

## The Goodtalk, LLC Privacy Policy

**Latest updated:** April 17, 2023

The Goodtalk, LLC (“**Goodtalk**”, “**we**”, or “**us**”) is focused on providing a social audio community that is safe. Goodtalk respects your privacy and is committed to protecting it through our compliance with this Privacy Policy (the “**Privacy Policy**”).

This Privacy Policy describes the types of information we collect, how we collect, use, process, and disclose that information and the choices you can make about how we collect, use, process, and disclose your Personal Information (as defined below) when you visit <https://TheGoodtalkapp.com/> (our “**Website**”) or use, download, visit, install, register with, access, or purchase the The Goodtalk mobile application (the “**App**”) (collectively, the “**Services**”).

This Privacy Policy applies to information collected through the Services, from electronic messages between you and the Services, information you provide to us when responding to electronic communications, and anywhere else this Privacy Policy is posted. This Privacy Policy does not apply to information collected by any third party, including through any application (other than the App) or content (including advertising) that may link to or be accessible from or through the Services, nor does it apply to information collected by Goodtalk offline or through any other means not identified here.

Please read this Privacy Policy carefully. By accessing or using our Services, you agree to us collecting, storing and processing your information in accordance with this Privacy Policy. If you do not agree with our policies and practices as stated in this Privacy Policy, your choice is to not use our Services and to not respond to our marketing communications. This Privacy Policy may change from time to time, and your continued use of the Services after we make those changes is deemed to be acceptance of those changes. Please check this page periodically for updates to our Privacy Policy.

If you reside or are located in the European Economic Area (“**EEA**”) or the United Kingdom (“**UK**”), Goodtalk is the data controller of all Personal Information collected via the Services.

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### **Personal Information We Collect**

We collect various types of information from and about users of our Services in order to provide and improve the Services we offer and to communicate with you about our offerings. The information we collect includes information:

- By which you may be personally identified, such as any identifier by which you may be contacted online or offline (“**Personal Information**”);
- That is about you but individually does not identify you; and/or
- About your internet connection, the equipment you use to access our Services, and usage details about the Services.

We collect information in the following ways:

- Directly from you. For example, when you create an account to access the Services, from forms you complete, or when you provide information directly on the Services.
- Indirectly from you. For example, from observing your actions on our Services or pulling your contact information from an electronic communication you send through the Services.
- Third parties. For example, our service providers.

#### Personal Information You Provide to Us

We collect Personal Information you provide to us through the Services or as part of the Services, such as when you create an account with us, provide information through the Services, or contact us for support. Examples of the type of information you may provide to us are:

- Personal information by which you may be personally identified, such as your name, personal and professional mailing address, and email and phone number.
- Account credentials.
- The content of your communications (written, oral, or electronic) when you interact with our customer service team.
- Information that you provide on the Services, including but not limited to in directories, or in response to promotions and surveys.
- Audio recordings from customer service call.
- Payment and billing information.

#### Interactive Services and User Contributions

Because the nature of the Interactive Services is to allow Users to share User Contributions with each other, any User Contribution you post to the site, and all content in your User Contributions will be accessible to the public, will not be confidential or proprietary, and will not receive the same protections as information you submit to us through other means. You may use our in-app service to switch on “INCOGNITO MODE,” which will hide your personal profile information from other users when you use INCOGNITO MODE, but INCOGNITO MODE WILL NOT hide the User Contribution. By making a User Contribution, you consent to the information in that User Contribution being accessible to the public, and if you include personal information in the User Contribution, even in INCOGNITO MODE, you consent to it being posted and accessible to the public.

#### Information We Collect Automatically

As you navigate through and interact with our Services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits and use of our Services, including traffic data, location data, logs, audio recordings when you make customer service calls for quality and training purposes, content interaction information, such as files or content viewed or interacted with, time spent consuming content, and download information, and other communication data and the resources that you access and use on the Services.
- Information about your computer, mobile device, and internet connection, including your IP address, mobile network operator, Device ID, internet service provider, operating system, and browser type.
- Information about the types of marketing communications that you are presented with as well as the ones that you open and/or to which you respond.

We also may use various technologies to collect information about your online and in-app activities over time and across third-party websites or other online services (behavioral tracking). Some browsers allow users to select “DO NOT TRACK” as an option to tell website owners you do not wish to have your information tracked. Our in-app services allow users to switch on “INCOGNITO MODE” as an option to hide your personal profile information from other users while in this mode; however, it does not mean that Goodtalk alters the means of automatic data collection.

The information we collect automatically does not include Personal Information, but we may maintain it or associate it with Personal Information we collect in other ways or receive from third parties. It helps us to improve our Services and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Services according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Services.

