means (e.g., via fax or social media).

We will review the information provided and may request additional information to ensure we are interacting with the correct individual. If you have an online account with us, you may be required to log-in to your account for identity verification. If you do not have an account with us, additional information to verify your identity may be required by law before we may take action upon such a request. This additional information may vary depending on the nature of your request and/or the nature of the information about which your request relates. In some cases, we may also be required by law to obtain a signed declaration under penalty of perjury from you that you are the subject of the request being made. If we suspect fraudulent or malicious activity on or from your account, we will delay taking action on your request until we can appropriately verify your identity and the request as authentic.

By law, we are not required to collect Personal Information that we otherwise would not collect in the ordinary course of our business, retain Personal Information for longer than we would otherwise retain such information in the ordinary course of our business, or reidentify or otherwise link information that is not maintained in a manner that would be considered Personal Information. If we have not requested specific additional information from you to verify your request, please do not send such information.

We generally will aim to avoid requesting additional information from you for the purposes of verification. However, if we cannot reasonably verify your identity or more information is needed for security or fraud-prevention purposes, we may consider any of the following factors, alone or in combination, in requesting additional information:



- The type, sensitivity, and value of the Personal Information collected and maintained about the consumer, as applicable law requires a more stringent verification process for sensitive or valuable Personal Information;
- The risk of harm to the consumer posed by any unauthorized access or deletion;
- The likelihood that fraudulent or malicious actors would seek the Personal Information;
- Whether the Personal Information to be provided by the consumer to verify their identity is sufficiently robust to protect against fraudulent requests or being spoofed or fabricated;
- The manner in which the business interacts with the consumer;
- Available technology for verification; and
- Other factors that may be reasonable in the circumstances, are consistent with industry practice, are recommended by California government officials, or which may be required by law or regulation following the effective date of this Privacy Policy.

If your request is regarding household information, the same verification steps above are required before we can provide you with aggregate household information. For us to process a request for access to or deletion of specific pieces of information regarding your household, all members of the household must make the request, and we must be able to verify each household member.

In some cases, we may not have sufficient information about you or your household to be able to verify your identity or sufficiently differentiate you from another consumer or household to the degree of certainty required by law, in which case, we will not be able to act upon your request. In such cases, it may be unlikely that we would be able to identify you or your household in the future without collecting significantly more information or seeking to reidentify deidentified information. At this time, we do not intend to take such steps in response to a request made pursuant to this Privacy Policy and applicable law does not require that we do so. If, in the future, we determine a reasonable method to

identify you or your household absent such steps, we will provide an update to you through this Privacy Policy and in response to any such request at that time.

Information that you submit for the purpose of allowing us to verify your identity in furtherance of a consumer-related or household-related request pursuant to California law will only be used by us, and our service providers if any, for that purpose and no other. Except where we are required by law to maintain such information for record-keeping purposes, we will take steps to delete any new Personal Information collected for the purpose of verification as soon as practical after processing your request.

Please also be aware that making any such request does not ensure complete or comprehensive removal or deletion of Personal Information or content you may have posted, and there may be circumstances in which the law does not require or allow us to fulfill your request, including, for example, where fulfilling your request may infringe upon the rights and freedoms of other consumers.

We reserve the right to charge a reasonable fee or take other appropriate action in response to requests from a consumer or household that are manifestly unfounded or excessive, in particular because of their repetitive character.

This Policy provides you disclosure regarding the Personal Information we collect from you and the purposes for doing so.

- We do not sell your Personal Information as provided under the CCPA.
- Under the CCPA, you have the right to request disclosure as to Personal Information MobileCause has collected about you:
  - Upon a verifiable request, made through one of the methods provided within the **Contact Us** section below, we will disclose to you the items listed below, one or more of which may be provided by reference to this Policy:
    - The categories of Personal Information we have collected about you.
    - The types of sources from which the Personal Information was collected.

- The business purpose behind collecting the Personal Information.
  - The types of third parties with whom MobileCause has shared the information.
  - The specific pieces of Personal Information MobileCause has collected about you.
- Under the CCPA, you have the right to request deletion: upon a verifiable – as detailed above -- request, made through one of the methods provided within the **Contact Us** section below, we will delete Personal Information we have regarding you and direct our service providers to delete your Personal Information from their records, to the extent provided by the CCPA.
  - Under the CCPA, you have the right to be free from discrimination: MobileCause will not discriminate against you for exercising any of your rights under the CCPA. Please keep in mind that under certain circumstances, we may charge you a different price or rate, or provide a different level or quality of goods or services, if that difference is reasonably related to the value provided to you by your Personal Information.

## CHANGES TO THIS POLICY

We reserve the right to update or modify this Policy at any time and from time to time. We will endeavor to notify you of any updates or changes we make to this Policy that materially affect our practices with regard to Personal Information that we have previously collected from you. If you disagree with our revisions to the Policy, you can deactivate your account or discontinue the use of our Services. Your continued use of the Services after any changes or revisions to this Policy will indicate your agreement with the terms of the revised Policy.

## CONTACT US

MobileCause regularly reviews its practices regarding personally identifiable information and this Policy. If you have any questions, comments or concerns, please contact us at:

Attn: MobileCause Privacy  
MobileCause, Inc.  
27001 Agoura Road Suite 350A  
Calabasas, CA 91301  
Phone: 888-661-8804  
Email: [privacy@MobileCause.com](mailto:privacy@MobileCause.com)