

## Privacy Policy

Effective Date: June 11, 2020. Prior versions of these terms are available [here](#).

To download and/or print this Privacy Policy ("Privacy Policy"), [click here](#).

### PRIVACY POLICY OVERVIEW

Welcome! An overview of this Crackle Plus, LLC (CPLLC) Privacy Policy is below. To see the full text click on the links provided. This Privacy Policy applies to your use of any online services (e.g., website or mobile app) that posts a link to this Privacy Policy, regardless of how you access or use it. [Click here](#) to view our Terms of Use.

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### YOUR CHOICES AND YOUR CA PRIVACY RIGHTS

You have certain choices regarding information collection and communications options explained [here](#), including:

- ◆ California residents have certain privacy rights detailed [here](#);
- ◆ Although CPLLC does not look for or respond to "do not track" signals, you can find information on tracking technologies [here](#) and certain choice options regarding Tracking Technologies [here](#);
- ◆ Your options regarding accessing and changing certain of your Personal Information are available [here](#);
- ◆ Your options regarding promotional communications are explained [here](#); and
- ◆ Children's and minors' privacy rights, and notice to parents of these rights, are explained [here](#).
- ◆ To submit other individual right's requests that apply in your region, please click [here](#).

#### Questions and How to Contact CPLLC

For more information about CPLLC's privacy practices regarding the Service, read the full Privacy Policy. You can also contact CPLLC [here](#) if you have questions or concerns.

### USE OF INFORMATION

The information CPLLC collects is used for a variety of purposes as detailed in this Privacy Policy. For example, your information helps CPLLC provide and improve the Service, communicate with you, serve advertising and offers to you, and operate CPLLC's business.

[More](#).

## COLLECTION OF INFORMATION

- ◆ CPLLC may ask you to provide Personal Information (e.g., name, address, e-mail, phone number, etc.), as well as other information (e.g., gender, interests, etc.), which may be required to access certain content, features, and functionality. [More](#).
- ◆ CPLLC may ask you to share reviews and testimonials.
- ◆ CPLLC and third parties may collect information from you automatically as you access the Service (e.g., information about the devices you use to access the Service and your usage activities). [More](#).
- ◆ This may include use of cookies and other technologies to keep track of your interactions with the Service, and to serve you with ads on third-party services, to offer you a more personalized and relevant experience. [More](#).
- ◆ The information CPLLC receives via the Service may be combined with information CPLLC receives from third parties and sources outside of the Service. [More](#).
- ◆ CPLLC's policies and practices regarding Personal Information collected from children are explained [here](#).

## SHARING OF INFORMATION

CPLLC may share the information CPLLC receives from or about you via the Service (or give others access to it), including your Personal Information, for a variety of purposes, as detailed in this Privacy Policy. [More](#). These include, without limitation:

- ◆ to deliver and improve CPLLC's services;
- ◆ for Crackle Plus Companies' (defined below) marketing and other purposes; in
- ◆ connection with corporate transactions (e.g., merger or sale);
- ◆ to display your posts or send your messages [More](#);
- ◆ in connection with your use of third-party services [More](#); and
- ◆ in connection with sweepstakes, contests and promotions [More](#).

CPLLC obtains your consent (e.g., opt-in, opt-out), however, before knowingly sharing Personal Information CPLLC collects from you on the service with third parties (other than Crackle Plus Companies) for their own direct marketing purposes. [More](#).

CPLLC may share your non-Personal Information, aggregate and/or de-identified information about you except as prohibited by applicable law. [More](#).

## FULL CPLLC PRIVACY POLICY

Thank you for visiting an online service (e.g., website or mobile app) that posts a link to this Privacy Policy ("Service") owned or operated by Crackle Plus, LLC or one of its family of companies (collectively, "CPLLC"). This Privacy Policy will provide you with information as to how CPLLC collects, uses, and shares information about you, including the choices CPLLC offers with respect to that information, and applies to your use of any Service, regardless of how you access or use it. It does not apply to CPLLC's data collection activities offline or otherwise outside of the Service (unless otherwise stated below or at the time of collection). For certain Services, there may be additional notices about information practices and choices. Please read those additional privacy disclosures to understand how they apply to you.

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit <https://oag.ca.gov/privacy/privacy-laws>. To further define how the California Consumer Privacy Act of 2018 ("CCPA") impacts CPLLC, we have a [Supplemental Privacy Statement for California Consumers](#) under CCPA.

