Privacy Policy

Effective date: March 12, 2021

At Chairish, Inc. (referred to through this Privacy Policy as “Chairish,” “we,” “us,” and “our”), we take your privacy seriously. Please read this Privacy Policy to learn how we treat your personal data. By using or accessing the Services in any manner, you acknowledge that you accept the practices and policies outlined below, and you hereby consent that we will collect, use, and share your information in this Privacy Policy. We want you to be in control of your information and get the most from it. While this Privacy Policy is specifically about how we collect and use your personal data, we have the following core principles by which we will abide. Even as the details in the rest of this Privacy Policy may change, these core principles will remain constant.

- Your information on Chairish’s Services belongs to you.
- We will help you to control your information.
- We will tell you what we do with your information.
- We will never spam you or abuse your information.

Remember that your use of Chairish’s Services is at all times subject to our Terms of Service, which incorporates this Privacy Policy. Any terms we use in this Policy without defining them have the definitions given to them in the Terms of Service.

You may print a copy of this Privacy Policy by clicking here https://do3ythuywmygy.cloudfront.net/legal/PrivacyPolicy/Chairish_Privacy_Policy_2021_03_12.pdf. If you have a disability, you may access this Privacy Policy in an alternative format by contacting support@chairish.com.

Privacy Policy Table of Contents

<table>
<thead>
<tr>
<th>What this Privacy Policy Covers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Data</td>
</tr>
<tr>
<td>Categories of Personal Data We Collect</td>
</tr>
<tr>
<td>Categories of Sources of Personal Data</td>
</tr>
<tr>
<td>Our Commercial or Business Purposes for Collecting Personal Data</td>
</tr>
<tr>
<td>How We Share Your Personal Data</td>
</tr>
<tr>
<td>Tracking Tools, Advertising and Opt-Out</td>
</tr>
<tr>
<td>Data Security and Retention</td>
</tr>
<tr>
<td>Personal Data of Children</td>
</tr>
<tr>
<td>California Resident Rights</td>
</tr>
<tr>
<td>Other State Law Privacy Rights</td>
</tr>
<tr>
<td>Changes to this Privacy Policy</td>
</tr>
<tr>
<td>Contact Information</td>
</tr>
</tbody>
</table>

What this Privacy Policy Covers

This Privacy Policy covers how we treat Personal Data that we gather when you access or use our Services. “Personal Data” means any information that identifies or relates to a particular individual and
also includes information referred to as “personally identifiable information” or “personal information” under applicable data privacy laws, rules, or regulations. This Privacy Policy does not cover the practices of companies we don’t own or control or people we don’t manage.

**Personal Data**

*Categories of Personal Data We Collect*

The following chart details the categories of Personal Data that we collect and have collected over the past twelve (12) months.