The technologies we use for this automatic data collection may include:

- **Cookies (or Browser Cookies).** A cookie is a small file placed on the hard drive of your computer or device. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Services. Unless you have adjusted your browser or device settings so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website or use our App.
- **Flash Cookies.** Certain features of our Services may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Services. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see <https://allaboutcookies.org/how-to-clear-flash-cookies>.
- **Web Beacons.** Pages of our Website and the App and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that

permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

- **Log Data.** When you use the Services, we collect data and information (through third-party products) on your mobile device called Log Data. This Log Data may include information such as your device Internet Protocol (“IP”) address, device name, operating system version, the configuration of the App when utilizing our Services, the time and date of your use of the Services, and other statistics.
- **Advertising.** We permit third parties to use technologies on our Services to collect information about your device and your use of our Services to advertise products and services to you that are tailored to your perceived interests, as well as to provide advertising-related services such as reporting, attribution, analytics and market research. Such third parties act on our behalf, and we may grant them the right to use your information for their own purposes. For example, one such third party vendor, Google, shows ads and uses cookies to serve ads based on a user’s prior visits to a website. We also use data analytics to serve ads based on a user’s prior visits to a website. For more information on how Google uses your information, please see: [How Google uses information from sites or apps that use our services – Privacy & Terms – Google](#).
- **Analytics.** We also use Google Analytics and Google Analytics Demographics and Interest Reporting to collect information regarding visitor behavior and visitor demographics for some of our Services and to develop content. For more information on how Google uses your information, please see: [How Google uses information from sites or apps that use our services – Privacy & Terms – Google](#).
- **Social Media.** Our Services may include social media features, such as Twitter, Facebook, Instagram, LinkedIn, YouTube, Front Row Systems, or other widgets. These social media companies may recognize you and collect information about your visit to our Services, and they may set a cookie or employ other tracking technologies. Your interactions with those features are governed by the privacy policies of those companies.

See our [<Cookie Policy>](#) for more detail about information we collect automatically.

#### Your Choices in Relation to Tracking and Online Advertising

- Users can visit Ad Settings ([google.com](#)) for more information about its settings.
- Users can visit [Google Analytics Opt-out Browser Add-on Download Page](#) for information on how to opt-out of Google Analytics.
- To opt-out of third-party interest-based advertising from advertisers and third parties that participate in certain self-regulatory programs, please visit the [Network Advertising Initiative](#) and the [Digital Advertising Alliance](#). Alternatively, you may opt-out of this advertising if you are located in the European Union by visiting [<Your Online Choices>](#). Opt-outs are generally device and browser specific, meaning that you will need to opt-out on each device and browser you use. Please note, even if you opt-out of interest-based advertising, you will continue to receive ads, but they will not be targeted to your interests.
- Users can manage their cookie preferences for our Website by utilizing the online cookie preference center at the bottom of the Website. You may also reject or block all or specific types of cookies from our App by setting your preferences on your device.
- For California users, please see our [<Notice for California Residents>](#).

### Information From Other Sources

We may receive information from other sources, such as employers with enterprise accounts, testing centers, social media, third-party platforms and forums, contacts, and business partners. Examples of the type of information we may receive from other sources are:

- Personal Information, such as your name, personal and professional mailing address, email and phone number, and professional and educational history
  - Profile information, comments, and similar information provided to or on social networks and other forums that connect to us
  - Interests, demographic data, and purchasing behavior
- Information collected from you offline or through other channels. For example:
  - Information you provide over the phone.

Some of the information we collect may, when combined with other information, be Personal Information that could be used to identify you. Such information is treated as Personal Information.

You are responsible for ensuring the accuracy of Personal Information you provide to us. Inaccurate information may affect your ability to use the Services, the information you receive when using the Services, and our ability to contact you.

### **How We Use the Personal Information Collected**

We use, store, and process the information we collect to provide and improve the Services, to support our business functions, and to personalize, provide, measure and improve our advertising and marketing.

Some examples of how we use the information we collect, including Personal Information include:

- To present our Services and their contents to you.
- To provide you with information, products, or services that you request from us such as signing up for an account.
- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request information or ask a question about our Services, we will use that Personal Information to respond to your inquiry. We may also save your information to facilitate responses to your future inquiries.
- For customer service and customer support purposes.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection activities.
- To facilitate payment or delivery of services requested.
- To provide, support, personalize, and further develop our Services.
- To process your requests.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To manage your account and provide you with notices regarding the Services, including expiration and renewal notices.

- To personalize your experience with our Services and to deliver content and service offerings relevant to your interests, and via email or text message (with your consent, where required by law).
- To send you information about Goodtalk products, services, and promotions.
- To administer promotional activities, such as surveys, sweepstakes, contests, and referrals.
- To help maintain the safety, security, and integrity of our Services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, such as to develop and improve our Services, databases, other technology assets, and other offerings.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your Personal Information.
- For our legitimate interests or those of a third party.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by us about our users is among the assets transferred.
- To support our general business operations.
- To notify you about changes to our Services.
- To fulfill any other purpose for which you provide it.
- For any other purpose with your consent.
- For any other lawful purpose.