By visiting or otherwise using the Service, you agree to the Service's [Terms of Use](#) and consent to CPLLC's collection, use, and disclosure practices, and other activities as described in this Privacy Policy, and any additional privacy statements that may be posted on an applicable part of the Service (including any Children's Privacy Policy). If you do not agree and consent, please discontinue use of the Service, and uninstall Service downloads and applications.

## 1. COLLECTION OF INFORMATION

### A. Information You Provide.

- i. CPLLC, and/or its Service Providers (defined below), may collect information you provide directly to CPLLC and/or its Service Providers via the Service. For example, CPLLC collects information when you use or register for the Service, subscribe to notifications, post on the Service, provide reviews and testimonials, participate in promotional activities, or communicate or transact with CPLLC through the Service. In addition, when you interact with Third-Party Services (defined below), you may be able to provide information to those third parties. For more information on Third-Party Services' data collection and practices click [here](#). For more information on Service Provider data collection and practices click [here](#)
- ii. Information CPLLC, its Service Providers and/or Third-Party Services may collect: (1) personally identifiable information, which is information that identifies you personally, such as your first and last name, e-mail address, phone number, and address, ("Personal Information"); and (2) non-Personal information, such as (to the extent permitted by applicable law) your gender, age, interests, and recent and upcoming purchases ("non-Personal Information"). In addition, Personal Information, including, without limitation, CPLLC-Collected PI (defined below), once "de-identified" (i.e., the removal of personal identifiers from data to make it no longer personally identifiable) is also non-Personal Information and may be used and shared without obligation to you, except as prohibited by applicable law. To the extent any non-Personal Information is combined by or on behalf of CPLLC with Personal Information CPLLC itself collects directly from you on the Service ("CPLLC-Collected PI"), CPLLC will treat the combined data as CPLLC-Collected PI under this Privacy Policy

### B. Information Collected Automatically.

CPLLC, its Service Providers, and/or Third-Party Services may also automatically collect certain information about you when you access or use the Service ("Usage Information"). Usage Information may include IP address, device identifier, browser type, operating system, information about your use of the Service, and data regarding network connected hardware (e.g., computer or mobile device). Except to the extent defined by applicable law, or to the extent Usage Information is combined by or on behalf of CPLLC with CPLLC- Collected PI, CPLLC does not consider Usage Information (including, without limitation, device identifiers) to be Personal Information or CPLLC-Collected PI. CPLLC does consider IP address to be PI. For more information on Third-Party Services' data collection and practices click [here](#) . For more information on Service Provider data collection and practices click [here](#). For information on choices some of these third parties may offer you

regarding automated data collection click [here](#)

The methods that may be used on the Service to collect Usage Information include:

- ◆ Log Information: Log information is data about your use of the Service, such as IP address, browser type, internet service provider, referring/exit pages, operating system, date/time stamps, and related data, and may be stored in log files.
- ◆ Information Collected by Cookies and Other Tracking Technologies: Cookies, web beacons (also known as "tracking pixels"), embedded scripts, location-identifying technologies, fingerprinting, device recognition technologies, in-app tracking methods and other tracking technologies now and hereafter developed ("Tracking Technologies") may be used to collect information about interactions with the Service or e-mails, including information about your browsing and purchasing behavior.

- Cookies

A cookie is a small text file that is stored on a user's device, which may be session ID cookies or tracking cookies. Session cookies make it easier for you to navigate the Service and expire when you close your browser.

Tracking cookies remain longer and help in understanding how you use the Service, and enhance your user experience. Cookies may remain on your device for an extended period of time. If you use your browser's method of blocking or removing cookies, some but not all types of cookies may be deleted and/or blocked and as a result some features and functionalities of the Service may not work. A Flash cookie (or locally shared object) is a data file which may be placed on a device via the Adobe Flash plug-in that may be built-in to or downloaded by you to your device. HTML5 cookies can be programmed through HTML5 local storage. Flash cookies and HTML 5 cookies are locally stored on your device other than in the browser and browser settings won't control them. To identify certain types of local shared objects on your device and adjust your settings, please visit: [www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html). The Service may associate some or all of these types of cookies with your devices.

- ◆ Web Beacons ("Tracking Pixels")

Web beacons are small graphic images, also known as "internet tags" or "clear gifs," embedded in web pages and e-mail messages. Web beacons may be used, without limitation, to count the number of visitors to the Service, to monitor how users navigate the Service, and to count content views.