<table>
<thead>
<tr>
<th>Category of Personal Data</th>
<th>Examples of Personal Data We Collect</th>
<th>Categories of Third Parties With Whom We Share this Personal Data:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile or Contact Data</td>
<td>• First and last name&lt;br&gt;• Alias&lt;br&gt;• Postal address&lt;br&gt;• Email address&lt;br&gt;• Photos&lt;br&gt;• Phone number&lt;br&gt;• Unique identifiers such as passwords</td>
<td>• Service Providers&lt;br&gt;• Advertising Partners&lt;br&gt;• Business Partners&lt;br&gt;• Select Partners&lt;br&gt;• Parties you Authorize, Access or Authenticate</td>
</tr>
<tr>
<td>Payment Data</td>
<td>• Payment card type&lt;br&gt;• Last 4 digits of payment card&lt;br&gt;• Billing address, phone number, and email&lt;br&gt;• PayPal ID/Email</td>
<td>• Service Providers (specifically our payment processing partners, including Stripe, Inc. and Braintree, Inc.)</td>
</tr>
<tr>
<td>Commercial Data</td>
<td>• Purchase history&lt;br&gt;• Consumer profiles&lt;br&gt;• Records of products or services purchased on Chairish</td>
<td>• Service Providers&lt;br&gt;• Advertising Partners&lt;br&gt;• Business Partners&lt;br&gt;• Select Partners&lt;br&gt;• Parties you Authorize, Access or Authenticate</td>
</tr>
<tr>
<td>Devices/IP Data</td>
<td>• IP address&lt;br&gt;• Device ID&lt;br&gt;• Domain server&lt;br&gt;• Type of device/operating system/browser used to access the Services</td>
<td>• Service Providers&lt;br&gt;• Advertising Partners&lt;br&gt;• Business Partners&lt;br&gt;• Select Partners&lt;br&gt;• Parties you Authorize, Access or Authenticate</td>
</tr>
<tr>
<td>Categories of Sources of Personal Data</td>
<td>Categories of Sources of Personal Data</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>--------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Web Analytics</td>
<td>Web Analytics</td>
<td></td>
</tr>
<tr>
<td>Web page interactions</td>
<td>Service Providers</td>
<td></td>
</tr>
<tr>
<td>Referring webpage/source</td>
<td>Advertising Partners</td>
<td></td>
</tr>
<tr>
<td>through which you accessed the</td>
<td>Business Partners</td>
<td></td>
</tr>
<tr>
<td>Services</td>
<td>Select Partners</td>
<td></td>
</tr>
<tr>
<td>Non-identifiable request IDs</td>
<td>Parties you Authorize, Access or</td>
<td></td>
</tr>
<tr>
<td>Statistics associated with the</td>
<td>Authenticate</td>
<td></td>
</tr>
<tr>
<td>interaction between device or</td>
<td></td>
<td></td>
</tr>
<tr>
<td>browser and the Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Network Data</td>
<td>Social Network Data</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>Service Providers</td>
<td></td>
</tr>
<tr>
<td>Phone number</td>
<td>Advertising Partners</td>
<td></td>
</tr>
<tr>
<td>User name</td>
<td>Business Partners</td>
<td></td>
</tr>
<tr>
<td>IP address</td>
<td>Select Partners</td>
<td></td>
</tr>
<tr>
<td>Device ID</td>
<td>Parties you Authorize, Access or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Authenticate</td>
<td></td>
</tr>
<tr>
<td>Consumer Demographic Data</td>
<td>Consumer Demographic Data</td>
<td></td>
</tr>
<tr>
<td>Zip code</td>
<td>Service Providers</td>
<td></td>
</tr>
<tr>
<td>IP-address-based location</td>
<td>Advertising Partners</td>
<td></td>
</tr>
<tr>
<td>information</td>
<td>Business Partners</td>
<td></td>
</tr>
<tr>
<td>Geolocation data</td>
<td>Select Partners</td>
<td></td>
</tr>
<tr>
<td>Inferences drawn from other</td>
<td>Parties you Authorize, Access or</td>
<td></td>
</tr>
<tr>
<td>personal information</td>
<td>Authenticate</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
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**Categories of Sources of Personal Data**

We collect Personal Data about you from the following categories of sources:

- **You**
  - When you provide such information directly to us.
• When you create an account or use our interactive tools and Services.
• When you voluntarily provide information in free-form text boxes through the Services or through responses to surveys or questionnaires.
• When you send us an email or otherwise contact us.
  o When you use the Services and such information is collected automatically.
    ▪ Through Cookies (defined in the “Tracking Tools, Advertising and Opt-Out” section below).
    ▪ If you download our mobile application or use a location-enabled browser, we may receive information about your location and mobile device, as applicable.
    ▪ If you download and install certain applications and software we make available, we may receive and collect information transmitted from your computing device for the purpose of providing you the relevant Services, such as information regarding when you are logged on and available to receive updates or alert notices.

● Other Users
  o We may contact you if another User invites you to follow their Chairish gallery through the Services. If you invite a third party to follow your Chairish gallery through our Services, we will use that party’s email address for the sole purpose of sending your invitation. You must have permission from other individuals before you share their contact information with us. If you do not have permission to share an individual’s information with us, then you must not submit any such information to Chairish.

● Third parties
  o Vendors
    ▪ We may use analytics service providers to analyze how you interact and engage with the Services, or third parties may help us provide you with customer support.
    ▪ We may use vendors to obtain information to generate leads and create user profiles.
  o Advertising and marketing partners
    ▪ We receive information about you from some of our vendors who assist us with marketing or promotional services. This may include information related to how you interact with our websites, applications, products, Services, advertisements or communications. Additionally, we may receive contact information and certain commercial information from data co-ops and other third party data aggregators.
  o Social Networks
    ▪ If you provide your social network account credentials to us or otherwise sign in to the Services through a third-party site or service, some content and/or information in those accounts may be transmitted into your account with us, for example, your name and email address, and additional information that may be necessary to authenticate your access to the Services in the future.