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests. We will not collect additional categories of Personal Information or use the Personal Information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

#### Promotional Communications

We may use your Personal Information to send you newsletters, marketing or promotional materials, or updates about us or our Services. We have a legitimate interest in processing your Personal Information for promotional purposes. This means we do not usually need your consent to send you promotional communications; however, where consent is needed, we will ask for this consent separately and clearly.

You have a right to opt-out of receiving promotional communications at any time by:

- Contacting us at [privacy@TheGoodtalkapp.com](mailto:privacy@TheGoodtalkapp.com); or
- Using the “unsubscribe” link in emails; or
- Submitting a request through our Website: [<https://TheGoodtalkapp.com/contact-us/>](https://TheGoodtalkapp.com/contact-us/).

If you instruct us to provide further services in the future, make additional request, or if there are change in the law, regulation, or the structure of our business, we may ask you to confirm or update your preferences regarding promotional communications.

We may also use your Personal Information to contact you about third parties' goods and services that may be of interest to you or to enable us to display advertisements to our advertisers target audiences. Even though we do not disclose your Personal Information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria. For more information about how third parties might collect your information or make assumptions about whether you meet its target criteria, please see our [Cookie Policy](#). If you do not want us to use your Personal Information in this way, please adjust your preferences in your user account profile.

### **Disclosing Personal Information**

We do not sell Personal Information. For purposes of this disclosure, "sell" means the disclosure of Personal Information to a third-party in exchange for monetary or other valuable consideration.

We may disclose your Personal Information to other businesses or entities where it is required in order for us to perform our obligations with you, where it is required to provide the goods or services you requested, where it is required by law, or where we have another legitimate interest in doing so, including, but not limited to, as follows:

- To our subsidiaries and affiliates only for use in the manner described in this Privacy Policy;
- To contractors, service providers, and other third parties that perform services on our behalf, such as credit card payment processors, event planners and coordinators, data management and storage providers, marketers and advertisers, analytics and research companies, and professional advisors;
- To law enforcement agencies, regulators, and courts in response to a court order, subpoena, regulatory requirements or similar legal process, to report any activities we reasonably believe to be unlawful, or as otherwise required by law;
- To combat fraud or criminal activity, and to protect our rights, users, and business partners, or as part of legal proceedings affecting Goodtalk;
- To another entity in connection with a merger, transfer of data assets, reorganization, divestiture, financing, dissolution, or similar corporate event involving all or part of our business;
- To enforce or apply our [Terms of Use](#) and other agreements, including for billing and collection purposes;
- To the public when you chose to publish your name, city, and state on the Services (with your consent);
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Goodtalk, our customers, or others;
- Where it is necessary to respond to a public health emergency, or in an emergency, to protect the safety of your health and property;
- To a reasonable extent, for purposes of carrying out news reporting and media monitoring for public interests;
- For any other purpose disclosed by us when you provide the information; and
- Otherwise with your consent.

### **Security**

To help protect the privacy and security of your Personal Information we use reasonable security measures, including administrative, technical, and physical measures. These measures help protect against loss, misuse or unauthorized access, disclosure, alteration or destruction of your Personal Information. Additionally, we train our colleagues who will have access to your Personal Information and legally protected data about the importance of confidentiality and maintaining the privacy and security of your Personal Information.

While we do our best to protect your Personal Information, please be aware that no security measures are perfect or impenetrable. If you know or have reason to believe that your Personal Information has been lost, stolen, misappropriated, or otherwise compromised, please see the final section of this Privacy Policy for ways to contact us.

Please also note that we cannot protect the privacy and security of Personal Information that you reveal in User Contributions on the Services.

### **International Transfer of Personal information**

Goodtalk operates and processes Personal Information in multiple jurisdictions. Personal Information may be collected, used, disclosed, stored, and processed in a jurisdiction other than where you reside or are located, including in the United States and in other countries including United Kingdom, Canada, and Australia, or where the parties listed above are based for the purposes outlined above. These jurisdictions may have data protection laws that differ from your home jurisdiction. If you require further information about this you can contact us on the contact details listed at the end of this Privacy Policy.

### **Retention**

Unless you instruct us to delete your Personal Information, we will retain your Personal Information for as long as we are using it to provide the Services to you or to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, regulatory, accounting or reporting requirements, and for purposes of our legitimate interests in maintaining such Personal Information in our records; for as long as we are communicating with you; or for as long as required by law. When it is no longer necessary for us to retain your Personal Information we will delete or anonymize it.

### **Third-Party Websites and Services**

Any links to third-party websites and third-party services on our Services are provided solely as a convenience to you. We do not endorse or make any representations about these websites or third-party services or any products, materials, or services offered through them. Any Personal Information you provide on these third-party sites is subject to the privacy practices and policies of those sites, and we recommend you review their privacy practices. We do not accept any responsibility or liability for the privacy practices or content of any websites or services that are not operated by or for us.