- ◆ Embedded Scripts

An embedded script is programming code designed to collect information about your interactions with the Service. It is temporarily downloaded onto your computer from CPLLC's web server, or from a third party with which CPLLC works, and is active only while you are connected to the Service, and deleted or deactivated thereafter.

- ◆ Location-identifying Technologies

GPS (global positioning systems) software, geo-filtering and other location-aware technologies locate (sometimes precisely) you for purposes such as verifying your

location and delivering or restricting content based on your location.

- ◆ **Fingerprinting**

Collection and analysis of information from your device, such as, without limitation, your operating system, plug-ins, system fonts, and other data, for purposes of identification and/or tracking.

- ◆ **Device Recognition Technologies**

Technologies, including application of statistical probability to data sets, as well as linking a common unique identifier to different device use (e.g., Facebook ID), which attempt to recognize or make assumptions about users and devices (e.g., that a user of multiple devices is the same user or household).

- ◆ **In-App Tracking Methods**

There are a variety of Tracking Technologies that may be included in mobile applications, and these are not browser-based like cookies and cannot be controlled by browser settings. Some use device identifier, or other identifiers such as "Ad IDs" to associate app user activity to a particular app and to track user activity across apps and/or devices.

Some information about your use of the Service and certain Third-Party Services may be collected using Tracking Technologies across time and services, and used by CPLLC and third parties for purposes such as to associate different devices you use, and deliver relevant ads and/or other content to you on the Service and certain Third-Party Services. See [Section 11](#) regarding certain choices regarding these activities.

CPLLC is giving you notice of the Tracking Technologies and your choices regarding them explained in [Section 11](#) so that your consent to encountering them is meaningfully informed.

### **C. Information CPLLC Collects From Partners And Other Sources.**

Crackle may also obtain information about you from other sources, including Crackle's and Crackle's parent and related companies' affiliates ("Crackle Plus Companies"), Service Providers and Third-Party Services solely as allowed by law, and combine that with CPLLC- Collected PI. Such third-party-sourced, or non-Service-sourced, information (including Personal Information) will only be treated as CPLLC-Collected PI to the extent it is combined with CPLLC-Collected PI. CPLLC is not responsible or liable for the accuracy of the information provided by third parties or for third party policies or practices.

## **2. USE OF INFORMATION**

CPLLC may use information about you, including CPLLC-Collected PI and other Personal Information, for any purposes not inconsistent with CPLLC's statements under this Privacy Policy and not prohibited by applicable law, including, without limitation, the following:

- Allow you to participate in the features we offer on the Service; Facilitate,
- manage, personalize, and improve your online experience;
- Process your registration and/or upload your User Generated Content ("UGC"). (For more

information on how UGC is treated under the Service's Terms of Use click [here](#).  
For more on the public nature of UGC, see [Section 5](#));

- Transact with you, provide services or information you request, respond to your comments, questions and requests, serve you content and/or advertising, and send you notices;
- Allow you to share your reviews and testimonials;
- For Crackle Plus Companies' marketing and other purposes; Improve the
- Service and for any other internal business purposes; Tailor our content,
- advertisements, and offers;
- Fulfill other purposes disclosed at the time you provide Personal Information or otherwise where we are legally permitted purpose or are required to do so;
- Determine your location and manage digital content rights (e.g., territory restrictions); and
- Prevent and address fraud, breach of policies or terms, and threats or harm.

### 3. SHARING OF INFORMATION

CPLLC may share non-Personal Information, and Personal Information that is not deemed CPLLC-Collected PI hereunder (provided that CPLLC is aware of no restrictions on CPLLC's use, if any), with third parties or Crackle Plus Companies and their affiliates for any purpose. CPLLC's sharing of CPLLC-Collected PI is, however, subject to the following:

- Marketing: While on the Service, you may have the opportunity to consent (which may be by opt-in or election not to opt-out) to receive information and/or marketing offers from someone else or to otherwise consent to the sharing of CPLLC-Collected PI with a third party. Absent your consent (which may be by means of third party interaction described in the next bullet point), however, CPLLC will not share your CPLLC-Collected PI with third parties, other than Crackle Plus Companies, for their own direct marketing purposes, except in connection with Corporate Transactions (defined below).
- Your Disclosure or Consent: As more fully described in [Section 5](#) (Information You Disclose Publicly or to Others) and [Section 6](#) (Third-Party Services, Social Features, Advertising and Analytics), your activities on the Service may, by their nature, result in the sharing of your CPLLC-Collected PI (as well as your other Personal Information and your non-Personal Information) with third parties, and by engaging in these activities you consent to that and further sharing and disclosure to third parties.  
Such third party data receipt and collection is subject to the privacy and business practices of that third party, not CPLLC.

