

Sundial™ California Consumer Privacy Notice

We value your privacy.

This Sundial California Consumer Privacy Notice (“Notice”) describes how we collect, use, and disclose the personal information of California consumers when they use the features on the Sundial Mobile App (“mobile app”) and/or our website (“site”) (collectively, “Services”) together with the rights prescribed by the California Consumer Privacy Act (CCPA) in connection with the use of our Services.

Sundial is a product of Sundial Labs, LLC and this policy applies only to your access and use of the Product. Sundial Labs LLC may offer other products and services not covered by this policy.

In the event of a conflict between this Notice and other Sundial privacy notices or policies, this Notice will prevail as to California consumers’ rights under the CCPA.

Collection and Disclosure of Personal Information

The CCPA defines personal information as “information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.”

Personal information does not include public information lawfully made available from governmental records or de-identified or aggregate consumer information. We will implement technical safeguards to prohibit re-identification of de-identified information about you. We also reserve the right to create or allow others to create aggregate consumer information data sets by ensuring that individual consumer identities have been removed and are not linked or reasonably linkable to any consumer or household, including via a device. The CCPA does not require that such information be re-identified in response to a request made pursuant to the CCPA.

Sundial may share your personal information with third parties, whose products or services (such as weather, news, and home improvement repairs) are integrated into the mobile app.

Sundial may also share certain information with other individuals, such as those who are invited to be part of the Care Circle.

This collection and disclosure of information, as well as other categories of personal information and third parties, are reflected in the table below.

Categories of Personal Information Collected and Disclosed:	Categories of Third Parties to Whom Personal Information is Disclosed:
1. Identifiers such as: name, photographs, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, telephone number, account name, or other similar identifiers.	We may disclose identifiers to third parties such as: other individuals, service providers, other vendors, or other businesses.
2. Personal Records such as: date of birth, postal address, email address, telephone number, calendar events, credit card number, debit card number, or other similar personal records.	We may disclose personal records to third parties such as: other individuals, service providers, other vendors, or other businesses.
3. Classifications such as: sex, marital status, familial status, race, and gender.	We may disclose classifications to third parties such as: other individuals, service providers, other vendors, or other businesses.
4. Commercial Information such as: products or services purchased, member account status,	We may disclose commercial information to third parties such as: other individuals,

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obtained, or considered, or other purchasing or consuming histories or tendencies.	service providers, other vendors, or other businesses.
5. Internet Usage Information such as: browsing history, search history, and information regarding your interaction with an Internet Web Site, application, or advertisement.	We may disclose internet usage information to third parties such as: other individuals, service providers, other vendors, or other businesses.
6. Geolocation Data such as: precise physical location or movements and travel patterns.	We may disclose geolocation data to third parties such as: other individuals, service providers, other vendors, or other businesses.
7. Sensory Data such as: audio recordings, electronic, visual, or similar information.	We may disclose sensory data to third parties such as: other individuals, service providers, other vendors, or other businesses.
8. Inferences from Personal Information Collected such as: creating a profile about a consumer reflecting the consumer's preferences, characteristics, predispositions, behavior, attitudes, abilities, and aptitudes.	We may disclose inferences to third parties such as: other individuals, service providers, other vendors, or other businesses.

We may disclose any or all of the categories of personal information collected for business purposes such as offering, developing and maintaining products and services, completing transactions with individuals or other businesses, preventing fraud, for our everyday business operations, or as required or permitted by law.

We reserve the right to transfer the information we maintain in the event we sell or transfer all or a portion of our business or assets. If we engage in such a sale or transfer, we will make reasonable efforts to direct the recipient to use your personal information in a manner that is consistent with this Notice. After such a sale or transfer, you may contact the recipient with any inquiries concerning the recipient's privacy practices.

Interactions with Amazon Alexa

Amazon is a separate business and in using the Amazon Echo, you are obtaining services from Amazon. Interactions with the Sundial Skill for Amazon Alexa are made possible because of your use of the Amazon Echo Show device. Your interactions with the Amazon Echo Show device, including personal information collected or used by Amazon, are governed by the Alexa Terms of Use found [here](#) and the Amazon Privacy Notice found [here](#). You can manage the personal information that Amazon collects about you using your Alexa Privacy Settings [here](#).