### **EEA and UK Data Subject Privacy Rights**

If you are an individual located in the EEA or UK, you also have the following rights:

- The right to request access to your Personal Information,
- The right to edit, correct, and update your Personal Information,
- The right to request erasure of your Personal Information,
- The right to restrict processing of your Personal Information,
- The right to object to the processing of your Personal Information,



- The right to data portability, and/or
- The right to withdraw your consent, to the extent that we have collected your Personal Information based on your affirmative informed consent.

We will only use your Personal Information when the law allows us to, and consistent with the terms of this Privacy Policy.

If you wish to contact us in connection with the exercise of your rights listed above, click [<here>](#). Unless we notify you at the time of your request, we will not charge any fee in connection with the exercise of your rights. You also have the right to complain to or seek advice from a supervisory authority for data protection issues and/or bring a claim against us in any court of competent jurisdiction.

### **Australian Data Subject Privacy Rights**

If you are an individual located in Australia, in addition to the rights provided above, you have the following rights:

- The right to not identify yourself, or use a pseudonym, when dealing with Goodtalk, unless it is impractical to do so or Goodtalk is required or authorized by law to deal with identified individuals.
- The right to opt-out of direct marketing communications involving the use or disclosure of Personal Information to communicate directly with you.
- The right to know to which countries Goodtalk is likely to disclose your Personal Information if it is likely to be disclosed outside Australia.
- The right to have us not adopt a government related identifier of you as our own identifier of you, unless an exception applies, and not use or disclose a government related identifier of you, unless an exception applies.
- The right to access your Personal Information.
- The right to receive information related to your Personal Information.
- The right to correct and rectify your Personal Information.
- The right to make a complaint to Goodtalk if you believe your information has been mishandled.

We will only use your Personal Information when the law (including, the Privacy Act 1988 in Australia and the Australian Privacy Principles (“**APPs**”)) allows us to and consistent with this Privacy Policy.

If you wish to contact us in connection with the exercise of your rights listed above, click [<here>](#).

### **Canadian Data Subject Privacy Rights**

If you are an individual located in Canada, in addition to the rights provided above, you have the following rights:

- The right to be informed.
- The right to access.
- The right to rectification and correction.
- The right to erasure.
- The right to object/opt-out.

- The right to data portability.
- The right to not be subject to automated decision-making.
- The right to withdrawal of consent.
- The right to seek redress for violations.

We will only use your Personal Information when the law (including, the Personal Information protection and Electronic Documents Act (“PIPEDA”)) allows us to and consistent with this Privacy Policy.

If you wish to contact us in connection with the exercise of your rights listed above, click [here](#).

**Notice for Nevada Residents**

If you are a Nevada resident, you can opt out of sales of certain covered information that a website operator has collected or will collect about the resident. You can opt-out by clicking Do Not Sell My Personal Information and otherwise managing your preferences in the Cookies Settings at the bottom of the Website or App.

**Parents/Guardians**

Our Services are not directed to or intended for children under the age of 16. We do not knowingly collect any Personal Information from children under 16. If you are under the age of 16, do not use or provide any information on the Services, through features of the Services, register for the Services, make any purchases through the Services, purchase any services, use any of the interactive or public comment features of the Services, or provide any information about yourself to us, in any manner, including your name, address, telephone number, email address, or any screen name or user name you may use.

If we become aware that we have unknowingly collected Personal Information from a child under the age of 16, and we do not have parent or guardian consent on file, we will delete such Personal Information from our records. If you believe we have collected or are processing Personal Information from a child under 16 years of age, please [Contact Us](#).

California residents under 16 years of age may have additional rights regarding the collection and sale of their Personal Information. Please see [California Notice at Collection and Privacy Notice](#) for more information.

**Changes to This Privacy Policy**

This Privacy Policy may be updated periodically. If we make material changes, we will attempt to let you know via email or other communication. We encourage you to periodically review this page for the latest information on our privacy practices. As long as you continue to use the Services, you agree to this Privacy Policy and any updates we make to it. We will not, however, use your Personal Information in a manner that is materially different than what we disclosed to you at the time the Personal Information was collected without your consent.

**How to Contact Us**

If you have any questions or concerns about this Privacy Policy, contact us at:

Write Us:	The Goodtalk P.O. Box 2289, Oxford, Mississippi 38655
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Email Us:	<a href="mailto:privacy@TheGoodtalkApp.com">privacy@TheGoodtalkApp.com</a>
Call Us:	(800) 480-4534 (Toll-Free)
Website:	<a href="https://TheGoodtalkApp.com/">https://TheGoodtalkApp.com/</a>

## Notice for California Residents

**Last Updated:** November 9, 2022

This California Notice at Collection and Privacy Notice (“**California Privacy Notice**”) should be read in conjunction with the main Privacy Policy as it supplements the Privacy Policy and applies solely to all visitors, users and others who reside in the State of California.