Our Commercial or Business Purposes for Collecting Personal Data
- **Providing, Customizing and Improving the Services**
  - Creating and managing your account or other user profiles.
  - Processing orders or other transactions; billing.
  - Providing you with the products, services or information you request.
  - Meeting or fulfilling the reason you provided the information to us.
  - Providing support and assistance for the Services.
  - Improving the Services, including testing, research, internal analytics and product development.
  - Personalizing the Services, website content and communications based on your preferences.
  - Doing fraud protection, security and debugging.
  - Carrying out other business purposes stated when collecting your Personal Data or as otherwise set forth in applicable data privacy laws, such as the California Consumer Privacy Act (the “CCPA”).

- **Marketing the Services**
  - Marketing and selling the Services, including sending catalogs and promotional materials by email or direct mail.
  - Showing you advertisements, including interest-based or online behavioral advertising.

- **Corresponding with You**
  - Responding to correspondence that we receive from you, contacting you when necessary or requested, and sending you information about Chairish or the Services.
  - Sending emails and other communications according to your preferences or that display content that we think will interest you.
  - If you opt to have promotional offers from us sent to your mobile device, we may send you SMS, MMS or other text message (“Text Message”) regarding such promotional offers to the telephone number you provided to us. We may collect information regarding such communications, such as confirmation when you read a Text Message, and use such information to operate and improve our Services, including our customer service, or as otherwise permitted by this Privacy Policy. To opt out of receiving promotional Text Messages from us, reply “STOP” to any such message.

- **Meeting Legal Requirements and Enforcing Legal Terms**
  - Fulfilling our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities.
  - Protecting the rights, property or safety of you, Chairish or another party.
  - Enforcing any agreements with you.
  - Responding to claims that any posting or other content violates third-party rights.
  - Resolving disputes.

We will not collect additional categories of Personal Data or use the Personal Data we collected for materially different, unrelated or incompatible purposes without providing you notice.

**How We Share Your Personal Data**

We disclose your Personal Data to the categories of service providers and other parties listed in this section. Depending on state laws that may be applicable to you, some of these disclosures may constitute a “sale” of your Personal Data. For more information, please refer to the state-specific sections below.
• **Service Providers.** These parties help us provide the Services or perform business functions on our behalf. They include:
  o Hosting, technology and communication providers.
  o Security and fraud prevention consultants.
  o Analytics providers.
  o Support and customer service vendors.
  o Product fulfillment and delivery providers.
  o Payment processors.
    ▪ Our payment processing partners, Stripe, Inc. (“Stripe”) and Braintree, Inc. (“Braintree”), collect your voluntarily-provided payment card information necessary to process your payment.
    ▪ Please see Stripe’s and Braintree’s terms of service and privacy policy for information on their use and storage of your Personal Data.

• **Advertising Partners and Select Partners.** These parties help us market our services and provide you with other offers that may be of interest to you. They include:
  o Ad networks.
  o Data brokers and marketing cooperatives.
  o Marketing providers.

For example, we may disclose information to certain advertising partners, companies that perform advertising-related services, data brokers and marketing cooperatives (our “Select Partners”) in order to provide you with more relevant advertising tailored to your interests. This information may include identifiers such as your IP address, advertising identifiers, your email address, your age and gender, your internet or other electronic network information such as your interaction with an ad, geolocation data, and commercial information such as your purchase history. We may combine information you give us online or through our catalogs with publicly available information and information we receive from or cross-reference with our Select Partners in order to personalize the Services and communicate with you about offers that may be of interest to you. Additionally, we may rent, exchange, share and/or cross-reference information, including contact information about you, with our data broker and marketing cooperative partners in a manner that will enable such persons to send you promotional materials and catalogues for other products and services that may be of interest to you.

• **Business Partners.** These parties partner with us in offering various services. They include:
  o Businesses that you have a relationship with.
    ▪ For example, if you are affiliated with an entity that participates in Chairish’s Trade Program (see https://www.chairish.com/trade for more details), we may share your information with such entity and with other affiliates or members of such entity in order to administer the Trade Program and its related benefits. For example, we may identify you to other members of your entity for the purposes of determining whether certain benefits apply under the Trade Program.
  o Companies that we partner with to offer joint promotional offers or opportunities.

