branch

Privacy Notice - CA & Other States

Information for California Residents

The California Consumer Privacy Act of 2018 ("**CCPA**") provides certain rights to residents of California. If you are a California resident interacting with us through our provision of services to our Clients, your personal information is controlled by the applicable Client(s), and you should contact them to exercise your rights under the CCPA. This section applies to you if you are a resident of California about whom we collect personal information independent of the services we provide to Clients ("**California Consumer**"), such as if you provide us personal information on our Website. This section does not apply to personal information we collect from our employees and job applicants in their capacity as employees and job applicants. This notice supplements the information in our Privacy Policy available here.

Certain terms used below have the meanings given to them in the CCPA.

1. Categories of personal information we collect, purposes of use, and to whom we disclose

As described in our Privacy Policy in the preceding twelve months, we may have collected the following categories of personal information about you for business or commercial purposes:

- Identifiers, e.g., name, email address, Github ID
- Device Information and Device Identifiers, e.g., IP address, browser type and device locale, operating system, mobile platform, device model

- Financial Information, e.g., credit or debit card number, verification number, and expiration date
- Commercial Information, e.g., delivery information and information about your transactions and purchases with us
- Connection and Usage Data, e.g., web browsing activity on the Website
- General location, e.g., information inferred from IP addresses
- Other Information, e.g., any other information you provide to us through the Website
- Inferences drawn from any of the above, e.g. information on your employer inferred from an IP address

We collect the categories of personal information identified above from the following sources: (1) directly from you; (2) through your use of the Website; (3) affiliates; and (4) other parties such as data brokers providing business information and social networking providers if you connect Branch to your use of those services.

As described in our Privacy Policy, we collect the categories of personal information identified above for the following business and commercial purposes:

- Communicate with you, such as (1) to respond to your requests for information and provide you with customer service and technical support; (2) to send communications or content that you have requested; (3) to provide you with transactional updates and information about the Services (e.g., inform you about updates to our Services, information about your account); and/or (4) in accordance with applicable legal requirements, contact you by email, postal mail, phone, advertising or SMS regarding our business and products and services offered by other parties, surveys, promotions, special events and other subjects that we think may be of interest to you.
- Transact with you if you use our products or services
- Provide the Services, such as (1) to process and fulfill your transactions or requests; (2) to engage in analysis, research, and reports to better understand how you use the Services, so we can improve them; (3) to administer entries into promotions or surveys; and/or (4) to understand and resolve technical issues with our Services.

- Tell you about products and services offered by Branch and Branch's selected partners
- Personalize your experience, such as (1) to customize the advertising and content on the Services based on your activities and interests; (2) to create and update audience segments that can be used for targeted advertising and marketing on the Services, services and platforms offered by other parties, and mobile apps; and/or (3) to create profiles about you, including adding and combining information we obtain from other parties, which may be used for analytics, marketing, and advertising.
- Improve our offerings.
- Secure our Services and fraud prevention, such as (1) to monitor, prevent, and detect fraud, such as through verifying your identity; (2) to combat spam or other malware or security risks; and/or (3) to monitor, enforce, and improve the security of our Services.
- Defending our legal rights and complying with the law, such as (1) to comply with any applicable procedures, laws, and regulations where it is necessary for our legitimate interests or the legitimate interests of others; and/or (2) to establish, exercise, or defend 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, Privacy Policy, or to protect our Services, Users, or others).

Additional information concerning the business and commercial purposes is set forth in the "How Does Branch Use the Information Collected?" section of our Privacy Policy. We may disclose 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.

How We Disclose Your Information

We disclose the information collected from and about you as discussed above for various business purposes. The chart below explains the categories of information that we may disclose to other parties and the categories of those parties.

Other Parties to whom we disclose information and why	Categories of information disclosed
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.	All categories of information we collect may be disclosed to our affiliates
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 legal services.	All categories of information we collect may be disclosed to our vendors
Other Individuals, Services, and Vendors at Your Request. We will disclose your information to other businesses and services at your request. For example, if you direct us to communicate information to one of your vendors.	• Contact and account registration • Demographic and statistical information • Communications with event vendors • Location • Other Information
Unaffiliated Partners for Marketing Purposes. We may disclose your information to partners whose offerings we think may interest you. For example, if you participate in co-sponsored promotions, then we may disclose information to our affiliates and other parties for their marketing and other purposes.	• Contact and account registration • Demographic and statistical information

Other Parties to whom we disclose information and why	Categories of information disclosed
Unaffiliated Partners to Provide Co-Branded Products and Services. In some cases, we may disclose information to unaffiliated partners to provide co-branded products or services (e.g., co-sponsored promotions).	• Contact and account registration • Demographic and statistical information • Location
Other Parties for Legal Purposes. By using the 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, this Privacy Policy, or other contracts with you, including investigation of potential violations thereof; (c) respond to claims that any content violates the rights of other 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.	All categories of information we collect may be disclosed as necessary

Other Parties to whom we disclose information and why	Categories of information disclosed
Other 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.	All categories of information we collect may be disclosed as necessary
Online Advertisers and Ad Networks. As discussed in the "Vendor Tools/Analytics on the Website" Section of our Privacy Policy, the Services may rely on advertising technologies that allow for the delivery of relevant content and advertising on the Services, as well as on other websites you visit and other applications you use, and these technologies will collect certain information from your use of the Services to assist in delivering such ads.	• Identifiers • Device information and device identifiers • Connection and usage data • Geolocation

2. Sales and sharing of Website User personal information

We may disclose Website Users' personal information to third parties for purposes of Website analytics and advertising the Website and Services. We provide Website User information to analytics providers to better understand how Website Users use the Website so we can improve the Website and create new products and services. We may also provide Website Users' personal information to third- party advertising providers for targeted advertising purposes, so we can provide Website Users with more relevant and tailored ads regarding our Website and Services. Under the CCPA, disclosing Website User personal information to these third parties may be considered a "sale" of personal information or the "sharing" of personal information for purposes of "cross-context behavioral advertising." In the last 12 months, we have disclosed the following categories of Website User

personal information to advertisers and ad networks: identifiers, device information and device identifiers, connection and usage data, and general location data. This may be considered “sharing” or a “sale” under the CCPA.