CPLLC may also share any information about you (including, without limitation, CPLLC-Collected PI) for any purposes not inconsistent with this Privacy Policy, or otherwise not prohibited by applicable law, including, without limitation:

- To CPLLC's agents, vendors, consultants, and other service providers (collectively "Service Providers") who may receive, or be given access to your information, including, without limitation, Personal Information, non-Personal Information, and

Usage Information, in connection with their work on CPLLC's behalf, provided however, CPLLC does not authorize its Service Providers to use CPLLC-Collected PI provided by CPLLC to the Service Providers to send you direct marketing messages other than related to Crackle Plus Companies absent your consent. For more information on choices Service Providers may offer you click [here](#).

- To comply with the law, law enforcement or other legal process, and in response to a government request;
- If CPLLC believes your actions are inconsistent with CPLLC's terms of use, user agreements, applicable terms or policies, or to protect the rights, property, life, health, security and safety of CPLLC, the Service or its users, or any third party; and,
- CPLLC may share your CPLLC-Collected PI (as well as your other Personal Information and your non-Personal Information), in connection with or during negotiations of any proposed or actual merger, purchase, sale, joint venture, or any other type of acquisition or business combination of all or any portion of CPLLC assets, or transfer of all or a portion of CPLLC's business to another company ("Corporate Transactions").

#### **4. SWEEPSTAKES, CONTESTS, AND PROMOTIONS**

CPLLC may offer sweepstakes, contests, and other promotions (each, a "Promotion"), including Promotions jointly sponsored or offered by third parties, which may require submitting Personal Information. If you voluntarily choose to enter a Promotion, your information, including Personal Information, may be disclosed to CPLLC, co-sponsors, Service Providers, and other third parties, including for administrative purposes and as required by law (e.g., on a winners list). By entering, you are agreeing to the official rules that govern that Promotion, which may include consent to additional or differing data practices from those contained in this Privacy Policy. Please review those rules carefully.

#### **5. INFORMATION YOU DISCLOSE PUBLICLY OR TO OTHERS**

The Service may permit you to post or submit UGC including, without limitation, written content, user profiles, audio or visual recordings, computer graphics, pictures, data, or other content, including Personal Information. If you choose to submit UGC to any public area of the Service, your UGC will be considered "public" and will be accessible by anyone, including CPLLC. Notwithstanding anything to the contrary, Personal Information included in UGC is not subject to CPLLC's usage or sharing limitations, or other obligations, regarding CPLLC-Collected PI or other Personal Information under this Privacy Policy or otherwise, and may be used and shared by CPLLC and third parties to the fullest extent not prohibited by applicable law. CPLLC encourages you to exercise caution when making decisions about what you disclose in such public areas. For more information on how UGC is treated under the Service's Terms of Use click [here](#). California minors should see [Section 9](#) regarding potential removal of certain UGC they have posted on the Service.

Additionally, the Service may offer you the option to send a communication to a friend. If so, CPLLC relies on you to only send to people that have given you permission to do so. The friend's Personal Information you provide (e.g., name, e-mail address) will be used to facilitate the communication, but not used by CPLLC for any other marketing purpose unless CPLLC obtains consent from that person. Your contact information and message may be included in the communication.

## 6. THIRD-PARTY SERVICES, SOCIAL FEATURES, ADVERTISING AND ANALYTICS

The Service may include hyperlinks to, or include on or in connection with, the Service (e.g., apps and plug-ins), websites, locations, platforms, applications or services operated by third parties ("Third-Party Service(s)"). These Third-Party Services may use their own cookies, web beacons, and other Tracking Technology to independently collect information about you and may solicit Personal Information from you.

Certain functionalities on the Service permit interactions that you initiate between the Service and certain Third-Party Services, such as third-party social networks ("Social Features"). Examples of Social Features include: enabling you to send content such as contacts and photos between the Service and a Third-Party Service; "liking" or "sharing" CPLLC's content; logging in to the Service using your Third-Party Service account (e.g., using Facebook Connect to sign-in to the Service); and to otherwise connect the Service to a Third-Party Service (e.g., to pull or push information to or from the Service). If you use Social Features, and potentially other Third Party Services, information you post or provide access to may be publicly displayed on the Service (see [Section 5](#)) or by the Third-Party Service that you use. Similarly, if you post information on a Third-Party Service that references the Service (e.g., by using a hashtag associated with Crackle Plus Companies in a tweet or status update), your post may be used on or in connection with the Service or otherwise by Crackle Plus Companies. Also, both CPLLC and the third party may have access to certain information about you and your use of the Service and any Third-Party Service.

