

Paperless Post Privacy Notice for California Residents

Last Updated March 26, 2020

This California Privacy Notice (the “**Notice**”) applies to Paperless Inc. and its subsidiary. This Notice informs California residents of (1) the information that relates to or could reasonably be associated with California residents or households (“**Personal Data**”) that we collect and how we use and disclose that information and (2) the privacy rights California residents may have relating to their Personal Data and how those rights can be exercised. This Notice is incorporated into and forms part of our [Privacy Policy](#). By accessing or using the Service, you agree to the practices described in this Notice. If you do not agree to this Notice, please do not access the Site or otherwise use the Service. All capitalized but undefined terms shall have the meanings assigned to them in the [Privacy Policy](#).

1. Personal Data Collection, Use, and Disclosure

The following table describes (1) the categories of Personal Data we collect, (2) examples of the types of information that fall within each category of Personal Data collected, (3) how we use each category of Personal Data, and (4) how we disclose Personal Data.

Category of Personal Data	Examples	Sources Of Personal Data	Use of Personal Data	Disclosure of Personal Data
Identification Data	Name, email, username, social media information (depending on your setting and only if you log-in to the Service through a social media account)	We collect Identification Data from you and, depending on your settings, from social media accounts you use to log-in to the Service.	We use Identification Data to authenticate users, to provide the Service, for marketing, and to provide customer support, and to communicate with you.	We disclose Identification Data to our subsidiary, marketing partners, hosting providers, data synchronization providers, internal collaboration tools, survey providers, communication vendors, analytics providers, payment processors, and customer service providers.
Event Data	The time, date, location, and description of events you host or are invited to.	We collect Event Data from you and from Hosts.	We use Event Data to provide the Services and for analytics.	We disclose Event Data to our subsidiary, hosting providers, mapping service, analytics providers, and communication vendors.
Communication Data	Any data contained within communications you send or receive through Services (i.e., messages relating to events you host or attend) and in communications you send to us (including via email or telephone (calls may be recorded)).	We collect Communication Data from you.	We use Communication Data to provide the Services, to provide customer support, and to communicate with you.	We disclose Communication Data to our subsidiary, hosting providers, communication vendors, internal collaboration tools, and customer service providers.

Demographic Data	Age range, marital and parental status, gender, and household income range.	We collect Demographic Data from you.	We use Demographic Data for internal user research, analytics, and marketing segmentation.	Survey vendors collect Demographic Data on our behalf, and we disclose it to our subsidiary, hosting providers, data synchronization providers, internal collaboration tools, analytics providers, and customer service providers.
Commercial Data	Purchase history.	We collect Commercial Data from you.	We use Commercial Data for analytics and marketing.	We disclose Commercial Data to our payment processors, data synchronization providers, collaboration tools, analytics providers, and customer service providers.
Financial Data	Our payment processor may collect your payment card number and the security code, expiration date, zip code and country associated with your payment card. To facilitate future payments more easily, we store the name, zip code, country code, expiration date, and the last four digits of your payment card.	Our payment processor will collect Financial Data from you.	Through our payment processor, we use Financial Data to process transactions.	Financial Data is disclosed to our payment processors.
Location Data	We calculate a rough estimate of your location (i.e., city or state) based on your IP address and we may also collect location information relating to events you host or attend (if location information is provided by the host).	We collect Location Data from you and from Hosts.	We use Location Data to provide the Services.	We disclose Location Data to our subsidiary, hosting providers, data synchronization providers, mapping service, survey providers, collaboration tools, analytics providers, customer service providers.
Internet Activity Data	IP address, information about how you interact with the Site, Apps, and our emails and advertisements (including advertisements that appear on third party sites or apps, marketing emails, and invitations emailed through the Service), browser type and settings, the type of device you use, and its operating system, settings, unique device identifiers, and network information.	We collect Internet Activity Data from you.	We use Internet Activity Data to provide the Service, for analytics, and for marketing.	We disclose Internet Activity Data to our subsidiary, hosting providers, our analytics providers, data synchronization providers, collaboration tools, customer service providers, and our marketing partners.
Derived Data	We create profiles based on our most common user types (i.e., 30-40 year old mothers and women older than 50).	We create Derived Data from the Demographic Data we collect about you.	We use Derived Data for internal business analytics and marketing segmentation.	We disclose Derived Data to our subsidiary, analytics providers, data synchronization providers, and customer service providers.

2. **California Privacy Rights**

To the extent provided for by law and subject to applicable exceptions, California residents have the following privacy rights in relation to the Personal Data we collect:

- The right to know what Personal Data we have collected and how we have used and disclosed that Personal Data.
- The right to request deletion of your Personal Data.
- The right to opt out: We do not and will not sell your Personal Data but we may share Personal Data (including Identification Data and Internet Activity Data) with social media platforms and other advertising partners that will use that information to serve you targeted advertisements when you are on social media platforms and other third-party websites. We do not control and are not responsible for social media platforms' (Pinterest or LinkedIn) or advertising partners' (Google, Microsoft, Steelhouse) processing of your Personal Data. You can opt out of all targeted advertising associated with our Site, globally or on a vendor-by-vendor basis in our [Cookie Policy](#). You can also opt out of our use of your Personal Data for any marketing purposes by e-mailing optout@paperlesspost.com.
- The right to be free from discrimination relating to the exercise of any of your privacy rights.

Exercising Your Rights: California residents can exercise the above privacy rights by submitting your request in your account settings on the Site, or if you do not have an account with us, by emailing privacy@paperlesspost.com.

Verification: to protect your Personal Data from unauthorized access or deletion, we may require you to verify your login credentials before you can submit a request to know or delete Personal Data. If you do not have an account with us, or if we suspect fraudulent or malicious activity, we may ask you to provide additional Personal Data for verification. If we cannot verify your identity, we will not provide or delete your Personal Data.

Authorized Agents: you may submit a request to know or a request to delete your Personal Data through an authorized agent. If you do so, the agent must present signed written permission to act on your behalf and you may also be required to independently verify your identity with us.

3. Contact Us

If you have questions about this Notice or need to access this Notice in a different format, please contact us at:

Email: privacy@paperlesspost.com

Address: Paperless Inc.
115 Broadway
New York, NY 10006
USA

Telephone: +1 877-605-8644