

This Privacy Policy (“**Policy**”) describes how Moving Essential, LLC. and its affiliates and subsidiaries (collectively, “**Moving Essential**”, “**we**”, or “**us**”) collects, uses, and discloses, personal information about individuals who use our websites (“**Site**”) or who otherwise interact with us via our mobile application (collectively, our “**Services**”).

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### 1. COLLECTION, USE, AND DISCLOSURE OF PERSONAL INFORMATION

In this Policy, “**Personal Information**” (a/k/a “**Personal Data**”) 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 as defined by applicable privacy legislation or is anonymized.

We collect Personal Information directly from you that you voluntarily share with us through the Services, indirectly from you through technology (e.g., your activity on the Services), and from Moving Essential service providers, service professionals, and business partners.

In the past twelve months, Moving Essential has processed the following categories of Personal Information for the following purposes:

Personal Information	How and Why We Use Personal Information	How and Why We Disclose Personal Information
<b>Identifiers and Non-Public Personal Information **</b> <u>Examples:</u> <ul style="list-style-type: none"><li>• Full name</li><li>• Contact details (email address, mailing address, phone number)</li><li>• User account information</li><li>• Credit or debit card (or other financial information)</li></ul>	<ul style="list-style-type: none"><li>• Process and fulfill your service requests and orders, including scheduling, and canceling services, managing payments, and addressing complaints</li><li>• Communicate with you and send you</li></ul>	<b>Service providers</b> that assist with our business operations, including through processing payments, assisting with our customer service, communications delivery, background check services, analytics, marketing, and

<p>such as digital payment accounts)</p> <ul style="list-style-type: none"> <li>• Social security number (<i>if you are a service professional who wishes to participate on the Moving Essential Platform in the United States, and you are selected for a background check</i>)</li> <li>• Customer records</li> <li>• Device identifier</li> <li>• IP address</li> </ul> <p><u>More about payment card information:</u> Although users can submit payment information to pay for a service through the Services, we do not receive this information itself. Payment information is transmitted directly to our payment card processing vendor.  <i>**Includes the information in Cal. Civil Code § 1798.80(e)</i></p>	<p>information about our products, Services, and promotions</p> <ul style="list-style-type: none"> <li>• Administer and fulfill our sweepstakes, contests, and other promotions</li> <li>• Help us better understand your needs and preferences to provide consistent, personalized services</li> <li>• Enhance your experience by tailoring our content or personalizing our Services</li> <li>• Help us evaluate, maintain, and improve our products and Services</li> <li>• Protect the security or integrity of our Services and our business, including by protecting against, detecting, or investigating malicious, deceptive, fraudulent, or illegal activity</li> </ul>	<p>maintaining the security and stability of our Services and internal networks</p> <p><b>Service professionals</b> that perform and fulfill your service requests and orders from the Services</p> <p><b>Booking Partners</b> that support our Services through fulfilling your service requests or connecting you to our Services. For example, you can request services through our booking partners properties, stores, websites, and applications. We may provide our booking partners with information about the services you booked or provided through the Services and our booking partners may advertise to you</p> <p><b>Service professional companies</b> if you are an employee, contractor, or other affiliate of any company participating on the Services as a service professional or accessing the Services in partnership with a booking partner, we may disclose your Personal Information with that company or the booking partner</p>
<p><b>Commercial Information</b></p> <p><u>Examples:</u></p> <ul style="list-style-type: none"> <li>• Records of services purchased or considered (including information provided as part of the Services e.g., information about your home, such as the number of bedrooms, the types of appliances,</li> </ul>	<ul style="list-style-type: none"> <li>• Process and fulfill your service requests and orders, including scheduling, and canceling services, managing payments, and addressing complaints</li> <li>• Communicate with you and send you</li> </ul>	<p><b>Service providers</b> that assist with our business operations, including through processing payments, assisting with our customer service, communications delivery, background check services, analytics, marketing, and</p>