This California Privacy Notice applies to information collected on the website <https://TheGoodtalkapp.com/> (the “**Website**”) and the Goodtalk mobile application (the “**App**”) (collectively, the “**Services**”). This California Privacy Notice does not apply to information collected by any third party, including through any application or content (including advertising) that may link to or be accessible from or through the Services, nor does it apply to information collected by Goodtalk offline or through any other means not identified here. We have adopted this notice pursuant to the California Consumer Privacy Act of 2018 (“**CCPA**”) and it applies only to residents of the State of California (“**you**”).

### Scope

Our Services collect information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, household or device (“**Personal Information**”). Personal Information does not include publicly available information from government records; deidentified or aggregated consumer information, and information excluded from the CCPA’s scope, like, health or medical information covered by the Health Insurance Portability and Accountability Act of 1996, as amended, and the California Confidentiality of Medical Information Act, clinical trial data, or other qualifying research data, personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act, the Gramm-Leach-Bliley Act, or California Financial Information Privacy Act, and the Driver's Privacy Protection Act of 1994.

### Notice at Collection

We may collect the following categories of Personal Information:

<b>Category</b>	<b>Examples</b>	<b>Collected</b>
Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	YES
Personal Information categories listed in the California Customer Records statute	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
Protected classification characteristics under California or federal law	Age (40 years or older), race, color, ancestry, national origin, 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).	YES
Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
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.	YES
Internet or other similar network activity	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	YES

Geolocation data	Physical location or movements.	YES
Sensory data	Audio, electronic, visual, thermal, olfactory, or similar information.	YES
Professional or employment-related information	Current or past job history or performance evaluations.	NO
Non-public education information (per FERPA)	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
Inferences drawn from other Personal Information	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES

We use, store, and process the information we collect to provide and improve the Services, to support our business functions, and to personalize, provide, measure and improve our advertising and marketing.

Some examples of how we use the information we collect, including Personal Information include:

- To present our Services and their contents to you.
- To provide you with information, products, or services that you request from us such as membership.
- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to request information or ask a question about our Services, we will use that Personal Information to respond to your inquiry. We may also save your information to facilitate responses to your future inquiries.
- For customer service and customer support purposes.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection activities.
- To facilitate payment or delivery of services requested.
- To provide, support, personalize, and further develop our Services.
- To process your requests.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To manage your account and provide you with notices regarding the Services, including expiration and renewal notices.
- To personalize your experience with our Services and to deliver content and service offerings relevant to your interests, and via email or text message (with your consent, where required by law).
- To send you information about Goodtalk products, services, and promotions.
- To administer promotional activities, such as surveys, sweepstakes, contests, and referrals.
- To help maintain the safety, security, and integrity of our Services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, such as to develop and improve our Services, databases, other technology assets, and other offerings.

- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your Personal Information.
- For our legitimate interests or those of a third party.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by us about our users is among the assets transferred.
- To support our general business operations.
- To notify you about changes to our Services.
- To fulfill any other purpose for which you provide it.
- For any other purpose with your consent.
- For any other lawful purpose.

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests. We will not collect additional categories of Personal Information or use the Personal Information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

You can opt-out by submitting a request from our website <[Do Not Sell My Personal Information](#)> or contacting us via the information in the <[How to Contact Us](#)> section of this California Notice at Collection and Privacy Notice.

Sharing of Personal Information

We do not sell Personal Information. For purposes of this disclosure, “sell” means the disclosure of Personal Information to a third-party in exchange for monetary or other valuable consideration.

We may share your Personal Information by disclosing it to a third party for a business purpose. We only make these business purpose disclosures under written contracts that describe the purposes, require the recipient to keep the Personal Information confidential, and prohibit using the disclosed information for any purpose except performing the contract. In the preceding twelve (12) months, we have disclosed Personal Information for a business purpose to the categories of third parties indicated in the chart below. In addition Goodtalk may share information as permitted or required by law, such as with law enforcement and third parties pursuant to legal requests or proceedings.