• **Parties You Authorize, Access or Authenticate**
  o Third parties you access through the services.
o Social media services.
  ▪ For example, if you log-on to the Services using third-party social media account credentials, and you choose to "Follow" a User of Chairish, you consent to Chairish posting a notification on your social media account, such as on your Facebook wall, that you are "following" that User. You may opt-out of these social media posts at any time by emailing us at support@chairish.com or by changing your preferences on your account page.

o Other users.
  ▪ For example, if you communicate with a Seller to inquire about or to purchase an item through Chairish or otherwise, we may share your name and email address with the Seller of such item, and in the case of a purchase, your payment and shipping information. Without express consent, Sellers should only contact Users and use their Personal Data for Chairish-related communications and for completing the transaction for which the information was provided. Sellers should not use this information to distribute unsolicited commercial messages. Unless a User “follows” the Seller, or the User consents, Sellers should not add Users to their email lists.
  ▪ If you send messages to other users, your name, username and the content of such messages will be available to such other Users, and if you publicly post any content on the Chairish website, such content, your name and your username will be publicly available.
  ▪ Certain of our Services may allow you to choose to be a "Follower" of any Seller on the Chairish Services by clicking on the "Follow" button while viewing any Seller's storefront. If you become a "Follower" of a Seller, your email address and other personal information that you have provided to Chairish may be provided to that designer in order to send you email notifications and other information regarding the Seller’s business, including announcements, events and new products. By choosing to "Follow" a Seller, you consent to receiving email notifications regarding the Seller and to the sharing of your Personal Data, including your name and email address, with that Seller. Sellers are not agents of Chairish, and Chairish does not control the privacy practices of the Sellers. Chairish may also send you emails or other notices to notify you of developments regarding each of the Sellers that you follow. If you no longer wish to follow a Seller, you may click on the "Unfollow" button on your Chairish account page or on the Seller's storefront at any time. Chairish will attempt to honor "Unfollow" requests promptly, however, Chairish does not control the privacy practices of the Sellers or any other third party.

Legal Obligations

We may share any Personal Data that we collect with third parties in conjunction with any of the activities set forth under “Meeting Legal Requirements and Enforcing Legal Terms” in the “Our Commercial or Business Purposes for Collecting Personal Data” section above.

Business Transfers
All of your Personal Data that we collect may be transferred to a third party if we undergo a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business (in whole or in part). Should one of these events occur, we will make reasonable efforts to notify you before your information becomes subject to different privacy and security policies and practices.

Data that is Not Personal Data

We may create aggregated, de-identified or anonymized data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user. We may use such aggregated, de-identified or anonymized data and share it with third parties for our lawful business purposes, including to analyze, build and improve the Services and promote our business, provided that we will not share such data in a manner that could identify you.

Tracking Tools, Advertising and Opt-Out

The Services use cookies and similar technologies such as pixel tags, web beacons, clear GIFs, and JavaScript (collectively, “Cookies”) to enable our servers to recognize your web browser and tell us how and when you visit and use our Services, to analyze trends, learn about our user base and operate and improve our Services. Cookies are small pieces of data—usually text files—placed on your computer, tablet, phone, or similar device when you use that device to visit our Services. We may also supplement the information we collect from you with information received from third parties, including third parties that have placed their own Cookies on your device(s). Please note that because of our use of Cookies, the Services do not support “Do Not Track” requests sent from a browser at this time.

We use the following types of Cookies:

- **Essential Cookies.** Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Services. Disabling these Cookies may make certain features and services unavailable.
- **Functional Cookies.** Functional Cookies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our Services. These Cookies help us to personalize our content for you, greet you by name, and remember your preferences (for example, your choice of language or region).
- **Performance/Analytical Cookies.** Performance/Analytical Cookies allow us to understand how visitors use our Services such as by collecting information about the number of visitors to the Services, what pages visitors view on our Services and how long visitors are viewing pages on the Services. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services’ content for those who engage with our advertising. For example, Google, Inc. (“Google”) uses cookies in connection with its Google Analytics services. Google’s ability to use and share information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt-out of Google’s use of Cookies by visiting the Google advertising opt-out page at www.google.com/privacy_ads.html or the Google Analytics Opt-out Browser Add-on at https://tools.google.com/dlpage/gaoptout/.
- **Retargeting/Advertising Cookies.** Retargeting/Advertising Cookies collect data about your online activity and identify your interests so that we can provide advertising that we believe is relevant to you. For more information about this, please see the section below titled “Information about Interest-Based Advertisements.”
You can decide whether or not to accept Cookies through your internet browser’s settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You can also delete all Cookies that are already on your computer. If you do this, however, you may have to manually adjust some preferences every time you visit our website and some of the Services and functionalities may not work.

