branch

CA & Other State-Specific Privacy Notices

The California Consumer Privacy Act of 2018 ("**CCPA**") provides certain rights to residents of California. This section of our Discovery Privacy Policy applies if you are a natural person who is a resident of California ("California Consumer") and uses the Discovery Services. This notice (the " **California Privacy Notice**") does not apply to personal information we collect from our employees and job applicants in their capacity as employees and job applicants. This California Privacy Notice supplements the information in our Privacy Policy. Certain terms used herein have the meanings given to them in the CCPA.

The following sets forth the categories of personal information we collect through the Discovery Services for which we control the purposes for which we may use that information

1. Categories of Personal Information We Collect About You through the Discovery Services.

As described further in our Discovery Privacy Policy, in the preceding twelve months, we may have collected the below categories of personal information directly from your use of the Discovery Services for business or commercial purposes:

- **Device Information and Device Identifiers**, e.g., IP address, device locale, carrier, operating system, country code, mobile platform, device model, screen resolution, screen size, and advertising identifiers associated with certain devices and an internal app-specific identifier used for consent management and privacy preference communication.

- **Connection and Usage Data**, e.g., User-entered queries, user interactions with the Discovery Services, and app interactions on mobile devices.
- **General Location**, e.g., country code.

We collect each category of personal information from the following sources: (1) through your use of the Discovery Services; (2) Partners; and (3) affiliates.

The following chart provides information about the business or commercial purposes for collecting and using information about you for every category of personal information we collect. Additional information concerning the business and commercial purposes is set forth in the "How Does Branch Use Information Collected by the Discovery Services, and What Information Does Branch Use to Provide the Discovery Services?" section of our Privacy Policy. We may use the categories of personal information identified in this California Privacy Notice about our California Consumers for our operational purposes where the use of such personal information is reasonably necessary and proportionate to achieve the operational purpose for which the personal information was collected or processed or for another operational purpose that is compatible with the context in which the personal information was collected.

Purposes of Use
Provide the Services, for example: • Fulfilling Partners' and prospective Partners' requests for the Discovery Services including processing data at the Partner's direction. • Combining data from various sources, including data from various Partners or third parties. · For internal and Partner business purposes, including to support the Branch Platform, develop new products and services, market products or services, and support the products and services of our Partners. • To better understand how and from where Users come to click on certain deep links and what types of links are popular. • To understand and resolve technical issues with the Branch Platform.

Purposes of Use
Customize or understand your experience, for example: • Serving nonpersonalized, contextual advertisements or personalized on-device advertisements in connection with Users' queries. • Creating profiles associated with your device for non-advertising purposes, including analytics and measuring your interactions.
Secure the Branch Platform and prevent fraud, for example: • Monitoring, preventing, and detecting fraud, such as through verifying your identity · Combatting spam or other malware or security risks. • Monitoring, enforcing, and improving the security of our Services.
Defend our legal rights and comply with the law • Complying with any applicable procedures, laws, and regulations where it is necessary for our legitimate interests or the legitimate interests of others. • Establishing, exercising, or defending our legal rights where it is necessary for our legitimate interests or the legitimate interests of others (e.g., to enforce compliance with our Terms and Conditions, Discovery Privacy Policy, or to protect our Services, Users, or others).
Improve our offerings, for example: • Improving the Discovery Services, including to develop the results for User queries and improve the relevance and/or usefulness of the results.

2. How We Disclose Your Information

We disclose each category of personal information collected from and about you as discussed above for various business purposes to each of the following third parties:

- **Our Affiliates**. We may disclose information we collect within our family of companies to deliver products and services to you, and enhance our products, services, and your customer experience.
- **Service Providers that perform services on our behalf**: including billing and payment processing, sales, marketing, advertising, data analysis and insight, research, technical support and customer service, data storage, security, fraud prevention, and audit and legal services.
- **Third Parties for Legal Purposes**. By using the Discovery Services, you acknowledge and agree that we may access, retain, and disclose the information we collect and maintain about you if required to do so by law or in a good faith belief that such access, retention or disclosure is reasonably necessary to: (a) comply with legal process or a regulatory investigation (e.g., a subpoena or court order); (b) enforce our Terms and Conditions, our Privacy Policy, or other contracts with you, including investigation of potential violations thereof; (c) respond to claims that any content violates the rights of third parties; and/or (d) protect our rights, property or personal safety, or that of our agents and affiliates, our users and/or the public. This includes exchanging information with other companies and organizations for information security, fraud protection, spam/malware prevention, and similar purposes.
- **Third Parties in a Business Transaction**. We may disclose information in connection with an actual or contemplated corporate transaction, including for example a merger, investment, acquisition, reorganization, consolidation, bankruptcy, liquidation, or sale of some or all of our assets.