<p>and the instructions for servicing your home)</p> <ul style="list-style-type: none"> <li>• Other purchasing consumer histories and tendencies (including ratings and reviews)</li> </ul>	<p>information about our products, Services, and promotions</p> <ul style="list-style-type: none"> <li>• Help us better understand your preferences and enhance your experience by tailoring our content to provide consistent, personalized Services</li> <li>• Administer and fulfill our sweepstakes, contests, and other promotions</li> <li>• If you provide information about your home to request a booking or a quote for a service, we may post your first name, the initial of your last name, the type of service requested, your zip code and region, the number of service providers requested, the date of your booking or quote request, your requested service date, and any description of the requested service or service instructions that you provide on the Services</li> <li>• Help us evaluate, maintain, and improve our products and Services</li> <li>• Protect the security or integrity of our Services and our business, including by protecting against, detecting, or investigating malicious, deceptive, fraudulent, or illegal activity</li> </ul>	<p>maintaining the security and stability of our Services, and internal networks</p> <p><b>Service professionals</b> that perform and fulfill your service requests and orders from the Services</p> <p><b>Booking Partners</b> that support our Services through fulfilling your service requests or connecting you to our Services. For example, you can request services through our booking partners properties, stores, websites, and applications. We may provide our booking partners with information about the services you booked or provided through the Services and our booking partners may advertise to you</p> <p><b>Service professional companies</b> if you are an employee, contractor, or other affiliate of any company participating on the Services as a service professional or accessing the Services in partnership with a booking partner, we may disclose your Personal Information with that company or the booking partner</p>
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<p><b>Inferences and Customer Profiles</b>  <u>Examples:</u></p> <ul style="list-style-type: none"> <li>• Information about your preferences and household characteristics</li> <li>• Information about your buying behaviors or tendencies</li> <li>• Information you provide voluntarily via surveys, ratings, or reviews included in our Services</li> </ul>	<ul style="list-style-type: none"> <li>• Help us better understand your preferences and enhance your experience by tailoring our content to provide consistent, personalized services</li> <li>• Help us evaluate, maintain, and improve our products and Services</li> <li>• Protect the security or integrity of our Services and our business, including by protecting against, detecting or investigating malicious, deceptive, fraudulent, or illegal activity</li> </ul>	<p><b>Service providers</b> that assist with our business operations, including through processing payments, assisting with our customer service, communications delivery, background check services, analytics, marketing, and maintaining the security and stability of our Services, and internal networks</p>
<p><b>Internet Activity Information</b>  <u>Examples:</u></p> <ul style="list-style-type: none"> <li>• Browsing and search history on our Services</li> <li>• Information about how you interact with our Services and ads</li> <li>• Mobile application usage information</li> </ul>	<ul style="list-style-type: none"> <li>• Help us better understand your preferences and enhance your experience by tailoring our content to provide consistent, personalized Services</li> <li>• Help us evaluate, maintain, and improve our products and Services</li> <li>• Protect the security or integrity of our Services and our business, including by protecting against, detecting, or investigating malicious, deceptive, fraudulent, or illegal activity</li> </ul>	<p><b>Service providers</b> that assist with our business operations, including through processing payments, assisting with our customer service, communications delivery, background check services, analytics, marketing, and maintaining the security and stability of our Services, and internal networks</p>
<p><b>Geolocation Data</b>  <u>Examples:</u></p>	<ul style="list-style-type: none"> <li>• Help us better understand your preferences and</li> </ul>	<p><b>Service providers</b> that assist with our business operations, including</p>

<ul style="list-style-type: none"> <li>• Approximate location inferred from IP address or interaction with geotargeted ads</li> <li>• Precise location of service professionals by using global positioning system (GPS) information sent from the Pro Portal **</li> </ul> <p><i>**For more information on when this information is collected, how we use it, and with whom it is shared, services professionals should refer to the Service Professional Agreement available on the service professional portal</i></p>	<p>enhance your experience by tailoring our content to provide consistent, personalized Services</p> <ul style="list-style-type: none"> <li>• Help us evaluate, maintain, and improve our products and Services</li> <li>• Protect the security or integrity of our Services and our business, including by protecting against, detecting, or investigating malicious, deceptive, fraudulent, or illegal activity</li> </ul>	<p>through processing payments, assisting with our customer service, communications delivery, background check services, analytics, marketing, and maintaining the security and stability of our Services, and internal networks</p> <p><b>Service professional companies</b> if you are an employee, contractor or other affiliate of any company participating on the Services as a service professional or accessing the Services in partnership with a booking partner, we may disclose your Personal Information with that company or the booking partner</p>
<p><b>Audio and Visual Information</b>  <u>Examples:</u></p> <ul style="list-style-type: none"> <li>• Recorded customer service calls and chats</li> <li>• Photos you give us</li> </ul>	<ul style="list-style-type: none"> <li>• Assist you with your service requests, including providing customer service to you</li> <li>• Help us evaluate, maintain, and improve our products and Services</li> <li>• Verify the identity of Moving Essential service professionals</li> <li>• Service professionals requested through the Services may take photographs of completed services and provide them to Moving Essential</li> <li>• Protect the security or integrity of our Services and our business, including by protecting against, detecting, or investigating</li> </ul>	<p><b>Service providers</b> that assist with our business operations, including through processing payments, assisting with our customer service, communications delivery, background check services, analytics, marketing, and maintaining the security and stability of our Services, and internal networks</p> <p><b>Service professional companies</b> if you are an employee, contractor or other affiliate of any company participating on the Services as a service professional or accessing the Services in partnership with a booking partner, we may disclose your Personal Information with</p>