Category	Category of Third Party Disclosures
Identifiers	<ul style="list-style-type: none"> <li>• Our affiliates</li> <li>• Our service providers and business partners</li> <li>• Third parties (including advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, social networks, and data brokers) such as Google LLC, Front Row Systems, Inc., Meta Platforms, Inc. and others</li> <li>• As may be permitted or required by law, such as with law enforcement and third parties pursuant to legal request or legal proceedings</li> <li>• In connection with the sale or restricting of all our part of our business</li> <li>• At your request or with your consent</li> </ul>

<p>Personal Information categories listed in the California Customer Records statute</p>	<ul style="list-style-type: none"> <li>● Our affiliates</li> <li>● Our service providers and business partners</li> <li>● Third parties (including advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, social networks, and data brokers) such as Google LLC, Front Row Systems, Inc., Meta Platforms, Inc. and others</li> <li>● As may be permitted or required by law, such as with law enforcement and third parties pursuant to legal request or legal proceedings</li> <li>● In connection with the sale or restricting of all our part of our business</li> <li>● At your request or with your consent</li> </ul>
<p>Protected classification characteristics under California or federal law</p>	<ul style="list-style-type: none"> <li>● Our affiliates</li> <li>● Our service providers and business partners</li> <li>● Third parties (including advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, social networks, and data brokers) such as Google LLC, Front Row Systems, Inc., Meta Platforms, Inc. and others</li> <li>● As may be permitted or required by law, such as with law enforcement and third parties pursuant to legal request or legal proceedings</li> <li>● In connection with the sale or restricting of all our part of our business</li> <li>● At your request or with your consent</li> </ul>
<p>Commercial information</p>	<ul style="list-style-type: none"> <li>● Our affiliates</li> <li>● Our service providers and business partners</li> <li>● Third parties (including advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, social networks, and data brokers) such as Google LLC, Front Row Systems, Inc., Meta Platforms, Inc. and others</li> <li>● As may be permitted or required by law, such as with law enforcement and third parties pursuant to legal request or legal proceedings</li> <li>● In connection with the sale or restricting of all our part of our business</li> <li>● At your request or with your consent</li> </ul>
<p>Biometric information</p>	<ul style="list-style-type: none"> <li>● Our affiliates</li> <li>● Our service providers and business partners</li> <li>● Third parties (including advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, social networks, and data brokers) such as Google LLC, Front Row Systems, Inc., Meta Platforms, Inc. and others</li> <li>● As may be permitted or required by law, such as with law enforcement and third parties pursuant to legal request or legal proceedings</li> <li>● In connection with the sale or restricting of all our part of our business</li> <li>● At your request or with your consent</li> </ul>
<p>Internet or other similar network activity</p>	<ul style="list-style-type: none"> <li>● Our affiliates</li> <li>● Our service providers and business partners</li> <li>● Third parties (including advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, social networks, and data brokers) such as Google LLC, Front Row Systems, Inc., Meta Platforms, Inc. and others</li> <li>● As may be permitted or required by law, such as with law enforcement and third parties pursuant to legal request or legal proceedings</li> <li>● In connection with the sale or restricting of all our part of our business</li> <li>● At your request or with your consent</li> </ul>
<p>Geolocation data</p>	<ul style="list-style-type: none"> <li>● Our affiliates</li> <li>● Our service providers and business partners</li> <li>● Third parties (including advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, social networks, and data brokers) such as Google LLC, Front Row Systems, Inc., Meta Platforms, Inc. and others</li> <li>● As may be permitted or required by law, such as with law enforcement and third parties pursuant to legal request or legal proceedings</li> <li>● In connection with the sale or restricting of all our part of our business</li> <li>● At your request or with your consent</li> </ul>

Sensory data	<ul style="list-style-type: none"> <li>• Our affiliates</li> <li>• Our service providers and business partners</li> <li>• Third parties (including advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, social networks, and data brokers) such as Google LLC, Front Row Systems, Inc., Meta Platforms, Inc. and others</li> <li>• As may be permitted or required by law, such as with law enforcement and third parties pursuant to legal request or legal proceedings</li> <li>• In connection with the sale or restricting of all our part of our business</li> <li>• At your request or with your consent</li> </ul>
Professional or employment-related information	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Non-public education information (per FERPA)	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Inferences drawn from other Personal Information	<ul style="list-style-type: none"> <li>• Our affiliates</li> <li>• Our service providers and business partners</li> <li>• Third parties (including advertising networks, internet service providers, data analytics providers, government entities, operating systems and platforms, social networks, and data brokers) such as Google LLC, Front Row Systems, Inc., Meta Platforms, Inc. and others</li> <li>• As may be permitted or required by law, such as with law enforcement and third parties pursuant to legal request or legal proceedings</li> <li>• In connection with the sale or restricting of all our part of our business</li> <li>• At your request or with your consent</li> </ul>

### Sales of Personal Information

We disclose the following categories of Personal Information to third parties for them to use for their own marketing purposes. Such disclosures may be considered a sale for purposes of the CCPA.

- Identifiers
- Geolocation data
- Inferences drawn from Personal Information such as preferences, characteristics and behaviors

We also disclose the following categories of Personal Information to third-party cookie and other ad-tech providers, who may further disclose your information throughout the digital advertising ecosystem. Such disclosures may be considered a sale for purposes of the CCPA.

- Identifiers
- Internet or other electronic activity information
- Geolocation data
- Inferences drawn from Personal Information such as preferences, characteristics and behaviors.