How We Collect Information

We may collect personal information from various sources, including:

- When you voluntarily provide it to us
- When you sign up and create an account
- When you sign up to receive emails, special promotions, offers, event information, or other communications (e.g., social media sites)
- When you use our website or mobile app
- From third parties for our business purposes
- When you communicate with us
- When you contact us offline or submit information to us offline
- When you provide it through our website or mobile app

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- Directly from you, at your direction or with your consent
- In connection with your use of the Services (e.g., via our website and devices you connect to the Services)
- From our service providers, partners, and third parties, such as those discussed in the “How We Use Personal Information” and “How We Share Personal Information” sections below
- From other platforms that you may use to engage with us
- Automatically, from devices that you use to connect to our website and app

In addition to the information described above, Sundial Labs automatically records information collected and transmitted by any device used to access the Product as Usage Data. Usage Data may include information such as your device model and version, device identifier, operating system, time zone, name of your mobile operator or internet service provider, application performance measurements, and error conditions. Usage Data may also include a record of when specific features of Sundial services are used.

Note-Sundial users should never use the Product to share or store medical information or financial information.

How We Use Personal Information

We collect, use, and share personal information to offer, provide, or maintain products and services and as otherwise related to the operation of our business, or as required or permitted by law. We may collect, use, and share the personal information we collect for one or more of the following business purposes:

- Processing Interactions and Transactions such as customization of advertisements as a result of visiting our application.
- Managing Interactions and Transactions such as auditing related to a current interaction with you and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards.
- Performing Services on behalf of the business or service provider, including maintaining or servicing accounts, providing customer service, processing or fulfilling transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytic services, or providing similar services on behalf of the business or service provider.
- Research and Development for technological development and demonstration.
- Quality Assurance to verify or maintain the quality of a service or device that is developed and owned, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service that is owned, or controlled by the business.
- Security such as detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity.
- Debugging to identify and repair errors that impair existing intended functionality.

We restrict the use of personal information that is shared with our vendors for business purposes.

We may collect, use, and disclose personal information for commercial purposes such as marketing. As described in the “Right to Opt-out of ‘Sale’ and Certain Sharing Practices” section below, we may also collect, use and disclose personal information for interest-based advertising.

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Care Circle Sharing

You and any person you connect to and share information with (the Care Circle) using the Product will have access to any and all information shared by you through the Product, except for the profile data (as a Care Circle Member) and account information in the case of the subscription holder. Sundial Labs cannot control how you or anyone in the Care Circle may use or disclose your information. You expressly release Sundial Labs from any responsibility and liability resulting from any third party you authorize to have access to your information via the Product.

We Use Common Tracking Technologies

Sundial™, along with our vendors, use several common tracking technologies on our website properties and in our mobile applications to collect information about your computer or device. These may include browser cookies, local shared objects, mobile advertising or device IDs, analytical tools, or other technologies. We use these tools to:

- Acknowledge our customers and visitors.
- Store your information if you are registered on our site.
- Improve our websites, services, and functionality.
- Better understand the interests of our customers and our website visitors.
- Assist with marketing and serve you with advertising and other content in which we think you will be interested. To do so, we may observe your behaviors when you interact with us on our properties, like websites or emails, or on other websites we do not control. We may also use information about your browsing history or your current interaction with our website properties or mobile applications that we collect from you or obtain from vendors.
- We share with, and collect website cookie IDs, web-beacons, mobile device IDs, and similar technologies, from our ad partners and vendors like Google to serve you interest based advertising.
- Coordinate with our partners, including through a Co-Op membership with Adobe, using de-identified data, to serve you our interest-based advertisements across various devices.
- Perform analytics.

You Can Control Cookies

Your browser may give you the ability to control or reject certain types of browser cookies. How you do so depends on the type of cookie. Browser cookies, which are stored in your browser, can be controlled (deleted or blocked) by using your browser settings. Local shared objects are stored outside of your browser, elsewhere on your computing device. If you block cookies on your browser, certain website features may not work, including mechanisms used to honor advertising opt-out choices you may make.