We do not knowingly “sell” or “share” the personal information of children under 16.

3. California Rights and Choices

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

Right to limit the use and disclosure of “sensitive personal information”

The CCPA allows you to limit the use or disclosure of your “sensitive personal information” (as defined in the CCPA) if your sensitive personal information is used for certain purposes. Your account log-in and password or other credentials allowing access to your account constitutes “sensitive personal information” under the CCPA. Please note that we do not use or disclose sensitive personal information other than for purposes for which you cannot opt-out under the CCPA.

Right to request access to your personal information

California residents have the right to request that we disclose the categories of personal information we have collected or disclosed about you, 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”. You may also request the specific pieces of personal information that we have collected from you. However, we may withhold some personal information as permitted under applicable law. For example, to protect your security, we may withhold your account password from the information provided in response to a request for the specific pieces of personal information that we have collected about you.

Right to correct inaccurate personal information

You may request that we correct inaccurate personal information about you. We may deny your request as permitted by the CCPA. For example, we may not correct personal information stored in backups or archives except where required by the CCPA.

Right to request deletion of your personal information

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

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.

Right to Opt-out of the Sale or Sharing of Personal Information

You also have the right to opt out of the “sale” or “sharing” of your personal information. Branch shares personal information as described above, which may be considered a “sale” or “sharing” of personal information under the CCPA. You may opt out of such “sales” or “sharing” of your personal information, by clicking the “Your Privacy Choices” link located at the bottom of our website and selecting your preferences on that page. Please note that we also respond to and abide by opt-out preference signals sent through the Global Privacy Control. Any opt out preferences you have exercised through these methods will only apply to the specific device/browser on which you made them. For more information on how to use the Global Privacy Control, see www.globalprivacycontrol.org.

Financial Incentives

You may have the right to receive information about the financial incentives that we offer to you, if any.

Authorized Agents

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

How to exercise your access and deletion rights

Subject to restrictions under applicable law, California residents may exercise their California privacy rights by submitting your request to us here, or by contacting us at privacy@branch.io, or at (650) 209-6461.

For security purposes, when you request to exercise your California privacy rights we will verify your identity. Once we have verified your identity (and your agent, as applicable), we will respond to your request as appropriate:

- **Transparency**. Where you have requested the categories of personal information that we have collected about you, we will direct you to the sections of our Privacy Policy relevant to your request.
- **Access**. Where you have requested specific pieces of personal information, we will provide the information you have requested, except where not permitted under applicable law or otherwise exempted by the CCPA.
- **Deletion**. Where you have requested that we delete personal information that we have collected from you, we will delete any information about you that is not necessary for the purposes indicated above. Upon completion, we will send you a notice confirming that we deleted the information we collected from you. Certain information may be exempt from such requests under applicable law.

If we are unable to complete your requests fully for any of the reasons above, we will provide you additional information about the reasons that we could not comply with your request.

Submitting CCPA Requests

For our Website: If you are a California Consumer, please submit a CCPA request here, or contact us at privacy@branch.io or at (650) 209-6461. To protect your privacy and maintain security, we take steps to verify your identity before granting you access to your personal information or complying with your request. To the extent permitted by applicable law, we may charge a reasonable fee to comply with your request.

Requests from Our Client's Users: Because Branch is a vendor that processes data on behalf of its Clients, any requests from Users who are California residents seeking to exercise their rights of access and deletion under the CCPA should be provided to the Client directly. Branch will support Clients as needed with responding to User requests within a reasonable timeframe.

4. Additional Information for Residents of Certain Other States

Depending on where you reside, in addition to the rights described under "Your Rights" in our Privacy Policy, you may have certain rights with respect to your Personal Data that we process in our capacity as a data controller, subject to applicable law:

Right to Opt out of Sale or Processing for Targeted Advertising: You have the right to opt out of the "sale" of your personal information, or the processing of your personal information for targeted advertising. You may opt out, by clicking the Your Privacy Choices link located at the bottom of our website and selecting your preferences on that page. Alternatively, you may opt out by sending a legally recognized opt-out preference signal such as Global Privacy Control. Any opt out preferences you have exercised will only apply to the specific device/browser on which you made them. For more information on how to use the Global Privacy Control, see www.globalprivacycontrol.org.

Your Privacy Rights relating to Client data: If personal information pertaining to you as an individual has been submitted to the Service by or on behalf of a Branch Client and you wish to exercise any data protection rights you may have in respect of that information under applicable law, including (as applicable) the right to access, correct, amend or delete such information, please inquire with the relevant Client directly. We may only access a Client's data at their instruction but will support them as needed in responding to your request.

Certain information may be exempt from such requests under applicable law. Depending on applicable law, 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 privacy@branch.io with the subject line “Data Privacy Request Appeal” to provide us with information about why you are appealing the decision.

5. Retention of Your Personal Information

Please see the Data Retention section of our Privacy Policy.

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