### Your Rights and Choices, Including California Privacy Rights

To the extent provided for by law and subject to applicable exemptions, you have the following rights in relation to the Personal Information about you that we have collected:

#### *Tracking Technologies*

You can set your browser or device to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Services may be inaccessible or not function properly.

#### *Disclosure for Third Party Advertising*



If you do not want us to share your Personal Information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by checking the relevant box located on the form on which we collect your data, emailing us a request at [privacy@TheGoodtalkApp.com](mailto:privacy@TheGoodtalkApp.com), or sending a request from our Website: <https://TheGoodtalkapp.com/contact-us/>. When sending your request you must identify yourself and provide sufficient information for us to address your request.

#### *Promotional Offers*

If you do not wish to receive promotional messages from us regarding our own Services or third party products or services, you can opt-out by checking the relevant box located on the form on which we collect your data, or emailing us at [privacy@TheGoodtalkApp.com](mailto:privacy@TheGoodtalkApp.com), or sending a request through our Website: <https://TheGoodtalkApp.com/contact-us/> . If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. When sending your request you must identify yourself and provide sufficient information for us to address your request.

#### *Right to Know and Data Portability*

You have the right to request that we disclose certain information to you about our collection and use of your Personal Information over the past twelve (12) months (the “**right to know**”). Once we receive your request and confirm your identity (see [<Exercising Your Rights to Know or Delete>](#)), we will disclose to you:

- The categories of Personal Information we collected about you.
- The categories of sources for the Personal Information we collected about you.
- Our business or commercial purpose for collecting or selling that Personal Information.
- The categories of third parties with whom we share that Personal Information.
- The specific pieces of Personal Information we collected about you (also called a data portability request).
- Categories of Personal Information that we have disclosed or sold to a third party for a business purpose.
- Categories of third parties to whom the residents’ Personal Information was sold.
- We do not provide a right to know or data portability disclosure for business-to-business Personal Information.

#### *Right to Delete*

You have the right to request that we delete your Personal Information. Subject to certain exceptions, we will endeavor to delete your Personal Information and direct any service provider to delete your Personal Information. Once we receive your request and confirm your identity (see [<To Exercise Your Right to Know or Right to Deletion>](#)), we will review your request to see if an exception allowing us to retain the information applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the Personal Information, provide a service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.

- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

We will delete or de-identify Personal Information not subject to one of these exceptions from our records and will direct our service providers to take similar action. We do not provide these deletion rights for business-to-business Personal Information.

#### *Right to Opt-Out*

You have the right to direct us not to sell your Personal Information. Our Services are not directed to or intended for children under the age of 16. We do not knowingly collect any Personal Information from children under 16. If you are under the age of 16, do not use or provide any information on the Services, through features of the Services, register for the Services, make any purchases through the Services, purchase any services, use any of the interactive or public comment features of the Services, or provide any information about yourself to us, in any manner, including your name, address, telephone number, email address, or any screen name or user name you may use.

If we become aware that we have unknowingly collected Personal Information from a child under the age of 16, and we do not have parent or guardian consent on file, we will delete such Personal Information from our records. If you believe we have collected or are processing Personal Information from a child under 16 years of age, please <[Contact Us](#)>.

#### *Right to Non-Discrimination*

We will not discriminate against you for exercising any of your CCPA/CPRA (California Consumer Privacy Act/California Privacy Rights Act) or any other relevant states' privacy law rights. We will not:

- Deny you Services.
- Charge you different prices or rates for Services because of exercising your consumer rights to your data, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of Services.
- Suggest that you may receive a different price or rate for services or a different level or quality of Services.

However, we may offer you certain financial incentives permitted by law that can result in different prices, rates, or quality levels. Any legally-permitted financial incentive we offer will reasonably relate to your Personal Information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time. We do not currently provide any such incentives.

## To Exercise Your Right to Know or Right to Deletion

### *Submitting a Request*

**To exercise your rights to know or delete described above, please submit a request by:**

- Emailing us at: [privacy@TheGoodtalkApp.com](mailto:privacy@TheGoodtalkApp.com).
- Calling us at our toll-free number: (800) 480-4534.
- Submitting a request through our Website: [<https://TheGoodtalkApp.com/contact-us/>](https://TheGoodtalkApp.com/contact-us/).

You may only submit a request to know twice within a twelve (12)-month period.

Only you, or someone legally authorized to act on your behalf, may make a request to know or delete related to your Personal Information. We will need to verify your identity before processing your request. In order to verify your identity, we will generally either require you to login to your account or we must be able to match certain information you provide us to the information we maintain about you. Your request to know or delete must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative of such person.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

Certain requests may require us to obtain additional Personal Information from you. 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. We will only use Personal Information provided in the request to verify the requestor's identity or authority to make the request.

