

California Consumer Privacy Act Disclosures

Last Modified and Effective Date: 25 May 2023

This notice and policy (“**CCPA Notice**”) supplements information contained in the Privacy Notice (“Privacy Notice”) from Sendbird, Inc. and its corporate business affiliates (“**Sendbird**,” “**Company**,” “**us**,” “**we**,” or “**our**”) and applies solely to residents of the State of California (“**consumers**” or “**you**”). Any terms defined in the California Consumer Privacy Act of 2018, as amended from time to time (“**CCPA**”) and the California Privacy Rights Act of 2020 (“**CPRA**”) have the same meaning when used in this notice and policy. This notice and policy does not reflect our collection, use, or disclosure of California residents’ personal information, or data subject rights, where an exception under the CCPA applies. You can download a PDF version of this notice and policy [[here](#)].

1. RIGHT TO KNOW ABOUT PERSONAL INFORMATION COLLECTED AND DISCLOSED, AND TO REQUEST DELETION OF PERSONAL INFORMATION

You have the right to request that we disclose what personal information we collect, use, or disclose about you specifically (“**right to know**”) and to request the deletion of personal information. To submit a request to exercise the right to know, please submit an email request to [privacy@sendbird.com] or call our toll-free number at 1-844-CHATAPI (242-8274). To submit a request to delete personal information, please submit an email request to [privacy@sendbird.com] or 1-844-CHATAPI (242-8274).

Sendbird may ask that you provide certain information to verify your identity. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue. Sendbird will respond to your request in accordance with the CCPA. If we deny your request, we will explain why.

When a business sells your personal information, you have a right to opt out of such sale. We do not sell, and in the preceding 12 months did not sell, the personal information of California residents. We do not have actual knowledge that it sells the personal information of minors under 16 years of age.

2. PERSONAL INFORMATION HANDLING PRACTICES

We have set out below categories of personal information we collect about California residents and have collected in the preceding 12 months. For each category of personal information, we have collected, we have included the reference to the enumerated category or categories of personal information in the CCPA that most closely describe such personal information.

Category	Examples	Collected
Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver’s license number, passport number, or other similar identifiers.	Yes
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.	Yes
Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	No

Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Yes
Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	No
Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Yes
Geolocation data.	Physical location or movements.	Yes
Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	Yes
Professional or employment-related information.	Current or past job history or performance evaluations.	No
Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	No
Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Yes
Sensitive personal information	Social security, driver's license, state identification card, or passport number; account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account; precise geolocation; racial or ethnic origin, religious or philosophical beliefs, or union membership; contents of a consumer's mail, email, and text messages unless the business is the intended recipient of the communication; genetic data; biometric information for the purpose of uniquely identifying a consumer; personal information collected and analyzed concerning a consumer's health; or personal information collected and analyzed concerning a consumer's sex life or sexual orientation.	No

Shine the Light: Pursuant to California Civil Code Section 1798.83, if you are a California resident, you have the right to obtain: (a) a list of all third parties to whom we may have disclosed your Personal Information within the past year direct marketing purposes, and (b) a description of the categories of Personal Information disclosed, by contacting us per the "Contact Us" Section below.

Sendbird collects such information from the following categories of sources:

- **Directly from You.** We may collect personal information when you: create a Sendbird account; make a purchase; communicate with us including when you request information about our Services, register for regular information updates, and

request customer or technical support; participate in our surveys; make information available through our interactive features; transfer information to third party platforms, such as your social media platforms; and provide information while attending our conferences, trade shows, webinars, or other events.

- **Using cookies and automatic collection methods.** Sendbird and its service providers may collect personal information from the computer, tablet, phone, or other device that you use to access our Services or to open an email or click on an advertisement from Sendbird. Sendbird uses efforts to respond to and honor “do not track signals.” For more information about our collection of Cookies and Similar Technologies, please refer to our Cookie Policy.
- **Third Parties, including Service Providers.** We may collect personal information about you that you have made available via your privacy settings when you access our Services through a third-party application, such as an app store, a third party log-in service, or a social networking website. We may also collect personal information from service providers that we use to perform Services on our behalf or assist us with our provision of Services to you and from other third parties that we choose to collaborate or work with. Further, third parties, such as your friends, family, or co-worker, may provide information about you through our referral service.

Sendbird collects, uses, retains, and discloses your personal information for the purposes described below:

- Establish your identity and verify the accuracy of your information.
- Provide you with our services, including to: provide you access to our Services, applications, tools, and functionalities; process, maintain, and service your account(s); offer you enhanced functionalities when accessing our Services, including to keep track of your specified preferences, interests, or past items viewed; process your payments; identify and repair errors with our Services; provide you customer or technical support; allow you to register for our events; and enable service providers to perform the Services on our behalf of assist us with our provision of Services to you.
- Manage user relationship and communications with you.
- Handle and record consumer rights requests, including opt-ins and opt-outs.
- Market our products and Services and provide personalized service or product recommendations to you.
- Engage in research and development efforts to assess the performance of our Services, analyze activities, usage, interests, and trends in connection with our Services, improve and personalize our Services, and develop new products and services.
- Assess and pursue potential business opportunities.
- Monitor, protect and improve Sendbird security assets and resources, including devices, systems, customer data, infrastructure, and Sendbird network.
- Audit interactions and transactions with you, identify irregular website behavior, and prevent fraud or other unauthorized or illegal activity.
- Enforce our agreements and policies, comply with laws and regulatory requirements, and respond to lawful requests, court orders, and legal processes.
- Create de-identified and/or aggregated information, such as demographic information and information about the device from which you access our Services. If we create or receive de-identified information, we will not attempt to re-identify such information, except to comply with applicable law.

