



## Evolve Activation, INC. U.S. Privacy Statement

Your privacy is important to us. This Privacy Statement explains how Evolve Activation, INC. (“Evolve”, “we” or “our”) collects, processes, uses, protects, and shares your personal information as well as your privacy rights under certain privacy laws.

### Overview of Our Privacy Practice

<b>Information We Collect About You</b>	We collect your personal information directly from you through your interactions, use, and experiences with our website, products, and services.
<b>How We Use And Share Your Information</b>	<p>We use your personal information to provide you with our products and services, improve our products and services, tailor your customer experience with Evolve, personalize our products and services and make recommendations to you, advertise and market to you, and comply with applicable laws.</p> <p>We may share your personal information with our affiliated companies and Business Partners to perform work for us, including fabrication, product promotion, premium creation, and other services that apply to creating a comprehensive marketing strategy.</p>
<b>Our Use Of Cookies And Other Technologies</b>	Evolve’s websites, interactive applications, and email messages <u>do not use</u> cookies or similar technologies to pinpoint any one entity's use of our website, emails, or interactive applications.
<b>Accessing, Delete, Or Update Your Information, And Contact Us</b>	<p>You can exercise your Consumer Privacy Rights in relation to your personal information by sending an email to <a href="mailto:privacy@evolveactivation.com">privacy@evolveactivation.com</a>.</p> <p>If you have a privacy query, issue, concern, or complaint, please contact us at <a href="mailto:privacy@evolveactivation.com">privacy@evolveactivation.com</a> or write to us at:</p>

	<p style="text-align: center;">Evolve Activation, INC.  Attention: Evolve Activation’s Privacy Office  2447 Pacific Coast Hwy  2<sup>nd</sup> Floor, Suite 261  Hermosa Beach, CA 90254</p>
<p><b>Special Considerations For California Residents</b></p>	<p>As a California resident, you have certain consumer privacy rights.</p> <p><b>Your Consumer Privacy Rights</b></p> <p>You may have the following consumer privacy rights under applicable state laws, including California privacy laws:</p> <ul style="list-style-type: none"> <li>• <b>Right to Know:</b> you may have the right to request information about the personal information we have collected about you and for what purpose.</li> <li>• <b>Right to Access:</b> you may have the right to request information about how we process your personal information and to obtain a copy of that personal information.</li> <li>• <b>Right to Portability:</b> you may have the right to receive your personal information in a structured, commonly used, and machine-readable format and to have that information transmitted to another organization in certain circumstances.</li> <li>• <b>Right to Deletion:</b> you may have the right to request the deletion of your personal information that we have collected from you.</li> <li>• <b>Right to Be Free from Discrimination:</b> Evolve will not discriminate against you for exercising your consumer privacy rights.</li> </ul> <p>We do not “sell” your personal information as currently defined under the California Consumer Protection Act to any Business Partners.</p>
<p><b>Business Partner</b></p>	<p>“Business Partner” means any contractor, supplier, or service provider with whom we have a business relationship to provide you with our products and services.</p>
<p><b>Changes To This Privacy Statement</b></p>	<p>We may make changes to this Privacy Statement when necessary to provide greater transparency or in response to:</p>

	<ul style="list-style-type: none"> <li>• Feedback from our customers, regulators, industry, or other stakeholders.</li> <li>• Changes in our privacy practices, products, or services.</li> <li>• Changes in applicable privacy laws.</li> </ul> <p>If there are material changes to the Privacy Statement, we will revise the “last updated” date at the bottom of the privacy statement. We encourage you to periodically review this Privacy Statement to learn how Evolve is protecting your information.</p>
--	---

### **Information We Collect About You**

The types of information we collect about you depends on your use of our products, services, and the ways that you interact with us. This may include information about:

- Accounts with Evolve
- How you use our services and products and interact with us.
- Contact, billing, and other information you provide.
- Improve and develop our products and services.
- Personalize our products and services and make recommendations.
- Advertise and market to you, including sending promotional communications, targeting advertising, and presenting you with relevant offers.