	malicious, deceptive, fraudulent, or illegal activity	that company or the booking partner
<b>Professional or Employment-Related Information</b> <u>We may collect the following if you choose to provide them:</u> <ul style="list-style-type: none"> <li>• Work experience</li> <li>• Skills</li> <li>• LinkedIn/Professional profiles</li> <li>• Any other information you provide regarding your background</li> </ul> <i>**this section applies only to Moving Essential service professionals</i>	Process your application for consideration to participate as a service professional on the Services	<b>Service providers</b> that assist with our business operations, including through processing payments, assisting with our customer service, communications delivery, background check services, analytics, marketing, and maintaining the security and stability of our Services, and internal networks
<b>Legally Protected Characteristics</b> <u>We may collect the following if you choose to provide them:</u> <ul style="list-style-type: none"> <li>• Gender</li> <li>• Date of birth</li> </ul>	<ul style="list-style-type: none"> <li>• Process and fulfill your service requests and orders, including scheduling, and canceling services, managing payments, and addressing complaints</li> <li>• Help us better understand your preferences and enhance your experience by tailoring our content to provide consistent, personalized Services</li> </ul>	<b>Service providers</b> that assist with our business operations, including through processing payments, assisting with our customer service, communications delivery, background check services, analytics, marketing, and maintaining the security and stability of our Services, and internal networks <b>Service professional companies</b> if you are an employee, contractor or other affiliate of any company participating on the Services as a service professional or accessing the Services in partnership with a booking partner, we may disclose your Personal Information with that company or the booking partner
<b>Sensitive Personal Information</b> <u>We may collect the following if you choose to provide them:</u> <ul style="list-style-type: none"> <li>• Precise geolocation</li> </ul>	<ul style="list-style-type: none"> <li>• Verify the identity of Moving Essential service professionals</li> </ul>	<b>Service providers</b> that assist with our business operations, including through processing

<ul style="list-style-type: none"> <li>• a consumer's social security, driver's license, state identification card, or passport number</li> <li>• a consumer's 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</li> <li>• the contents of a consumer's mail, email, and text messages, unless the business is the intended recipient of the communication</li> </ul> <p><i>Sensitive Personal Information is only used for legally permitted purposes.</i></p>	<ul style="list-style-type: none"> <li>• Protect the security or integrity of our Services and our business, including by protecting against, detecting, or investigating malicious, deceptive, fraudulent, or illegal activity</li> </ul>	<p>payments, assisting with our customer service, communications delivery, background check services, analytics, marketing, and maintaining the security and stability of our Services, and internal networks</p> <p><b>Service professional companies</b> if you are an employee, contractor or other affiliate of any company participating on the Services as a service professional or accessing the Services in partnership with a booking partner, we may disclose your Personal Information with that company or the booking partner</p>
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In addition to the uses and disclosures of Personal Information described in the chart above, we may use and disclose any Personal Information as reasonably necessary to comply with regulatory and legal requirements, cooperate with and respond to law enforcement requests, or as otherwise required by applicable law, court order, or governmental regulations. We also use Personal Information we collect to maintain appropriate records for internal administrative purposes, to protect our rights and interests or those of others, to resolve any disputes, to enforce our policies, or to prevent harm. Any Personal Information we collect may be provided to our professional advisors, including accountants, auditors, consultants, and lawyers, when reasonably necessary for our professional advisors to perform services for us and give us appropriate advice. All Personal Information we collect may be transferred to another company in the event of a sale, merger, or other acquisition of some or all of our assets or business or as part of the negotiation or evaluation of such sale, merger, or other acquisition.

## 2. TRACKING TECHNOLOGIES AND COOKIES

We collect information through technology to enhance our ability to serve you. When you access and use the Services, or contact us or our service providers, we and, in some cases, our service providers collect information about you or how you interact with the Services. We describe below a few of the methods we use to collect information through technology.

