

## **Additional Information for California Residents**

This section of the Notice provides additional information for California residents and describes our information practices pursuant to the California Consumer Privacy Act 2018, as amended by the California Privacy Rights Act 2020 and any subsequent amendments, and its implementing regulations (the “**CCPA**”). Depending on how you interact or engage with us, we may provide you with other privacy statements with additional details about our privacy practices.

This section applies to “personal information” as defined in the CCPA, whether collected online or offline. This section does not address or apply to our handling of personal information that is exempt under the CCPA. We are committed to maintaining and using deidentified information in compliance with the CCPA.

**Personal Information We Collect.** Depending on how you use the Services, we may collect (and have collected in the prior 12 months) the following categories of personal information:

- **Identifiers.** Such as name, alias, email, phone number, billing and shipping address, unique personal identifier, online identifier, IP address, account name, or other similar identifiers.
- **Customer Records.** Such as your account information and customer records that contain personal information, such as name, account name, other characteristics or descriptions, email, address, phone number, and other contact information, communications preferences, billing and payment information, customer service and support tickets and records, and other information you provide in order to use our Services.
- **Commercial Information.** Such as records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
- **Internet or Other Electronic Network Activity Information.** Such as browsing history, clickstream data, search history, and information regarding interactions with our Site, mobile application, advertisements, or emails, including other usage data related to your use of any of our Services or other online services.
- **Geolocation Data.** Such as location information about a particular individual, Internet service provider or device.
- **Audio, Electronic, Visual, or Similar Information.** Such as information collected via call recordings if you are interacting with us in a customer service capacity or if you call us on a recorded line, recorded meetings and webinars, videos, photographs, user profile images, and security camera footage to secure our offices and premises.

- **Inferences.** Such as inferences drawn from any of the information described in this section about a consumer including inferences reflecting the consumer’s preferences, characteristics, behaviors, attitudes, abilities, and aptitudes.
- **Sensitive Personal Information.** In limited circumstances, we may collect health information (dietary requirements in connection with your attendance at an event) or religious information (based on your dietary requirements).
- **Program Participation Information:** Social media handles, photos, content submissions, demographic details, size or preference information, activity or interest data, and other information you choose to provide when participating in our programs, events, or campaigns.
- **Media & Recordings:** Event photos/videos you appear in, call recording.
- **Investor Relation Requests:** Name, email address, and phone number, as well as any information you provide when requesting investor materials or updates.

**Sources of Personal Information.** We generally collect personal information from the following categories of sources:

- Directly or indirectly from you;
- Our affiliates and subsidiaries;
- Our business partners;
- Social networks;
- Operating systems and platforms; and
- Our vendors and service providers.

**Purposes for Collecting and Disclosing Personal Information.** As described in the “**How We May Use Personal Information**” section above, in general, we collect and otherwise process the personal information we collect for the following business or commercial purposes:

- Services and support;
- Analytics and improvement;
- Marketing and advertising;
- Planning and managing events;

- Research and surveys;
- Sweepstakes/competitions;
- Security and protection of rights;
- Compliance and legal process;
- General business and operational support;
- Program participation and operations; and
- Investor relations.

**Sensitive Personal Information.** Notwithstanding the purposes described above, we do not collect, use, or disclose “sensitive personal information” beyond the purposes authorized by the CCPA.

**Retention of Personal Information.** We retain your personal information for as long as needed or permitted, based on the reason we obtained it (consistent with applicable law). When deciding how long to keep your personal information, we consider whether we are subject to any legal obligations (e.g., any laws that require us to keep records for a certain period before we can delete them) or whether we have taken any legal positions (e.g., issued any legal holds or otherwise need to preserve the information). Rather than delete your data, we may also deidentify it by removing identifying details. Where we have committed to maintaining and using personal information in a deidentified form, we agree not to reidentify deidentified data except as permitted by applicable law.

**Disclosure of Personal Information to Third Parties and Other Recipients.** The categories of personal information we have disclosed for a business purpose in the preceding 12 months include: identifiers, customer records, Internet or other electronic network activity information, geolocation data, audio, video, and other electronic data, inferences. The categories of third parties and other recipients to whom we may disclose personal information for a business purpose may include: affiliates, subsidiaries, and business partners, vendors and service providers, acquirers of business assets, advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, and social networks.

