

LOUDER TODAY

CALIFORNIA PRIVACY NOTICE

CCPA / CPRA

Last Updated: April 10, 2026

This notice ("California Notice") is provided pursuant to the California Consumer Privacy Act of 2018 and the California Privacy Rights Act of 2020 (collectively, "CCPA/CPRA") and supplements our main Privacy Policy. It applies to individuals who are California residents ("consumers" or "you").

Categories of Personal Information We Collect

In the preceding 12 months, LOUDERtoday has collected the following categories of personal information about California consumers:

Category	Examples of Personal Information Collected
Identifiers	Name, email address, unique personal identifiers (such as IP address, browser ID, device ID), social media handles
Personal information under Cal. Civ. Code § 1798.80	Name, email address, payment information
Characteristics of protected classifications	Age (or age range), gender
Commercial information	Payment details, subscription or purchase history, products or services obtained or considered
Geolocation data	Approximate location derived from IP address

Category	Examples of Personal Information Collected
Internet or other electronic network activity	Browsing history within the Services, usage patterns, interactions with content or features
Audio, electronic, visual, or similar information	Profile photos, recordings of customer support calls (where applicable)
Professional or employment-related information	Employer name or background information (if voluntarily provided)
Other personal information	Personal development goals, preferences, progress data, mood or reflection check-in responses, survey responses, feedback and communications
Inferences drawn from personal information	Predicted product interests, engagement behavior, and purchasing insights

How We Collect Personal Information

We collect personal information from the following sources:

- Directly from you (account registration, purchases, surveys, customer support interactions)
- Automatically when you use our Services (device information, usage logs, cookies and tracking technologies)
- From third parties (app stores, payment processors, social media platforms if you connect them, third-party health apps with your permission)

Business and Commercial Purposes for Collecting Personal Information

We collect personal information for the following business and commercial purposes:

- Providing the Services, including account management, customer support, order processing, and identity verification
- Improving and maintaining the Services, including debugging
- Communicating with you for both marketing and transactional purposes
- Analyzing usage and trends to improve user experience

- Personalizing content and advertising
- Ensuring security, preventing fraud, and complying with legal obligations

Categories of Third Parties with Whom We Share Personal Information

We share personal information with the following categories of third parties:

- **Service providers** that help us deliver the Services, including payment processors, cloud storage providers, email delivery services, advertising technology providers, analytics companies, customer support platforms, and fraud prevention services
- **Third parties with your consent**, such as social media platforms (through share features) or research partners
- **Legal authorities** or other third parties when required by law or to protect rights and safety

Sale or Sharing for Targeted Advertising

We use cookies and similar tracking technologies on our website and applications that may constitute a "sale" or "sharing" of personal information under California law, specifically to enable cross-context behavioral advertising.

You have the right to opt out. Visit LOUDERtoday.com/optout to submit a Do Not Sell or Share My Personal Information request. You may also use a browser with Global Privacy Control (GPC) enabled, which we honor as a valid opt-out signal.

We do not sell or share the personal information of consumers under 16 years of age without affirmative authorization.

Your California Privacy Rights

As a California resident, you have the following rights under CCPA/CPRA, subject to applicable exceptions and verification requirements:

Right to Know

You have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources, our business or commercial purposes for collecting it, and the categories of third parties with whom we share it.

Right to Delete

You have the right to request that we delete personal information we collected from you, subject to certain exceptions (e.g., where retention is required by law or necessary to complete a transaction).

Right to Correct

You have the right to request that we correct inaccurate personal information we hold about you.

Right to Opt Out of Sale/Sharing

You have the right to opt out of the sale or sharing of your personal information for cross-context behavioral advertising. See LOUDERtoday.com/optout to exercise this right.

Right to Limit Use of Sensitive Personal Information

Where we use or disclose sensitive personal information, you have the right to direct us to limit such use or disclosure to what is necessary to perform the Services.

Right to Non-Discrimination

We will not discriminate against you for exercising your California privacy rights. We will not deny you services, charge different prices, provide a different quality of service, or suggest that you may receive a different quality of service for exercising your rights.

Financial Incentives

We may offer programs, surveys, or promotions in which your participation may involve the collection of personal information such as identifiers and opinions. These may be considered "financial

incentives" under California law. Participation is entirely voluntary. You may opt into or out of any such program at any time by following the instructions provided in the applicable offer or by contacting us at support@loudertoday.com.

Retention of Personal Information

We retain personal information for no longer than is reasonably necessary to fulfill the purposes for which it was collected, or as required by applicable law or regulation. See the Data Retention Policy in our Privacy Policy at LOUDERtoday.com/privacy-policy for full details.

How to Submit a Privacy Request

To exercise any of the rights described above, you may:

- **Email us** at: support@loudertoday.com
- **Submit a request** through: LOUDERtoday.com/contact

Please specify which right(s) you wish to exercise and include enough information for us to verify your identity. We will respond within **45 calendar days** of receiving a verifiable request. We may extend this period by an additional 45 days when reasonably necessary; if so, we will notify you within the initial 45-day period.

Authorized Agents

A California resident may designate an authorized agent to make a CCPA request on their behalf. The authorized agent must provide written proof of authorization, and we may also verify your identity directly.

Verification

To protect your personal information, we will take reasonable steps to verify your identity before responding to a rights request. Verification may include matching information you provide against the information we have on file.

Contact Us

Email: support@loudertoday.com

Website: LOUDERtoday.com

California residents may also contact:

Complaint Assistance Unit, Division of Consumer Services

California Department of Consumer Affairs

1625 N. Market Blvd., Suite N-112, Sacramento, CA 95834

Tel: 1(800) 952-5210

This California Privacy Notice was last updated on April 10, 2026.