To explore what Cookie settings are available to you, look in the “preferences” or “options” section of your browser’s menu. To find out more information about Cookies, including information about how to manage and delete Cookies, please visit http://www.allaboutcookies.org/.

Information about Interest-Based Advertisements:

We may serve advertisements, and also allow third-party ad networks, including third-party ad servers, ad agencies, ad technology vendors and research firms, to serve advertisements through the Services. These advertisements may be targeted to Users who fit certain general profile categories or display certain preferences or behaviors (“Interest-Based Ads”). Information for Internet-Based Ads (including Personal Data) may be provided to us by you, or derived from the usage patterns of particular Users on the Services and/or services of third parties. Such information may be gathered through tracking Users’ activities across time and unaffiliated properties, including when you leave the Services. To accomplish this, we or our service providers may deliver Cookies, including a file (known as a “web beacon”) from an ad network to you through the Services. Web beacons allow ad networks to provide anonymized, aggregated auditing, research and reporting for us and for advertisers. Web beacons also enable ad networks to serve targeted advertisements to you when you visit other websites. Web beacons allow ad networks to view, edit or set their own Cookies on your browser, just as if you had requested a web page from their site.

We comply with the Digital Advertising Alliance (“DAA”) Self-Regulatory Principles for Online Behavioral Advertising. Through the DAA and Network Advertising Initiative (“NAI”), several media and marketing associations have developed an industry self-regulatory program to give consumers a better understanding of, and greater control over, ads that are customized based on a consumer’s online behavior across different websites and properties. To make choices about Interest-Based Ads from participating third parties, including to opt-out of receiving behaviorally targeted advertisements from participating organizations, please visit the DAA’s or NAI’s consumer opt-out pages, which are located at http://www.networkadvertising.org/choices/ or www.aboutads.info/choices.

Data Security and Retention

We seek to protect your Personal Data from unauthorized access, use and disclosure using appropriate physical, technical, organizational and administrative security measures based on the type of Personal Data and how we are processing that data. For example, the Services use industry standard Secure Sockets Layer (SSL) technology to allow for the encryption of Personal Data you provide to us. You should also help protect your data by appropriately selecting and protecting your password and/or other sign-on mechanism; limiting access to your computer or device and browser; and signing off after you have finished accessing your account. Although we work to protect the security of your account and other data that we hold in our records, please be aware that no method of transmitting data over the Internet or storing data is completely secure. We cannot guarantee the complete security of any data
you share with us, and except as expressly required by law, we are not responsible for the theft, destruction, loss or inadvertent disclosure of your information or content.

We retain Personal Data about you for as long as you have an open account with us or as otherwise necessary to provide you with our Services. In some cases we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

**Personal Data of Children**

As noted in the Terms of Service, we do not knowingly collect or solicit Personal Data about children under 16 years of age; if you are a child under the age of 16, please do not attempt to register for or otherwise use the Services or send us any Personal Data. If we learn we have collected Personal Data from a child under 16 years of age, we will delete that information as quickly as possible. If you believe that a child under 16 years of age may have provided us Personal Data, please contact us at support@chairish.com.

**California Resident Rights**

If you are a California resident, you have the rights set forth in this section. Please see the “Exercising Your Rights” section below for instructions regarding how to exercise these rights. Please note that we may process Personal Data of our customers’ end users or employees in connection with our provision of certain services to our customers. If we are processing your Personal Data as a service provider, you should contact the entity that collected your Personal Data in the first instance to address your rights with respect to such data.

If there are any conflicts between this section and any other provision of this Privacy Policy and you are a California resident, the portion that is more protective of Personal Data shall control to the extent of such conflict. If you have any questions about this section or whether any of the following rights apply to you, please contact us at support@chairish.com.

**Access**

You have the right to request certain information about our collection and use of your Personal Data over the past 12 months. In response, we will provide you with the following information:

- The categories of Personal Data that we have collected about you.
- The categories of sources from which that Personal Data was collected.
- The business or commercial purpose for collecting or selling your Personal Data.
- The categories of third parties with whom we have shared your Personal Data.
- The specific pieces of Personal Data that we have collected about you.

If we have disclosed your Personal Data to any third parties for a business purpose over the past 12 months, we will identify the categories of Personal Data shared with each category of third party recipient.

If we have sold your Personal Data over the past 12 months, we will identify the categories of Personal Data sold to each category of third party recipient.
Deletion

You have the right to request that we delete the Personal Data that we have collected from you. Under the CCPA, this right is subject to certain exceptions: for example, we may need to retain your Personal Data to provide you with the Services or complete a transaction or other action you have requested. If your deletion request is subject to one of these exceptions, we may deny your deletion request.