3. DISCLOSURE OF PERSONAL INFORMATION

In the preceding 12 months, Sendbird disclosed the above categories of personal information to the following categories of third parties for a business purpose, in some cases as directed by you:

- **Sendbird Affiliates and Business Partners.** In particular, we may transfer your personal information to our affiliates for administrative purposes, including IT management, to provide Services to you, and to support and supplement the Services we provide. We may also transfer your personal information to business partners to provide you with a product or service you have requested or to jointly offer a product or service to you.
- **Third Parties, including Service Providers.** In particular, we may use service providers to perform Services on our behalf or assist us with the provision of Services to you, including to provide us with IT support, hosting, payment processing, customer service, marketing, advertising, and related services. We may also transfer your personal information to third parties in connection with a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another provider, as permitted by law and/or contract.
- **Government Regulatory Authorities.** In particular, we may disclose your personal information to relevant government regulatory authorities if we believe the disclosure is reasonably necessary to comply with a law, regulation, or legal request. We may also transfer your personal information to third parties if we, in good faith, believe doing so is required to enforce our

policies or contracts, collect amounts owed to us, assist us with an investigation or prosecution of a suspected or actual illegal activity, or to otherwise protect your, our, or others' rights, property, or safety.

4. YOUR CALIFORNIA PRIVACY RIGHTS

If you are a resident of California, subject to certain exceptions, you may have the following rights:

Privacy Right	Description
Notice	The right to be notified of what categories of Personal Information will be collected at or before the point of collection and the purposes for which they will be used and shared.
Access	The right to request the categories of Personal Information that we collected in the previous twelve (12) months, the categories of sources from which the Personal Information was collected, the specific pieces of Personal Information we have collected about you, and the business purposes for which such Personal Information is collected and shared. You may also have the right to request the categories of Personal Information which were disclosed for business purposes, and the categories of third parties in the twelve (12) months preceding your request for your Personal Information.
Data Portability	The right to receive the Personal Information you have previously provided to us.
Erasure	The right to have your Personal Information deleted. However, please be aware that we may not fulfill your request for deletion if we (or our service provider(s)) are required or permitted to retain your Personal Information for one or more of the following categories of purposes: (1) to complete a transaction for which the Personal Information was collected, provide a good or service requested by you, or complete a contract between us and you; (2) to ensure our website integrity, security, and functionality; (3) to comply with applicable law or a legal obligation, or exercise rights under the law (including free speech rights); or (4) to otherwise use your Personal Information internally, in a lawful manner that is compatible with the context in which you provided it.
Correction	You have the right to request that we correct any incorrect personal information that we collect or retain about you, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see below), we will correct (and direct any of our service providers that hold your data on our behalf to correct) your personal information from our records, unless an exception applies. We may deny your correction request if (a) we believe the personal information we maintain about you is accurate; (b) correcting the information would be impossible or involve disproportionate; or (c) if the request conflicts with our legal obligations.
To Opt Out of Sales or Sharing of Personal Information	The right to opt out of the sale or sharing of your Personal Information.

You may not be discriminated against because you exercise any of your rights under the CCPA in violation of California Civil Code § 1798.125.

If you would like to opt out of sharing or the sales of your Personal Information, you may submit your opt-out request [here](#). If you would like to limit the use of your sensitive Personal Information, you may submit your request [here](#).

5. AUTHORIZED AGENT

You can designate an authorized agent to make a request under the CCPA on your behalf if:

- The authorized agent is a natural person or a business entity registered with the Secretary of State of California and the agent provides proof that you gave the agent signed permission to submit the request; and
- You directly confirm with Sendbird that you provided the authorized agent with permission to submit the request.

If you use an authorized agent to submit a request to exercise your right to know or your right to request deletion, please provide any information Sendbird requests to verify your identity. The information that Sendbird asks you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue.

If you provide an authorized agent with power of attorney pursuant to Probate Code sections 4121 to 4130, it may not be necessary to perform these steps and we will respond to any request from such authorized agent in accordance with the CCPA.

7. SECURITY

We use commercially reasonable efforts to protect the confidentiality and security of the personal data we process. However, despite these efforts to store personal data in a secure operating environment, we cannot guarantee the security of the personal data during its transmission or its storage on our systems. Furthermore, while we attempt to ensure the integrity and security of personal data, we cannot guarantee that our security measures will prevent third parties, such as hackers, from illegally obtaining access to it.

8. CHANGES TO THIS NOTICE

Please note that we may modify or update this CCPA Notice from time to time, so please review it periodically. We may provide you with an updated Notice if material changes are made. Unless otherwise indicated, any changes to this Notice will apply immediately upon posting to the Site.

9. CONTACT FOR MORE INFORMATION

If you have any questions or comments about this notice and policy, the ways in which we collect and use your personal information, your choices and rights regarding such use, please do not hesitate to contact us at:

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400 1st Ave
San Mateo, CA 94401
USA
privacy@sendbird.com
1-844-CHATAPI (242-8274)