**Sales and Sharing of Personal Information.** The CCPA defines "sale" as disclosing or making available personal information to a third-party in exchange for monetary or other valuable

consideration, and “sharing” includes disclosing or making available personal information to a third-party for purposes of cross-contextual behavioral advertising. While we do not disclose personal information to third parties in exchange for monetary compensation, we may “share” the following categories of personal information due to our use of advertising and analytics tools on our websites: identifiers, and Internet or other electronic network activity information. We disclose these categories to third-party advertising networks, analytics providers, and social networks for purposes of marketing and advertising. We do not sell or share personal information about individuals we know are under age 18.

**Your CCPA Rights.** The CCPA provides California residents with certain rights regarding their personal information. In general, California residents, including our business customers’ and vendors’ employees, agents or representatives who reside in California, have the following rights with respect to their personal information, subject to certain exceptions:

***Right to Know/Access.*** With respect to the personal information we have collected about you, you have the right to request:

- The categories of personal information we collected about you;
  - The categories of sources from which the personal information is collected;
  - Our business or commercial purposes for collecting, selling, or sharing personal information;
  - The categories of third parties to whom we have disclosed personal information; and
  - A copy of the specific pieces of personal information we have collected about you.
2. ***Right to Correct.*** You have the right to request that we correct inaccurate personal information.
  3. ***Right to Delete.*** You have the right to request we delete your personal information.
  4. ***Right to Opt-Out of Sales and Sharing.*** You have the right to opt-out of “sales” and “sharing” of your personal information, and to opt-out of the use of your personal information for “targeted advertising” as those terms are defined under the CCPA. To exercise these rights, please use the *Do Not Sell or Share My Personal Information* link at the bottom of our website.

You also have the right to opt-out of “sales” and “sharing” of your personal information using an opt-out preference signal. If our site detects that your browser or device is transmitting an opt-out preference signal, such as the “global privacy control”—or GPC— signal, we will opt that browser or device out of the use of cookies or other tools on our site that result in a “sale” or “sharing” of your personal information. If you come to our site from a different device or from a different browser on the same device, or if you clear your cookies, you will need to opt-out again, or use an opt-out preference signal, for that browser and/or device as well.

5. **Right to Limit Use.** We do not engage in uses or disclosures of “sensitive personal information” that would trigger the *right to limit use of sensitive personal information* under the CCPA.
6. **Right to Non-Discrimination.** We will not discriminate against you for exercising any of the rights described in this section.

**Exercising Your CCPA Rights.** If you are a California resident and would like to exercise your CCPA rights, you may do so via any of the methods described below:

- Email us at [compliance@pulseonworld.com](mailto:compliance@pulseonworld.com)
- Visit “Contact Us” at the bottom of our website.

**Verification.** Before responding to your request, we must first verify your identity using the personal information you recently provided to us. You must provide us with your full name and email address. We will take steps to verify your request by matching the information provided by you with the information we have in our records. In some cases, we may request additional information in order to verify your identity, or where necessary to process your request. If we are unable to verify your identity after a good faith attempt, we may deny the request and, if so, will explain the basis for the denial.

**Authorized Agents.** You may designate someone as an authorized agent to submit requests and act on your behalf. Authorized agents will be required to provide proof of their authorization in their first communication with us, and we may also require that the relevant consumer directly verify their identity and the authority of the authorized agent.

**Rights Under California Shine the Light Law.** Under California’s “Shine the Light” law (Cal. Civ. Code § 1798.83), California residents who provide us certain personal information are entitled

to request and obtain from us, free of charge, information about the personal information (if any) we have shared with third parties for their own direct marketing use. Such requests may be made once per calendar year for information about any relevant third-party sharing in the prior calendar year. To submit a “Shine the Light” request, email us at [compliance@pulseonworld.com](mailto:compliance@pulseonworld.com), and include in your request a current California address and your attestation that you are a California resident.