We do not obtain information from third-party sources without explicit consent from you. We protect information obtained from third parties according to the privacy practices as described in this Privacy Statement. These third-party sources vary over time and may include:

- Partners with which we offer co-branded products or services, or engage in joint marketing activities.

The personal information we collect can include the following:

- *Contact details* such as your name, email address, mailing address, contact telephone numbers.
- *Employment information* such as your job title and other business or company information.
- *Demographic information* such as your age, gender, country, interests, and preferences.
- *Webform information* you provide in our web forms (forms that you choose to complete will indicate whether the information requested is mandatory or voluntary).
- *Payment information* to process payments includes your payment instrument number (such as a credit card number) and the security code associated with your payment instrument.
- *Account history information* related to the products or services you purchase, and the activities associated with your account.
- *Feedback and rating information* you provide to us, such as customer survey feedback and product reviews you write.
- *COVID-19 status.*
- *Workspace location information.*

## **How We Use And Share Your Information**

We use and share your information to:

- Deliver and maintain our products and services.
- Establish and maintain your account.
- Provide account-related services and information.
- Help you with customer service and support issues or questions.
- Help us improve and personalize our products and services.
- Provide you with marketing and promotional communications, and deliver targeted and relevant advertising and relevant offers to you.
- Authenticate you.
- Detect and prevent fraud.
- Manage and protect our networks, services, and customers.
- Meet our legal obligations.
- Help reduce the risk of COVID-19 infections at activation premises.

## **COVID-19 Health Survey Tools and COVID Self-Reporting**

In order to help reduce the risk of COVID-19 infections and keep our communities safe, all Evolve employees, contingent workers, and visitors may be asked to complete a COVID-19 health survey and/or pass a temperature screening in order to gain access to Evolve activation premises. The temperature measurement is anonymous basis and Evolve does not retain your body temperature. If your body temperature is equal to or above 100 degrees Fahrenheit, you will be denied entry and/or asked to leave Evolve premises.

The COVID-19 health survey collects your name, email address, business location, and limited health data you voluntarily provide.

Your status will only be shared on an anonymous basis with potentially infected individuals for contact tracing purposes.

## **Submitting An Access Or Deletion Request**

If you have any questions about the type of personal information we may hold about you or if you wish to request deletion of personal information we may hold about you, or exercise any other consumer privacy right as set out above, contact us by:

- a. Sending a written request to [privacy@evolveactivation.com](mailto:privacy@evolveactivation.com)
- b. Writing to us at the postal address provided at the bottom of this Privacy Statement or in its

Overview.

Please be aware that your request does not guarantee complete access or comprehensive removal as the law may not permit or require removal in certain circumstances; however, we will do our best to comply with your request.

## **Your Marketing Choices**

You have choices about how we reach you with marketing offers. To update your preference, you can:

- Send a written request to [privacy@evolveactivation.com](mailto:privacy@evolveactivation.com)

## **How We Secure Your Information**

We use appropriate technical, organizational, and physical data security safeguards to help protect against unauthorized access to, use, or disclosure of information we collect, use, or store. The ways we

do this include:

- Using encryption when collecting or transferring sensitive information, such as credit card details.
- Limiting physical access to our premises.
- Limiting access to the information we collect about you.
- Ensuring that our Business Partners have appropriate technical and organizational security measures to keep your personal information protected.
- As required by law, destroying or de-identifying personal information.

### **Links To Third-Party Websites And Services**

We may sometimes provide links to other websites, which if you click on them may collect personal information about you and direct you to those websites. The information practices of those third-party websites linked to our website are covered by the third party's own privacy statements and we encourage you to read those.

### **Contact Us**

If you would like to exercise your consumer privacy rights as described in this Privacy Statement, have a privacy question, concern, or complaint, please contact us at [privacy@evolveactivation.com](mailto:privacy@evolveactivation.com) or write to us at:

Evolve Activation, INC.  
Attention: Evolve Activation's Privacy Office  
2447 Pacific Coast Hwy  
2nd Floor, Suite 261  
Hermosa Beach, CA 90254

**Effective Date: April 5, 2021.**