When you visit the Services, we collect your Internet Protocol (IP) address. An IP address is often associated with the portal you used to enter the internet, like your internet service provider (ISP), company, association, or university. While an IP address may reveal your ISP or geographic area, we cannot determine your identity solely based upon your IP address. However, we may link the last IP address you used to access the Services to Personal Information you provide us. We may also collect a unique identifier for your computer, mobile device, or other device used to access the Services ("**Device Identifier**"). A Device Identifier is a number that is automatically assigned to the device you used to access the Services. We may



link the Device Identifier to other information about your visit, such as what pages you viewed, and to Personal Information you provide us, such as your name. In addition to these methods, we may also collect information about how you interact with the Services through advertising partners and data enrichment tools.

#### **a. Do We Use Cookies?**

Cookies are small files that a website transfers to your device through a web browser that enables the website's systems to recognize your device and to capture and remember certain information. You can find more information about cookies at: [www.allaboutcookies.org](http://www.allaboutcookies.org). In general, our Services use cookies: (1) where necessary to run our Services, (2) to optimize the functionality of our Services, including by personalizing content for you and remembering your preferences (e.g., your choice of language or region), (3) for analytics purposes—for example, to help us understand how our Services are used, (4) to deliver advertisements relevant to you—for example, the cookies remember that you visited our Services after you leave. Sometimes they collect information about what pages of our Services you visited, and this information is shared with our advertising vendors, such as AppNexus, Google, Nanigans, Facebook, and Twitter.

Many advertisers and service providers that perform advertising-related services for us participate in voluntary programs that provide tools to opt-out of such interest-based advertising such as the Digital Advertising Alliance's ("DAA") Self-Regulatory Program for Online Behavioral Advertising. To learn more about how you can exercise certain choices regarding interest-based advertising for DAA members, visit <https://youradchoices.com/> and <http://www.aboutads.info/appchoices> for information on the DAA's opt-out program for mobile apps. Some of these companies also are members of the Network Advertising Initiative ("NAI"). To learn more about the NAI and your opt-out options for their members, see <http://www.networkadvertising.org/choices/>. Please be aware that, even if you are able to opt out of certain kinds of interest-based advertising, you may continue to receive other types of ads (e.g., from other ad networks).

Our Services uses analytics technologies, including Google Analytics, to support the operation and performance of our Services and to analyze your interactions and experiences with our Services, including the features you engage with, how you navigate, and your clicks, cursor movement, and scrolling activity, and general information about Site traffic data, performance, and related statistics. You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on.

**Rejecting Cookies Through Browser Settings:** Most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, and how to disable cookies altogether. For more information on using browser settings to reject cookies, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org). You should note that rejecting cookies in your browser settings may mean that any preferences you set on the Services will be lost and that the Services may not work as well.

#### **b. Web Beacons**

We may include small graphic images or other web programming code, called web beacons (also known as "pixel tags", "web bugs" or "clear GIFs"), on our Services and in our messages. The web beacons are minute graphics with a unique identifier. They are used to track the online movements of Site users. In contrast to cookies, which are stored in a user's computer hard drive, web beacons are embedded invisibly on webpages and are about the size of the period at the end of this sentence. Web beacons help us better manage content on the Services by



informing us what content is effective, monitoring how users navigate the Services, counting users of the Services, and counting how many e-mails sent by us were actually opened.

### **c. Session Monitoring**

Some of the technologies used on our Site allow us and our service providers to monitor and analyze how visitors use our Services in order to better understand user behavior and improve our Services. When you interact with us online, information related to your browsing behavior may be collected by us and our service providers.

### **d. Your 'Do Not Track' Browser Setting**

We do not support the Do Not Track (“DNT”) browser setting. DNT is a preference you can set in your browser's settings to let the websites you visit know that you do not want the websites collecting your Personal Information. We do track your online activities over time and across third-party websites or online services. For example, we use web beacons to help us determine what links or advertisers brought you to our Site. We also use third-party service providers to display advertisements to you on other websites based on your activities while on the Services.

### **e. Social Networking Sites**

If you login to the Services through a social networking site, such as Facebook, we may collect your Facebook authentication token and account identification number and use that information to provide you with access to your account on the Services.

## **3. INFORMATION FROM OR ABOUT OTHER PARTIES**

### **a. Information You Provide About An External Party**

#### ***Referrals***

If you choose to use our referral service to tell a friend about the Services, we may collect your friend's name and email address. We will automatically send your friend a one-time email inviting them to visit our Services. We store this information only to send this one-time email and to track the success of our referral program. We do not use this information for any other marketing purpose unless we obtain consent from that person, or we explicitly say otherwise. Please be aware that when you refer a friend, your e-mail address may be included in the message sent to your friend.