CPLLC may engage and work with Service Providers and other third parties to serve advertisements on the Service and/or on Third-Party Services. Some of these ads may be tailored to your interest based on your browsing of the Service and elsewhere on the internet, sometimes referred to as "interest-based advertising" and "online behavioral advertising" ("Interest-based Advertising"), which may include sending you an ad on a Third-Party Service after you have left the Service (i.e., "retargeting").

CPLLC may use Service Providers for analytics services such as, without limitation, Google Analytics. These analytics services may use cookies and other Tracking Technologies to help CPLLC analyze Service users and how they use the Service. Information generated by these services (e.g., your IP address and other Usage Information) may be transmitted to and stored by these Service Providers on servers in the U.S. (or elsewhere) and these Service Providers may use this information for purposes such as evaluating your use of the Service, compiling statistic reports on the Service's activity, and providing other services relating to Service activity and other internet usage.

Except to the extent CPLLC combines information from Service Providers, Third-Party Services, or other third parties with CPLLC-Collected PI, in which case CPLLC will treat the combined information as CPLLC-Collected PI under this Privacy Policy (see [Section 1\(c\)](#)), data obtained by CPLLC from a third party, even in association with the Service, is not subject to CPLLC's limitations regarding CPLLC-Collected PI under this Privacy Policy, however such data remains subject to any restrictions imposed on CPLLC by the third party, if any. Otherwise, the information collected, stored, and shared by third parties remains subject to their privacy policies and practices, including whether they continue to share information with CPLLC, the types of information shared, and your choices on what is visible to others on Third-Party Services.

CPLLC is not responsible for and makes no representations regarding the policies or business practices of any third parties, including, without limitation, analytics Service Providers and Third-Party Services associated with the Service, and encourages you to familiarize yourself with and consult their privacy policies and terms of use. See [Section 11](#) for more on certain choices offered by some third parties regarding their data collection and use, including regarding Interest-based

Advertising and analytics.

## **7. DATA SECURITY AND MONITORING**

CPLLC takes reasonable measures to protect CPLLC-Collected PI (excluding UGC) from loss, theft, misuse and unauthorized access, disclosure, alteration, and destruction.

Nevertheless, transmission via the internet and online digital storage are not completely secure and CPLLC cannot guarantee the security of your information collected through the Service.

To help protect you and others, CPLLC and its Service Providers may (but make no commitment to) monitor use of the Service, and may collect and use related information including CPLLC-Collected PI and other Personal Information for all purposes not prohibited by applicable law or inconsistent with this Privacy Policy, including, without limitation, to identify fraudulent activities and transactions; prevent abuse of and investigate and/or seek prosecution for any potential threats to or misuse of the Service; ensure compliance with the [Terms of Use](#) and this Privacy Policy; investigate violations of or enforce these agreements; and otherwise to protect the rights and property of CPLLC, their partners, and customers. Monitoring may result in the collection, recording, and analysis of online activity or communications through our Service. If you do not consent to these conditions, you must discontinue your use of the Service.

## **8. INTERNATIONAL TRANSFER**

CPLLC is based in the U.S. and the information CPLLC and its Service Providers collect is governed by U.S. law. CPLLC does not offer service outside of the U.S. not intend to collect information outside of the U.S. If you are accessing the Service from outside of the U.S., please be aware that information collected through the Service may be transferred to, processed, stored, and used in the U.S. Data protection laws in the U.S. may be different from those of your country of residence. Your use of the Service or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, sharing, and storage of your information, including Personal Information, in the U.S. as set forth in this Privacy Policy.

## 9. MINORS & CHILDREN'S PRIVACY

The Service is intended for a general audience and not directed to children.

CPLLC does not knowingly collect personal information as defined by the U.S. Children's Privacy Protection Act ("COPPA") ("Children's Personal Information") from children under the age of 13. If you are a parent or guardian and believe CPLLC has collected Children's Personal Information in a manner not permitted by COPPA, please contact CPLLC [here](#) and CPLLC will remove such data to the extent required by COPPA.