Consent: With your consent and as permitted by law, we may disclose your data to any other third parties in any other circumstances.

Branch, through its Discovery Service, engages in activities such as personalizing ads and ads delivery that may be engaging in “sales” or “sharing” of personal data, or “targeted advertising” under certain state privacy laws. We do not have actual knowledge of any “sales” or “sharing” by us of personal information about California Consumers under 16 years of age. See California Rights and Choices below to learn how to make a choice related to these activities or visit our opt-out page.

3. California Rights and Choices

Without being discriminated against for exercising these rights and subject to certain restrictions, if you are a California Consumer you have the right under California law to request that we:

- Provide you the categories of personal information we have collected or disclosed about you in the last twelve months; the categories of sources of such information; the business or commercial purpose for collecting, "selling," or "sharing" your personal information; the categories of third parties to whom we disclose or "sell," or with whom we "share," personal information; and the categories of personal information we "sell" or "share."
- Provide access to and/or a copy of certain information we hold about you.
- Correct inaccurate personal information about you.
- Delete certain information we have about you.

Because we designed the Discovery Services to limit the personal information received by Branch, Branch cannot associate the personal information collected via the Discovery Services with directly identifying personal information for a particular individual or household (such as a name or email address). The information we collect is also not held in a readily accessible and understandable format that is typically used by consumers. Thus, it is not currently reasonably possible for Branch to verify the identity of any particular consumer. We therefore can only comply with requests for the categories of personal information we collect, but we cannot provide you with any specific pieces of information we may have collected about you or delete personal information we may have collected from you.

How to submit CCPA requests and exercise your access, deletion, and correction rights

Subject to restrictions under applicable law, California Consumers (or their agents, as described below) may exercise their California privacy rights by accessing our privacy request portal or by contacting us at (650) 209-6461. We may deny your request as permitted by the CCPA. If we are unable to complete your request, we will provide you additional information about the reasons that we could not comply with your request. You may also designate an agent to make a requests to

exercise your rights under CCPA as described above your behalf, We will take steps to verify your identity and your agent's authority to submit the request on your behalf (e.g. through providing us with a signed written authorization or a copy of a power of attorney).

Right to opt-out of the "sale" or "sharing" of your personal information

Where applicable, the CCPA provides California Consumers the right to opt-out of the "sale" of personal information or "sharing" of personal information for "cross-context behavioral advertising". Through the Discovery Services, Branch shares information which may be considered a "sale" or "sharing" of personal information (as defined under the CCPA) or otherwise make available certain categories of personal information to third-party advertising partners for purposes of targeted advertising.

How to Opt Out

You may opt out of the sale or sharing of your personal information and targeted advertising through the following methods:

- Visit our opt-out page.
- Adjust your mobile device settings by selecting "Opt out of interest-based ads" (Android) or "Limit Ad Tracking" (iOS)
- Contact us at privacy@branch.io with the subject line "Opt-Out Request"
- Visit the NAI opt-out information page at https://thenai.org/opt-out/mobile-opt-out/ or the DAA opt-out page at http://www.aboutads.info/choices.

We do not have actual knowledge of any "sales" or "sharing" by us of personal information about California Consumers under 16 years of age.

Right to nondiscrimination

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

4. Retention of Your Personal Information

Please see the Data Retention Policy section of our Privacy Policy here.

Additional Information for Residents of Certain Other States

Depending on where you reside, in addition to the rights described under "Your Rights" in the Discovery Privacy Policy, you may have certain rights similar to those rights described in the California section above, including the right to access, correct, and delete your personal data, and to opt out of targeted advertising and the sale of personal information, subject to applicable law.

Branch processes personal data for targeted advertising through the Discovery Services, including by using your activity and device information to display personalized ads. You have the right to opt out of the processing of your personal data for purposes of targeted advertising. To exercise this right, please follow the opt-out instructions described in the California Rights and Choices section above, or contact us at discoveryprivacy@branch.io.

Certain information may be exempt from such requests under applicable law. Depending on where you live, if we deny your request to exercise your rights in whole or in part, you may have the right to appeal the decision. In such circumstances, you can contact us at discoveryprivacy@branch.io with the Subject "Data Privacy Request Appeal" to provide us with information about why you are appealing the decision.

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