### *Requests Submitted by Authorized Agents*

In certain circumstances, you are permitted to use an authorized agent, as that term is defined by the CCPA ("**Authorized Agent**"), to submit requests on your behalf where you provide sufficient evidence that the requestor is an authorized agent with written permission to act on your behalf and you successfully verify your own identity with us. An Authorized Agent can make a request on a California resident's behalf by:

- For requests to know and delete: (1) providing a valid power of attorney under the laws of California; or (2) providing sufficient evidence to show that the California resident has (i) provided the Authorized Agent signed permission to act on their behalf, (ii) verified their own identity directly with us, and (iii) directly confirmed with us that they have provided the Authorized Agent permission to submit the request on their behalf.
- For requests to opt out: submitting a signed permission demonstrating that the Authorized Agent has been authorized by the California resident to act on their behalf.

### *Response Timing and Format*

We will confirm receipt of your request within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please email [privacy@TheGoodtalkApp.com](mailto:privacy@TheGoodtalkApp.com).

We endeavor to substantively respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to another forty-five (45) days), we will inform you of the reason and extension period in writing.

We will deliver our written response electronically to the email address we have on file for you, regardless of the email address from which you submitted the request.

Any disclosures we provide will only cover the twelve (12)-month period preceding our receipt of your request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your Personal Information that is readily useable and should allow you to transmit the information from one entity to another entity.

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.

#### *To Exercise Your Right to Opt-Out*

You can opt-out of any sales of your Personal Information by clicking Do Not Sell My Personal Information and managing your preferences in the Cookies Settings.

#### *Minors Under Age 16*

You have the right to direct us not to sell your Personal Information. Our Services are not directed to or intended for children under the age of 16. We do not knowingly collect any Personal Information from children under 16. If you are under the age of 16, do not use or provide any information on the Services, through features of the Services, register for the Services, make any purchases through the Services, purchase any services, use any of the interactive or public comment features of the Services, or provide any information about yourself to us, in any manner, including your name, address, telephone number, email address, or any screen name or user name you may use.

If we become aware that we have unknowingly collected Personal Information from a child under the age of 16, and we do not have parent or guardian consent on file, we will delete such Personal Information from our records. If you believe we have collected or are processing Personal Information from a child under 16 years of age, please <[Contact Us](#)>. As such, we do not “sell” the Personal Information of consumers we know to be under 16 years of age.

#### *Notice of Financial Incentives*

From the time to time, we may run sweepstakes, contests, or other offers and promotions (collectively, “**Programs**”) that may be deemed “financial incentives” in relation to our collection of Personal Information under CCPA. A business may offer financial incentives for the collection, sale or deletion of California residents’ Personal Information, provided it is not unjust, unreasonable, coercive or usurious, and is made available in compliance with applicable transparency, informed consent, and opt-out requirements. We may run sweepstakes or contests from time to time. Please refer to the terms and conditions of each Program for additional information about the Program, including how eligible consumers can opt-in or opt-out of the Program at any time. In order to enter a Program, you may be required to provide us or a service provider acting on our behalf with certain Personal Information, such as identifiers including your name and contact information (“**Rewards Data**”). If you submit your entry in accordance with the applicable Program’s rules, you may be entered into the Program and will get a chance to win a prize or receive another benefit from us. The value of Rewards Data is related to the value of your information and the costs associated with offering the Program.

#### *California “Shine the Light”*

In addition to the rights described above, California’s “Shine the Light” law permits California residents to request certain information regarding our disclosure, if any, of certain categories of Personal

Information to third parties for their direct marketing purposes during the immediately preceding calendar year. To make such a request, please send an email to [privacy@TheGoodtalkApp.com](mailto:privacy@TheGoodtalkApp.com). This request may be made no more than once per calendar year.

*Do Not Track*

Some web browsers may transmit “do-not-track” signals to websites with which the user communicates. Because there is a wide variety of standards for “do-not-track” signals, our Services will generally not respond any differently if you transmit “do-not-track” signals.

*Changes to this Privacy Notice*

This California Privacy Notice may be updated periodically. If we make material changes, we will attempt to let you know via email or other communication. We encourage you to periodically review this page for the latest information on our privacy practices. As long as you continue to use the Services, you agree to this California Privacy Notice and any updates we make to it. We will not, however, use your Personal Information in a manner that is materially different than what we disclosed to you at the time the Personal Information was collected without your consent.

**How to Contact Us**

If you have any questions or concerns about this California Privacy Notice, contact us at:

Write Us:	The Goodtalk P.O. Box 2289, Oxford, Mississippi 38655
Email Us:	<a href="mailto:privacy@TheGoodtalkApp.com">privacy@TheGoodtalkApp.com</a>
Call Us:	(800) 480-4534 (Toll-Free)
Website:	<a href="https://TheGoodtalkApp.com/">https://TheGoodtalkApp.com/</a>