Any California residents under the age of eighteen (18) who have registered to use the Service, and who have posted content or information on the Service, can request removal by contacting CPLLC [here](#), detailing where the content or information is posted and attesting that you posted it. CPLLC will then make reasonable good faith efforts to remove the post from prospective public view or anonymize it so the minor cannot be individually identified to the extent required by applicable law. This removal process cannot ensure complete or comprehensive removal. For instance, third-parties may have republished or archived content by search engines and others that CPLLC does not control.

## 10. ACCESSING AND CHANGING INFORMATION

CPLLC may provide web pages or other mechanisms allowing you to delete, correct, or update some of the CPLLC-Collected PI, and potentially certain other information about you (e.g., profile and account information). CPLLC will make good faith efforts to make requested changes in CPLLC's then-active databases as soon as practicable, but it is not always possible to completely change, remove or delete all of your information or public postings from CPLLC's databases (California minors see [Section 9](#)) and residual and/or cached data may remain archived thereafter. Further, we reserve the right to retain data

(a) as required by applicable law; and (b) for so long as reasonably necessary to fulfill the purposes for which the data is retained except to the extent prohibited by applicable law. To submit individual right's requests that apply in your region, please click [here](#).

## 11. CHOICES: TRACKING AND COMMUNICATIONS OPTIONS

### A. Tracking Technologies Generally.

Regular cookies may generally be disabled or removed by tools available as part of most commercial browsers, and in some instances blocked in the future by selecting certain settings. Browsers offer different functionalities and options so you may need to set them separately. Also, tools from commercial browsers may not be effective with regard to Flash cookies (also known as locally shared objects), HTML5 cookies, or other Tracking Technologies. For information on disabling Flash cookies, go to Adobe's website <http://helpx.adobe.com/flash-player/kb/disable-third-party-local-shared.html>. Please be aware that if you disable or remove these technologies, some parts of the Service may not work and that when you revisit the Service your ability to limit browser-based Tracking Technologies is subject to your browser settings and limitations.

App-related Tracking Technologies in connection with non-browser usage (e.g., most functionality of a mobile app) can only be disabled by uninstalling the app. To uninstall an app, follow the

instructions from your operating system or device manufacturer.

Your browser settings may allow you to automatically transmit a "Do Not Track" signal to online services you visit. Note, however, there is no consensus among industry participants as to what "Do Not Track" means in this context. Like many online services, CPLLC currently does not alter CPLLC's practices when CPLLC receives a "Do Not Track" signal from a visitor's browser. To find out more about "Do Not Track," you can visit <https://www.allaboutdnt.com>, but CPLLC is not responsible for the completeness or accuracy of this third party information. Some third parties, however, may offer you choices regarding their Tracking Technologies. CPLLC is not responsible for the completeness or accuracy of third party choice notices or choice mechanisms. For specific information on some of the choice options offered by third party analytics and advertising providers, see the next section.

## **B. Analytics and Advertising Tracking Technologies.**

You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on.

You may choose whether to receive some Interest-based Advertising by submitting opt-outs. Some of the advertisers and Service Providers that perform advertising-related services for us and our partners may participate in the Digital Advertising Alliance's ("DAA") Self-Regulatory Program for Online Behavioral Advertising. To learn more about how you can exercise certain choices regarding Interest-based Advertising, visit <http://www.aboutads.info/choices/>, and <http://www.aboutads.info/appchoices> for information on the DAA's opt-out program for mobile apps. Some of these companies may also be members of the Network Advertising Initiative ("NAI"). To learn more about the NAI and your opt-out options for their members, see <http://www.networkadvertising.org/choices/>. Please be aware that, even if you are able to opt out of certain kinds of Interest-based Advertising, you may continue to receive other types of ads. Opting out only means that those selected members should no longer deliver certain Interest-based Advertising to you, but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks). Also, if your browsers are configured to reject cookies when you visit these opt-out webpages, or you subsequently erase your cookies, use of a different device or web browsers or use a non-browser-based method of access (e.g., mobile app), your NAI/DAA browser-based opt-out may not, or may no longer, be effective. CPLLC supports the ad industry's 2009 Self-regulatory Principles for Online Behavioral Advertising (<https://www.iab.net/media/file/ven-principles-07-01-09.pdf>). CPLLC is not responsible for effectiveness of, or compliance with, any third-parties' opt-out options or programs or the accuracy of their statements regarding their programs.

