California Consumer Privacy Rights Notice
Effective: July 1, 2020

This California Consumer Privacy Rights Notice ("Notice") sets forth Brandcast, Inc.'s ("Brandcast") disclosure obligations under California law, including the California Consumer Privacy Act of 2018 ("CCPA") and the California Civil Code section 1798.83. This Notice provides the additional details regarding the information defined as 'personal information' under applicable California law and related to a California resident or household ("Consumers" and "You") further referred to as "Personal Information."

1. Personal Information Collected and Disclosed

Brandcast collects, uses and/or discloses Personal Information as follows:

<table>
<thead>
<tr>
<th>CCPA Category</th>
<th>Collected?</th>
<th>Source of Collection</th>
<th>Business Purpose</th>
<th>Disclosed or Shared for Business Purpose?</th>
<th>Purpose of Disclosure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category A Identifiers &amp; B Personal Information</td>
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<tr>
<td>● Name/Alias</td>
<td>Yes</td>
<td>You</td>
<td>Account Creation; Service Communications;</td>
<td>Yes; Service Providers</td>
<td>Data Security; Auditing; Services Communications; Payment Processing</td>
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<td>● Email</td>
<td>Yes</td>
<td>You;</td>
<td>Account Creation; Service Communications; Account Verification and Security</td>
<td>Yes; Service Providers</td>
<td>Data Security; Services Communications; Marketing</td>
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<tr>
<td>● Address</td>
<td>Yes</td>
<td>You</td>
<td>Payment Processing; Service Communications; Provide Requested Rate Services</td>
<td>Yes; Service Providers</td>
<td>Services Communications; Payment Processing; Marketing</td>
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<tr>
<td>● Cell or Telephone #</td>
<td>Yes</td>
<td>You</td>
<td>Service Communications; Marketing</td>
<td>Yes; Service Providers</td>
<td>Services Communications; Marketing;</td>
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<tr>
<td>● Unique/Online ID (cookies)</td>
<td>Yes</td>
<td>Device</td>
<td>Program Analytics; Auditing; Data Security; Marketing;</td>
<td>Yes; Service Provider</td>
<td>Data Security; Marketing; Analytics</td>
</tr>
</tbody>
</table>
Other Potential Third Party Disclosures: Personal Information may also be disclosed to serve our legitimate business interests as follows: (1) as required by law, such as to comply with a subpoena, or similar legal process, (2) as part of a merger, acquisition, bankruptcy or other transaction in which a third party assumes control of all or part of the business, (3) to investigate,
prevent, or take action regarding suspected or actual illegal activities or to assist government
enforcement agencies as required by law; (4) enforce our agreements with you, and/or (5)
investigate and defend ourselves against any third-party claims or allegations.

2. Your Consumer Rights under CCPA – Request to Opt Out of Sale of Personal
Information

Brandcast does not sell any Personal Information collected from its Users.

3. Your Consumer Rights under CCPA - Right to Know, Right to Delete

California Consumers may contact Brandcast by email at legal@brandcast.com or through their
account to request the following:

A. Request Brandcast Disclose at No Charge:

- categories of Personal Information collected, used, and/or disclosed about you;
- categories of sources from which Personal Information is collected;
- business and/or commercial purposes for collecting and disclosing your Personal
  Information;
- categories of third parties with whom your Personal Information has been
disclosed/shared; and
- the specific pieces of Personal Information collected about you.

B. Request Brandcast to Delete at No Charge:

Except as exempted pursuant to CCPA 1798.105, to request Brandcast delete Personal
Information.

C. Verified Request Process:

Brandcast will confirm all consumer requests prior to taking any action in response to
such request.

For account holders, Brandcast will initially verify through the existing authentication
practices for your existing account. For non-account holders, Brandcast will initially verify through the email address maintained on file with the email address submitted in
the applicable request.

Further verification will be based upon confirmation of data correlating to information
maintained by Brandcast, as applicable.

Consumers may designate an authorized agent to make a request on the Consumer’s
behalf at legal@brandcast.com We will require that your authorized agent have written
permission from you or other legal authority to make requests on your behalf and will
need to verify the consumer and the authorized agent’s identity before processing any requests.

D. Consumer Request Limitations:

Please note that these rights are not absolute and in certain cases are subject to conditions or limitations as specified in the CCPA, including, but not limited to:

- Brandcast is obligated to disclose/delete only upon a verifiable Consumer request from the consumer or an authorized agent acting on behalf of Consumer.
- Consumers may only make a personal information request twice in a 12-month period.
- Deletion is not required because it is necessary for Brandcast to maintain the Personal Information to fulfill the purposes enumerated in CCPA Section 1798.105

Brandcast will confirm and respond to all requests within the timeframe required under the CCPA. In responding to any request to disclose/delete, Brandcast shall maintain a record of the requests as required under the CCPA.

4. Non-Discrimination Policy

You have the right not to receive discriminatory treatment for exercising any rights conferred by the CCPA. Brandcast shall not discriminate against a consumer for exercising any rights under the CCPA, including, but not limited to, (a) denying goods or services, (b) charging different prices or rates (including discounts/penalties) that is not directly related to the value provided to Brandcast for the Personal Information, (c) suggesting Consumer will receive a different rate/price or different level of quality of goods/services

5. Your California Privacy Rights under California Civil Code Section 1798.83 & Business and Professions Code Section 22581

California law permits Consumers to request and obtain from once a year, free of charge, certain information about their Personally Identifiable Information (“PII”) (as defined by California law) disclosed to third parties for direct marketing purposes in the preceding calendar year (if any). If applicable, this information would include a list of the categories of PII that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding calendar year.

In addition, a business subject to California Business and Professions Code Section 22581 must allow California residents under age 18 who are registered users of online sites, services, or applications to request and obtain removal of content or information they have publicly posted. Your request should include a detailed description of the specific content or information to be removed. Please be aware that your request does not guarantee complete or comprehensive removal of content or information posted online and that the law may not permit or require removal in certain circumstances.
6. Accessibility of this CCPA Policy

- You can download and print a copy of this Notice here

7. Contact Us

Additional detail regarding our collection, use and disclosure of Personal Information, as well as general opt-out rights and other privacy disclosures, is set forth in our general Privacy Policy.

If you have any questions regarding your Personal Information or about our privacy practices, please contact us at: Brandcast, Attention Privacy: by email at legal@brandcast.com or by mail to 842 Folsom Street, San Francisco, CA 94107.

This Notice was last updated: December 22, 2020