

# California Privacy Notice

Effective: May 1, 2023

We've created this California Privacy Notice specifically for California residents ("Notice"). California residents have certain privacy rights as specified under California law, including the California Consumer Privacy Act of 2018 ("CCPA"). If you are a California resident, this section applies to you.

When we say "Personal Information" in this Notice, we mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you. Personal Information doesn't include information that is aggregated or information that cannot be reasonably linked to you.

[TAPP Privacy Principles](#) and the privacy controls we offer to all users are in line with these laws—this Notice makes sure we cover the California-specific requirements. For example, all users can request a copy of their data, request deletion, and control their privacy settings in the app. For the full picture, check out our [Privacy Policy](#).

We'll start with a summary of your rights and get into the details later.

- You have the right to know whether we sell your data and opt-out of a sale if we do. Good news! **We don't sell your data.**
- You have the right to **receive an overview** of the personal information we collect, how we use it, and who we share your data with.
- You can **request access** to your data, **get a copy**, and **ask us to delete** your personal information.
- **Please review your California rights below.** You or your authorized agent can always contact us if you have a question at:

TAPP Inc.  
325 North Maple Drive, #5138  
Beverly Hills, CA 90209  
Email: [privacy@tapp.world](mailto:privacy@tapp.world)

By the way, we'll update this Notice every 12 months and let you know when we've made updates consistent with our [Privacy Policy](#).

## 1. Your Rights.

Let's start with your rights.

- **Right to know what personal information we collect.** You have the right to request details on the specific personal information we've collected about you. We provide this information in our [Privacy Policy](#), but you can also get this information by contacting us at:

TAPP Inc.  
325 North Maple Drive, #5138  
Beverly Hills, CA 90209  
Email: [privacy@tapp.world](mailto:privacy@tapp.world)

- **Right to know who we share your data with.** We do not sell your data, but we do share your information with others for legitimate business purposes. For example, we use service providers to store and host your data. See the Sharing Your Information in section 4 below for more details.

- **Right to deletion.** You have the right to request deletion of your data, unless an exception applies. Examples of exceptions include when we need to keep data to meet legal obligations, detect fraud, investigate reports of abuse or other Terms of Service violations, or fix security issues. Upon your verified request, we'll delete your personal information (unless an exception applies) and will direct our service providers to do the same.
- **Get a timely response.** You have the right to make two free requests in any 12-month period. We will respond to your request within 45 days, and in more difficult cases we may extend our response time by another 45 days. Our support team is pretty great, so they tend to respond a lot quicker. The easiest way to get information is by following the instructions above, but You or your authorized agent can also email [privacy@tapp.world](mailto:privacy@tapp.world).
- **Non-Discrimination.** It goes without saying, but we will not hold it against you when you exercise any of your rights. In fact, we encourage you to review your privacy settings closely and reach out to us with your questions.

The easiest way to exercise your rights is by logging into your account so we can verify your identity. You can also email us, but then we'll require some additional information to authenticate your identity and ownership of your account.

## 2. We Don't Sell Your Data.

We don't sell your data.

## 3. Information We Collect.

As detailed in our [Privacy Policy](#) and [Data Policy](#), we collect personal information for a wide range of purposes, but the main reason we collect information is to offer you the best possible products and services. Privacy by design is the starting point. This means we make sure we don't collect more information than necessary or collect information for purposes that are different, unrelated, or incompatible with what's detailed in our Privacy Policy.

In the last 12 months, depending on how you use TAPP and the Service, we may have collected the following personal information:

- **Identifiers**, such as your name, unique personal identifier, online identifier, IP address, email address, username, or other similar identifiers. We mainly use these to offer our services, for example to create your account and send invites and lists to your friends.
- **Personal information categories listed in the California Customer Records provisions**, such as your name, address, telephone number, payment number (last 4 digits only). For example, we use this information so you can make purchases on TAPP and the Service. Keep in mind that some personal information included in this category may overlap with other categories.
- **Characteristics of protected classifications under California or federal law**, such as your age (when available). The main purpose for collecting this information is to verify your age, ensure you are eligible to use TAPP and the Service.
- **Commercial information**, such as products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies. For example, we may keep this information when you purchase items through TAPP and the Service.

- **Internet or other electronic network activity information**, such as session logs, search history, information on a user's interaction with a website, or application. For example, we may store your search history when you are searching for items or connecting a weblink and other content in Search (i.e. a specific link to a product from a website).
- **Geolocation data**, such as GPS data on photos and videos, to add location to your post. TAPP and the Service uses the GPS coordinates that your device embeds onto your photos and videos to offer certain location-based features. For example, we use location coordinates embedded in your photos and videos to provide location based information on your posts (i.e. add location to posts). [Learn more](#).
- **Electronic, visual, or similar information**, such as photos, videos and other visual content. We collect photos, videos and other visual content you create on TAPP and the Service.

We may collect this data when you provide it to us, when you use our services, or when we receive it from third parties. For more details on the sources, see the [Information We Collect in section 1 of our Privacy Policy](#).

For your information, personal information does not include publicly available information from government records and de-identified or aggregated consumer information.

#### **4. Sharing Your Information.**

We may share your personal information to a third party for a business purpose or at your direction. For example, we share your personal information with our data hosting and storage providers. We enter into agreements with our service providers in which they can only use your information for specific purposes and are required to ensure its confidentiality.

In the past 12 months, we've disclosed categories A-H for a business purpose or at your direction with our affiliates, service providers, and third parties. For more details on third parties we share data with, see the [How We Share Information in section 3 of our Privacy Policy](#).