**C. Other Platforms: You may also opt-out of targeted advertising on specific devices using the instructions below:**

- Amazon Fire TV: Navigate to 'Settings' > 'Preferences' > 'Privacy' and disable "Interest Based Ads" and select "Reset Advertising ID"
- AppleTV: Navigate to 'Settings' > 'General' > 'Privacy' > 'Advertising' and enable "Limit Ad Tracking" and select "Reset advertising Identifier"
- Roku: Navigate to 'Settings' > 'Privacy' > 'Advertising' and enable "Limit Ad Tracking" and select "Reset Advertising Identifier..."
- Xbox One / HTML 5: Navigate to 'Settings' > 'Account > 'Privacy & Online Safety' > 'App privacy' > 'General' and check to ensure that "Enable Advertising Identifier" is disabled.
- Xbox 360: Navigate to 'System' > 'Settings' > 'Account' > 'Privacy and Online Safety' > 'App Privacy' > 'General' > deselect "Enable Advertising ID"
- Samsung TV: Navigate to 'Settings' > 'Support' > 'Terms & Policy' > "Internet Based Advertising" > and deselect "Enable to make the content and advertising on Smart TV more interactive."
- Vizio TV: Navigate to 'HDTV Settings app' > 'System' > 'Reset & Admin' > Highlight 'Viewing Data' > Press right arrow to change the setting to "Off"

**D. Mobile Apps.**

With respect to CPLLC's mobile apps ("apps"), you can stop all collection of data generated by use of the app by uninstalling the app. Also, you may be able to exercise specific privacy choices, such as enabling or disabling certain location-based services, by adjusting the permissions in your mobile device. See also the prior section regarding the DAA's mobile Interest-based Advertising choices.

For example:

- Android Phone/Tablet: Navigate to 'Settings' > 'Privacy' > 'Ads' and enable "Opt out of Ads Personalization" and select "Reset Advertising ID"
- Apple Phone/Tablet: Navigate to 'Settings' > 'Privacy' > 'Advertising' and enable "Limit Ad Tracking" and select "Reset Advertising Identifier..."

**E. Communications.**

You can opt out of receiving certain promotional communications (emails or text messaging) from CPLLC at any time by (i) for promotional e-mails, following the instructions provided in emails to click on the unsubscribe link, or if available by changing your communication preferences by logging onto your account; and (ii) for text messages, following the instructions provided in text messages from CPLLC to text the word, affect subsequent subscriptions. If you opt-out of only certain communications, other subscription communications may continue. Even if you opt-out of receiving promotional communications, CPLLC may, subject to applicable law, continue to send you non-promotional communications, such as those about your account, transactions, servicing, or CPLLC's ongoing business relations.

**F. Audience Measurement.**

The Service may feature Nielsen proprietary measurement software, which will enable you to contribute to market research, such as Nielsen TV Ratings. To learn more about the information that Nielsen software may collect and how to opt out, please see the Nielsen Digital Measurement Privacy Policy at <http://www.nielsen.com/digitalprivacy>

**12. YOUR CALIFORNIA PRIVACY RIGHTS**

CPLLC only knowingly shares personal information (as defined by California's "Shine the Light" law), with non-affiliated third parties (i.e., parties other than our affiliated Crackle Plus Companies) for their own direct marketing purposes if you specifically opt-in, or are offered the opportunity to opt-out and elect not to opt-out, to such sharing at the time you provide personal information or choose to participate in a feature on the Service. If you do not opt-in or if you opt-out at that time, CPLLC will not knowingly share the personal information that was collected in connection therewith with such identified non-affiliated third party(ies) for its/their own direct marketing purposes, but may continue to seek your consent to sharing with the same or other non-affiliated third parties for their own direct marketing purposes from time-to-time. Each consent notice and opportunity will be treated separately so it is possible that you may consent to some sharing but not to others.

In addition, California residents may request information about CPLLC's compliance with the Shine the Light law and the Crackle Plus Companies with which CPLLC may have shared personal information for their direct marketing purposes by contacting CPLLC [here](#) or by sending a letter to Crackle Plus, LLC at PO Box 700, Cos Cob, CT 06807 (Attention: Privacy Program, Information Security). Requests must include "California Privacy Rights Request" in the first line of the description and include your name, street address, city, state, and ZIP code. Please note that CPLLC is only required to respond to one request per customer each year, and CPLLC is not required to respond to requests made by means other than through the provided e-mail address or mail address

The California Consumer Privacy Act ("CCPA") provides California residents specific rights regarding personal information. These rights have been described in the [Supplemental Privacy Policy](#). If you have a specific question or concern about your rights, or questions about our policy in support of your rights as a Californian consumer, please contact us through our email or mailing address in the ["Questions about our Privacy Policy"](#) section below.

