

Privacy Notice for Californians

This Privacy Notice for California residents serves to inform California residents regarding the information that Stratifyd, Inc. (collectively, “Stratifyd,” “we,” “us,” or “our”) collects and applies solely to visitors, users, and others who reside in the State of California (“consumers” or “you”). This Privacy Notice applies to data collection by Stratifyd and shall apply to your use of the website, www.stratifyd.com and other Stratifyd-related sites, applications, software, communications, capabilities and services (“Services”) accessible on or by any top-level Stratifyd domain owned by us (each, a “Site” and collectively the “Sites”). We adopt this notice to comply with the California Consumer Privacy Act of 2018 (“CCPA”) and other California privacy laws. Any terms defined in the CCPA have the same meaning when used in this notice.

Information We Collect

We have collected the following categories of personal information from consumers within the last twelve (12) months:

Category	Type of Identifiers We Collect
Identifiers.	First and last name, address, telephone number, unique personal identifier, online identifier, Internet Protocol address, email address, account ID and password.
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, address, telephone number, employment, employment history, credit card number, debit card number, or any other financial information.
Internet or other similar network activity.	Browsing history and time, search history, information on a consumer's interaction with a website, application, or advertisement.
Commercial Information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
Professional or employment-related information.	Current or past job history or performance evaluations.

How We Use Information We Collect

We use your personal data in ways that are compatible with the purposes for which it was collected or authorized by you, including for the following purposes:

Category	The Purpose for Collection
Identifiers.	<ol style="list-style-type: none">1. To present, operate or improve the Site and Services, including analysis of Site activity;2. To inform you about Services and products available from Stratifyd;3. To authorize access to our Sites and Services;4. To provide, maintain, administer or expand the Services, performing business analyses, or for other internal purposes to support, improve or enhance our business, the Services, and other products and services we offer;5. To offer and administer programs;6. To customize or tailor your experience of the Services;7. To administer content, promotion, sweepstakes, surveys, voting polls or other Site features;8. To communicate about, and administer your participation in, special programs, surveys, contests, online campaigns, online programs, sweepstakes, and other offers or promotions, and to deliver pertinent emails;9. To improve our Site and Services;10. To secure our Services, including to authenticate Users;11. To use statistical information that we collect in any way permitted by law, including from third parties in connection with their commercial and marketing efforts;12. To respond to and support Users regarding their use of the Sites and Services;13. To comply with all applicable legal requirements;14. To enforce our Terms of Use and other agreements;15. To perform data analysis and testing;16. To investigate possible fraud or other violations of our Terms of Use or this Privacy Policy and/or attempts to harm our Users;17. To resolve disputes;18. To otherwise fulfill the purpose for which the information was provided.

Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).

1. To present, operate or improve the Site and Services, including analysis of Site activity;
2. To inform you about Services and products available from Stratifyd;
3. To authorize access to our Sites and Services;
4. To provide, maintain, administer or expand the Services, performing business analyses, or for other internal purposes to support, improve or enhance our business, the Services, and other products and services we offer;
5. To offer and administer programs;
6. To customize or tailor your experience of the Services;
7. To administer content, promotion, sweepstakes, surveys, voting polls or other Site features;
8. To communicate about, and administer your participation in, special programs, surveys, contests, online campaigns, online programs, sweepstakes, and other offers or promotions, and to deliver pertinent emails;
9. To improve our Site and Services;
10. To secure our Services, including to authenticate Users;
11. To use statistical information that we collect in any way permitted by law, including from third parties in connection with their commercial and marketing efforts;
12. To respond to and support Users regarding their use of the Sites and Services;
13. To comply with all applicable legal requirements;
14. To enforce our Terms of Use and other agreements;
15. To perform data analysis and testing;
16. To investigate possible fraud or other violations of our Terms of Use or this Privacy Policy and/or attempts to harm our Users;
17. To resolve disputes;
18. To otherwise fulfill the purpose for which the information was provided.

<p>Internet or other similar network activity.</p>	<ol style="list-style-type: none"> 1. To authorize access to our Sites and Services. 2. To provide you with Services. 3. To offer and administer programs. 4. To administer content, promotion, survey or other Site features. 5. To improve our customer service. 6. To respond to and support users regarding their use of the Sites and Services.
<p>Commercial Information.</p>	<ol style="list-style-type: none"> 1. To provide you with Services. 2. To offer and administer programs. 3. To comply with all applicable legal requirements. 4. To facilitate registration or access or otherwise onboard a consumer as part of a new customer relationship. 5. To respond to customer service inquiries initiated by the consumer. 6. To improve products and services.
<p>Professional or employment-related information.</p>	<ol style="list-style-type: none"> 1. To comply with all applicable legal requirements

We use your personal data in ways that are compatible with the purposes for which it was collected or authorized by you, including for the following purposes:

For more information on our privacy practices, please review our [Privacy Policy](#) . If you have any specific questions regarding this Privacy Notice, you can contact us via email or by writing to us at the address below:

Send e-mail to:
privacy@stratifyd.com

Send mail to our address:

Stratifyd, Inc.
 Attn: Privacy Policy Inquiry
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 Charlotte, NC 28202
 U.S.A.