Our Ads May Be Served Based on Tracking

We may work with online advertising companies to show you relevant and useful ads including ads displayed on our website and the websites of other companies. These ads may be based on information collected by us or other parties (for example, when you register for a site). These ads may also be based on your activities on our website or on other websites. This is called "online behavioral advertising". Some companies that play a role in the online behavioral advertising process may have sufficient

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information to identify you. To learn more about online behavioral advertising, visit the Digital Advertising Alliance website.

You Can Limit Online Behavioral Advertising

Sundial is committed to adhering to the Digital Advertising Alliance Self-Regulatory Principles for Online Behavioral Advertising. To limit online behavioral advertising/cross device tracking by participating companies and to learn more, visit the Digital Advertising Alliance opt out page. In addition, you may opt out of this type of advertising, as it pertains to Adobe, by using Adobe's opt-out tool as made available by Adobe.

Our site will, on some pages, cause your social network cookies to be transmitted to the social networks to which you belong, together with the "URL" of the Sundial web page you are visiting. This happens because of the social network widgets we use on some web pages to make it easy for you to interact with social networks. Depending on the policies of the social networks to which you belong and your user settings with those services, your social network may be able to track your browsing history. This information may be shared with social networks even if you are unaware of the presence of the widget or do not "click" on the widget. For more information and to control the data you share with social networks, you should consult the privacy policies and documentation of the social networks to which you belong.

California Privacy Rights

California consumers have the privacy rights described in this section, subject to certain limitations.

You may submit a request as described below or submit one through an authorized agent (examples of an authorized agent may include a power of attorney, guardian, conservator or one registered with the California Secretary of State). Requests submitted to us are subject to review, identification, and verification. We will acknowledge receipt of your request and provide information about processing the request and the verification process. We may ask you for information which allows us to confirm your identity in relation to information we currently have. In addition, we may require notarization (at our expense) of any forms submitted. We may also ask for documentation verifying that your designated agent is authorized to act on your behalf. We may not be able to fulfill your request if we are unable to verify you are the consumer that is the subject of the request, or that the agent is, in fact, authorized to act on your behalf.

We will make reasonable efforts to identify personal information that we collect, use, and disclose to respond to your request. In some instances, we may not be able to process a request because, for example, we are prohibited to by law or we may not be able to sufficiently verify your identity based on the information you provide to us in response to our verification process. In such instances, we will provide you with a written explanation as to the reason we cannot process your request.

Right to Know

You have the right to request the following, which will be provided for the period that is 12 months prior to the request date:

- The specific pieces of personal information we have collected about you and are maintaining;
- The categories of personal information we have collected about you;
- The categories of sources from which we collected your personal information;

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- The business or commercial purposes for our collecting or selling your personal information;
- The categories of third parties to whom we have shared your personal information; or
- A list of the categories of personal information disclosed for a business purpose in the prior 12 months, or a confirmation that no disclosure occurred.

If we grant your request, we will provide you with a copy of the personal information we maintain about you in the ordinary course of business. We may not fulfill some or all of your request to access as permitted by applicable law.

See the Contact us and How to Exercise CCPA Rights section for ways to make a Right to Know request.

Right to Delete

You may request that we delete your personal information. Depending on the scope of your request, we may refrain from granting your request, as permitted by applicable law. For example, we may be required to retain your personal information for the following reasons:

- Necessary to complete a transaction or service you requested;
- Needed for security purposes;
- Needed to identify and repair system errors;
- Needed for the exercise of free speech or exercise another right provided for by law;
- Necessary for compliance with the California Electronic Communications Privacy Act;
- Necessary for internal business purposes; or
- Needed to comply with laws or legal obligations.

See the Contact us and How to Exercise CCPA Rights section for ways to make a Right to Delete request.

Right to Opt-out of “Sale” and Certain Sharing Practices

Do Not Sell My Personal Information

As a California resident, we want to help you understand your Right to Opt Out, and its impact on your use of the Sundial product.