### **13. CHANGES TO THIS PRIVACY POLICY**

CPLLC reserves the right to revise and reissue this Privacy Policy at any time. Any changes will be effective immediately upon posting of the revised Privacy Policy and your continued use of the Service indicates your consent to the Privacy Policy then posted. If you do not agree, discontinue use of the Service and uninstall Service downloads and applications. If you have a subscription to a Service offering, material changes to this Privacy Policy will only become effective with respect to the aspect of that subscription at the end of the then current term unless you otherwise consent.

### **14. CONTACT CPLLC**

To submit individual right's requests that apply in your region, please click [here](#).

If you have any questions about this Privacy Policy, please contact Crackle Plus, LLC at PO Box 700, Cos Cob, CT 06807 (Attention: Privacy Program, Information Security) or via email

## CPLLC Supplemental Privacy Policy For California Consumers under CCPA

### 1. INTRODUCTION.

This Supplemental Privacy Policy for California Consumers under CCPA (“California Statement”) explains rights that California consumers may have under the California Consumer Privacy Act of 2018 (“CCPA”).

When we use the term “personal information” in this supplemental California Statement, we are using that term as CCPA defines it, which CCPA generally defines “personal information” to mean information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. However, personal information does not include publicly available, deidentified, or aggregate consumer information (which are all defined in CCPA). Notably, the definition of “personal information” also does not apply to the collection of personal information from job applicants, employees – whether you are our employee or any employee of the entity arranging access to our Services for you, business owners, directors, officers, staff, or contractors.

2. Where we act as a “business” under CCPA (meaning we determine the manner and reasons for why we process your personal information), we may be required to disclose the categories of personal information we collect, the sources where we obtain that information, the purposes for why we collect that information, and who we share that information – all of which depends on the specific Service.

Category	Examples	Collected
A. Identifiers.	A real name, alias, unique personal identifier, online identifier, Internet Protocol address, email address, or other similar identifiers. Testimonials and reviews.	Yes
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.	Yes for name only.
C. Protected	Age (40 years or older), race, color, ancestry, national origin,	Yes for

classification characteristics under California or federal law.	citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	age and gender.
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Yes for videos watched on service.
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	No.
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Yes for cookies, device ID, and IP address.
G. Geolocation data.	Physical location or movements.	Yes.
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	No.
I. Professional or employment-related information.	Current or past job history or performance evaluations.	No.
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	No.
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	No.

We obtain the categories of personal information from sources as described in the CPLLC Privacy Policy. We use and share personal information as described in the CPLLC Privacy Policy. When we disclose personal information for a business purpose, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

### 3. YOUR PRIVACY RIGHTS.

The CCPA provides California residents (consumers) with specific rights regarding their personal information. If you are a resident of California and are not a job applicant, employee, or employee of another company interacting with us in your job role, you have the right to request what information we collect, use, and disclose. This includes the categories of personal information and the specific pieces of personal information. You may also request the sources of personal information collected about you, the purpose for collecting the personal information. You also have the right to request that we delete your information.

The CCPA also gives California residents the right to stop the “sale” of their personal information. Based on the current draft CCPA regulations, amendments, and modifications CPLLC does not "sell" your Personal Information. CPLLC utilizes Tracking Technologies including for example, cookies and tracking pixels, that help us and others better understand you and serve you more relevant content and ads. To opt out of certain Tracking Technologies, please see [Section 11](#) of this Privacy Policy.

Only you or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. CPLLC does not knowingly collect information from children. If you believe we have collected information about your child, you may also make a verifiable consumer request on behalf of your child. You may only make a verifiable consumer request for access or data portability twice within a 12-month period.

The verifiable consumer request must:

Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.

Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it. We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Response Timing and Format

We endeavor to respond to a verifiable consumer request within 45 days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. If you have an account with us, we will deliver our written response to

that account. Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

1. Deny you goods or services;
2. Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties;
3. Provide you a different level or quality of goods or services;
4. Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

#### **CONTACT CPLL**

If you have any questions about this Supplement Privacy Policy, please contact Crackle Plus, LLC at PO Box 700, Cos Cob, CT 06807 (Attention: Privacy Program, Information Security) or via email at [privacyqueries@chickensoupforthesoul.com](mailto:privacyqueries@chickensoupforthesoul.com).