Exercising Your Rights

To exercise the rights described above, you or your Authorized Agent (defined below) must send us a request that (1) provides sufficient information to allow us to verify that you are the person about whom we have collected Personal Data, and (2) describes your request in sufficient detail to allow us to understand, evaluate, and respond to it. Each request that meets both of these criteria will be considered a “Valid Request.” We may not respond to requests that do not meet these criteria. We will only use Personal Data provided in a Valid Request to verify your identity and complete your request. You do not need an account to submit a Valid Request.

We will work to respond to your Valid Request within 45 days of receipt. We will not charge you a fee for making a Valid Request unless your Valid Request(s) is excessive, repetitive, or manifestly unfounded. If we determine that your Valid Request warrants a fee, we will notify you of the fee and explain that decision before completing your request.

You may submit a Valid Request using the following methods:

- Call us at: 855-549-9990
- Emailing us at: support@chairish.com
- Submit a form at this address: https://www.chairish.com/pages/ccpa-request

You may also authorize an agent (an “Authorized Agent”) to exercise your rights on your behalf. To do this, you must provide your Authorized Agent with written permission to exercise your rights on your behalf, and we may request a copy of this written permission from your Authorized Agent when they make a request on your behalf.

Personal Data Sales Opt-Out and Opt-In

In this section, we use the term “sell” as it is defined in the CCPA. We sell your Personal Data, subject to your right to opt-out of these sales.

As described in the “Tracking Tools, Advertising and Opt-Out” section above, we have incorporated Cookies from certain third parties into our Services. These Cookies allow those third parties to receive information about your activity on our Services that is associated with your browser or device. Those third parties may use that data to serve you relevant ads on our Services or on other websites you visit. Under the CCPA, sharing your data through third party Cookies for online advertising may be considered a “sale” of information. You can opt out of these sales by following the instructions in this section.

We sell your Personal Data to the following categories of third parties:

- Ad networks.
- Data brokers and marketing cooperatives.
• Marketing providers.

Over the past twelve (12) months, we have sold the following categories of your Personal Data to categories of third parties listed above:

• Profile or Contact Data.
• Commercial Data.
• Devices/IP Data.
• Web Analytics.
• Consumer Demographic Data
• Geolocation Data.
• Inferences drawn from other personal information.

Our use of analytics platforms and our sharing information with Select Partners described above may be considered “sales” under the CCPA.

You have the right to opt-out of the sale of your Personal Data. You can opt-out using the following methods:

• You can complete the online form found here: Do Not Sell My Personal Information.
• Email us at support@chairish.com

Once you have submitted an opt-out request, we will not ask you to reauthorize the sale of your Personal Data for at least 12 months.

To our knowledge, we do not sell the Personal Data of minors under 16 years of age.

**We Will Not Discriminate Against You for Exercising Your Rights Under the CCPA**

We will not discriminate against you for exercising your rights under the CCPA. We will not deny you our goods or services, charge you different prices or rates, or provide you a lower quality of goods and services if you exercise your rights under the CCPA. However, we may offer different tiers of our Services as allowed by applicable data privacy laws (including the CCPA) with varying prices, rates, or levels of quality of the goods or services you receive related to the value of Personal Data that we receive from you.

**Other State Law Privacy Rights**

**California Resident Rights**

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to contact us to prevent disclosure of Personal Data to third parties for such third parties’ direct marketing purposes; in order to submit such a request, please contact us at support@chairish.com.

**Nevada Resident Rights**

If you are a resident of Nevada, you have the right to opt-out of the sale of certain Personal Data to third parties who intend to license or sell that Personal Data. You can exercise this right by contacting us at
support@chairish.com with the subject line “Nevada Do Not Sell Request” and providing us with your name and the email address associated with your account.

**Changes to this Privacy Policy**

We’re constantly trying to improve our Services, so we may need to change this Privacy Policy from time to time as well, but we will alert you to any such changes by placing a notice on the www.chairish.com website, by sending you an email, and/or by some other means. Please note that if you’ve opted not to receive legal notice emails from us (or you haven’t provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all of the changes. Use of information we collect is subject to the Privacy Policy in effect at the time such information is collected.

**Contact Information:**

If you have any questions or comments about this Privacy Policy, the ways in which we collect and use your Personal Data, your choices and rights regarding such collection and use, please do not hesitate to contact us at:

- 855-549-9990
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