

# California Applicant Privacy Notice

Last Updated: August 8, 2023

Trusted Media Brands, Inc. and its U.S. subsidiaries and/or affiliates under its control (collectively, “**we**,” “**us**,” or “**our**”) provides this California Applicant Privacy Notice (“**Notice**”) to explain our practices regarding the collection and use of Personal Information about Californians through our job application process, including our [careers website](#) (collectively, “**Applicants**”). This Notice explains what Personal Information we collect about California Applicants, why we collect it, how we use and share it, and the rights you have relating to your Personal Information under the California Consumer Privacy Act, as modified by the California Privacy Rights Act of 2020 (the “**CCPA**”).

If you interact with us as a consumer, please see our [California Privacy Notice](#) for consumers.

As used in this Notice, the term “**Personal Information**” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you. Personal Information does not include information that is publicly available, de-identified, or aggregated.

Unless otherwise noted, the disclosures that describe how and why we collect and use your Personal Information also describe how and why we collected and used your Personal Information within the past twelve (12) months.

## How and Why We Collect Your Personal Information

We collect the following Personal Information about Applicants. This information may be collected directly from you, automatically through your use of our electronic systems, from service providers that help us to run our business (e.g., LinkedIn when you link your profile to your application), and from third parties. Note that the Personal Information we collect about you may vary depending on the nature of your interactions with us and may not include all of the examples listed below.

- **Identifiers**, including real name, alias, postal address, unique personal identifier, online identifier, IP address, email address, or other similar identifiers.
- **Personal Information described in Cal. Civ. Code § 1798.80(e)**, including your name, address, telephone number, education, employment, or employment history.
- **Characteristics of protected classifications** under California or federal law, including race, ethnic origin, gender, or gender identity. We only collect this information if you choose to voluntarily disclose it to us.
- **Internet or other electronic network activity information**, including information regarding your interactions with our websites.

- **Audio, electronic, visual, or similar information**, including video (for example, through video conferencing calls or closed circuit television monitoring).
- **Professional or employment-related information**, including:
  - Recruitment information (such as skills, qualifications, references, recommendations, and other information included in a resume, application form, or cover letter)
  - Background information commonly used for onboarding and security screenings
  - Applicant profile information (work eligibility, employment background, leadership experience, honors or awards, education, professional certifications, career interests and desired salary)
- **Inferences** used to create a profile reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.
- **Sensitive Personal Information**, including certain Personal Information included in other categories listed above, such as Personal Information that reveals racial or ethnic origin.

We do not use or disclose Sensitive Personal Information for purposes that would trigger the right to limit use and disclosure under the CCPA.

## Purposes for Collection

We may use the Personal Information we collect to:

- Assess your eligibility for employment;
- Communicate with you regarding your application;
- Maintain your application records;
- Comply with applicable laws and regulations; and
- Detect and prevent fraud or other unlawful or harmful activity.

## Retention of Personal Information

We keep the categories of Personal Information described above for as long as is necessary for the purposes described in this Notice or otherwise authorized by law. This generally means holding the information as long as one of the following apply:

- Your Personal Information is reasonably necessary to manage our operations, to manage your relationship with us, or to satisfy another purpose for which we collected the information;
- Your Personal Information is reasonably necessary to carry out a disclosed purpose that is reasonably compatible with the context in which the Personal Information was collected;
- The information is reasonably required to protect or defend our rights or property; or
- We are otherwise required or permitted to keep your information by applicable laws or regulations.

Where information is used for more than one purpose, we will retain it until the purpose with the latest period expires. For more information about our retention policies, please contact [careers@trustedmediabrands.com](mailto:careers@trustedmediabrands.com).

## **Disclosures of California Applicant Personal Information**

We may disclose California Applicant Personal Information to our service providers that help us run our business or for the following business purposes:

- Ensuring the security and integrity of Personal Information;
- Short-term, transient use;
- To perform services on our behalf;
- Processing, maintaining, or collecting Personal Information on our behalf;
- Detecting or protecting against malicious, deceptive, fraudulent or illegal activity; and
- For internal use by the service provider.

## **How We Share and Sell Personal Information**

We do not sell (or share for cross-context behavioral advertising) the Personal Information of California Applicants we collect in relation to applications for employment at our company. We do not have actual knowledge that we sell or share the Personal Information of consumers under 16 years of age.

## **Submitting Privacy Requests**

California residents have the right to submit certain requests relating to your Personal Information as described below. To exercise these rights, please submit a request by emailing us at [careers@trustedmediabrands.com](mailto:careers@trustedmediabrands.com). Prior to fulfilling a request, we will ask you to provide certain Personal Information that we will match against our records to verify your identity. You may designate an authorized agent to make a request on your behalf; however, you will still need to verify your identity directly with us before your request can be processed. An authorized agent may submit a request on your behalf via email to [careers@trustedmediabrands.com](mailto:careers@trustedmediabrands.com).

**Right to Know.** You have the right to know what Personal Information we have collected about you, which includes:

- (1) The categories of Personal Information we have collected or sold about you, including:
  - a. The categories of sources from which the Personal Information was collected;
  - b. Our business or commercial purposes for collecting, selling, sharing, or disclosing Personal Information;
  - c. The categories of recipients to which we disclosed or sold Personal Information;

- d. The categories of Personal Information we sold, and for each category identified, the categories of third parties to which we sold that particular category of Personal Information; and
- e. The categories of Personal Information that we disclosed for a business purpose, and for each category identified, the categories of recipients to which we disclosed that particular category of Personal Information.

(2)The specific pieces of Personal Information we have collected about you.

**Right to Delete Your Personal Information.** You have the right to request that we delete Personal Information we collected from you, subject to certain exceptions.

**Right to Correct Inaccurate Information.** If you believe that Personal Information we maintain about you is inaccurate, you have the right to request that we correct that information.

We will not discriminate against you if you choose to exercise any of your privacy rights under the CCPA.

## **Contact Information**

If you have questions about how we handle your Personal Information or if you need to access this notice in an alternative format or language, please contact [careers@trustedmediabrands.com](mailto:careers@trustedmediabrands.com).