- Sundial Labs does not share your personal information with third parties in exchange for monetary consideration. Nevertheless, the CCPA very broadly defines the terms “sell” and “personal information.”
- Interactions with the Sundial skill for Alexa are facilitated through the Amazon Echo Show device. Those interactions may be recorded and used by Amazon in accordance with the Amazon Device Terms. The CCPA treats this as a “sale.”
- In addition, Sundial may share your personal information with third parties, whose products or services (such as weather, news, and home improvement repairs) are integrated into the Sundial app (referred to below as “third party integrations”). The CCPA treats these transfers of personal information as a “sale,” too.

The use of the Amazon Echo Show device and third party integrations are required for the Sundial skill for Alexa and mobile application to function, and electing to Opt Out of the “selling” your personal information (as that term is broadly defined by the CCPA) means that the Sundial product’s

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functions cannot work. If you are the Sundial subscriber, the entire Care Circle will no longer be able to use the Sundial product and the subscription will be cancelled.

If you would still like to Opt Out, you may submit a Do Not Sell My Personal Information request pursuant to the California Consumer Privacy Act by:

- Submitting the [Do Not Sell My Personal Information Opt-Out form](#)
- Calling us at 1-833-255-0228 for assistance
- Utilizing the Do Not Sell My Personal Information link on the Legal & Privacy page in the Sundial Mobile App
- Utilizing the Do Not Sell My Personal Information link on the Sundial Skill for the Amazon Alexa on the Dashboard

Children users between 13 and 16

If you are between the ages of 13 and 16, we do not “sell” your information to these third parties without authorization from you.

Non-Discrimination

We will not discriminate against you, in terms of price or Services that we offer, if you submit one of the requests listed above.

Metrics

The following metrics for the previous calendar year can be found at this [link](#):

- The number of requests to know that the business received, complied with in whole or in part, and denied
- The number of requests to delete that the business received, complied with in whole or in part, and denied
- The number of requests to opt-out that the business received, complied with in whole or in part, and denied
- The median or mean number of days within which the business substantively responded to requests to know, requests to delete, and requests to opt-out

Contact Us and How to Exercise CCPA Rights

You may submit Right to Know or Right to Delete requests pursuant to the California Consumer Privacy Act in one of these ways:

- Call us at 1-833-255-0228
- Complete and return this [form](#) via U.S. Mail

You may submit a Do Not Sell My Personal Information request pursuant to the California Consumer Privacy Act by:

- Submitting the [Do Not Sell My Personal Information Opt-Out form](#)
- Calling us at 1-833-255-0228 for assistance
- Utilizing the Do Not Sell My Personal Information link on the Legal & Privacy page in the Sundial Mobile App

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- Utilizing the Do Not Sell My Personal Information link on the Sundial Skill for the Amazon Alexa on the Dashboard

You may opt out of the sharing or usage of data for interest-based advertising in one of the following ways:

- If you wish to opt out of the use of your personal information in connection with tailored advertising in desktop and mobile browsers, please visit [YourAdChoices](#) or the [Network Advertising Initiative](#). To opt out in mobile apps, you may download the AppChoices app at this [link](#).
- You can also use the platform controls on your mobile device to opt out.
 - For iOS - Open the Settings App > Tap Privacy > Scroll and tap Advertising > Toggle on Limit Ad Tracking.
 - For Android - Visit Settings > Select Google > Select Ads > Toggle 'Opt out of ads personalization.'

Amazon Echo: If you wish to exercise your CCPA rights or have any questions about managing your data in connection with Amazon Echo, please contact Amazon directly. You can also manage the personal information that Amazon collects about you using your Alexa Privacy Settings [here](#). Amazon is a separate business under the CCPA and in using the Amazon Echo, you are obtaining services from Amazon.

For more information on your California privacy rights contact us at 1-833-255-0228 , email us at Sundial@Sundial-Labs.com or visit Sundial-Labs.com.

Or, write to us at:

Sundial Labs, LLC
Attention: Enterprise Compliance & Ethics – Office of Privacy, C-2
PO Box 2322
Bloomington, IL 61704-2322

If you need a copy of this notice in an alternative accessible format, please contact Sundial Labs at 1-833-255-0228 or by email at Sundial@Sundial-Labs.com.

Last Update 6/14/2021