#### ***Ratings***

The Services may display profiles of service professionals who participate on the Services. These profiles may include the service professional's name, and ratings and reviews about the service professional provided by their customers. Service professional profiles may be visible to all users of the Services and on booking partners' websites.

The Services may provide you with an opportunity to give ratings and reviews regarding service professionals or service requests. If you provide a rating or review about a service professional, we may post your first name, the initial of your last name, and the name of your neighborhood along with your rating or review on the service professional's profile on the Services and on booking partners' websites. In addition, service professionals may use your ratings and reviews, as well as this personal information about you, in their own marketing materials.

### **b. Information External Parties Provide About You**

We may supplement the information we collect about you through the Services with records received from third parties in order to enhance our ability to serve you, to tailor our content to

you, and to offer you information that we believe may be of interest to you.

### **c. Information You Provide to a Third-Party / Third-Party Sites**

The Services include links operated by third parties ("**Third-Party Sites**") and plug-ins (such as Twitter buttons) from Third-Party Sites. We do not control any Third-Party Sites and are not responsible for any information they may collect. The information collection practices of Third-Party Sites are governed by that website's privacy policy. We recommend that you read the Third-Party Site's privacy policy if you choose to provide any personal information or click on a plug-in.

Some Third-Party Sites link to the Services and share information with the Services. For example, in some cases, you can book our services through one of our booking partners, in that case, you might provide booking information, such as your name, telephone number, email address, and booking address, to the booking partner. Booking partners may share the booking information with us.

## **4. COMMUNICATIONS**

### **SMS Text Messaging Disclosure**

By using the Services, you expressly consent and agree to accept and receive communications from us, including via text message, calls, and push notifications to the cellular telephone number you provided to us. Standard text messaging charges applied by your cell phone carrier will apply to text messages we send. By consenting to being contacted by us, you understand and agree that you may receive communications, including marketing communications generated by automatic telephone dialing systems which will deliver prerecorded messages, sent by or on behalf of Moving Essential, its affiliated companies and/or Users/Professionals, including but not limited to: operational communications concerning your account or use of the Services, updates concerning new and existing features on the Services, communications concerning promotions run by us, and news concerning Moving Essential and industry developments.

You acknowledge that you are not required to consent to receive promotional messages as a condition of using the Services. If a contact number you have provided to us is no longer your number, you agree to notify us promptly that you can no longer be reached at that number. You represent that you have received, and are authorized to convey to us, the consent of any authorized users on your account to be contacted by us as described in this Section. You agree that all consents provided in this Section will survive cancellation of your account. You may opt-out of receiving promotional or marketing texts or calls from us at any time. You may opt-out of receiving all text (SMS) messages from us (including informational or transactional messages) by replying with the word "STOP" to a text message from us; however, you acknowledge that opting out of receiving all texts may impact your use of the Services.

## **5. INFORMATION RETENTION**

We keep the categories of personal information described above for as long as is necessary for the purposes described in this Policy or otherwise authorized by law. This generally means holding the information for 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; or
- The personal information is reasonably required to protect or defend our rights or property (which will generally relate to applicable laws that limit actions in a particular case)
- Where personal information is collected and used for more than one purpose, we will retain it until the purpose with the latest period expires.

#### 6. **TARGETED ADVERTISING, SALES, AND SHARING OF PERSONAL INFORMATION**

Although we do not sell personal information in exchange for money, some of the ways in which we share personal information for targeted advertising may be considered “sales” or “sharing” under U.S. state privacy laws. Listed below are the categories of personal information we share for purposes of targeted/cross-context behavioral advertising or otherwise “sell” for non-monetary consideration:

- Identifiers
- Personal Records
- Internet or other electronic network activity information
- Geolocation Data (inferred from your IP address)
- Inferences

The types of third parties to which personal information is sold or shared are third-party advertisers and some analytics vendors. The purposes for which we sell/share this information include: showing you relevant ads while you browse the internet or use social media; marketing, advertising, certain types of analytics, or similar purposes. We do not have actual knowledge that we sell or share the personal information of consumers under 16 years of age. If you would like to opt out, please see the information below.

#### 7. **UNITED STATES PRIVACY RIGHTS**

If you are a resident of California, Colorado, Connecticut, or Virginia you have the right to submit certain requests relating to your Personal Information as described below. To exercise any of these rights, please submit a request to us via email at [privacyofficer@MovingEssential.com](mailto:privacyofficer@MovingEssential.com) including the email address that you have used to transact with Moving Essential. 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. Any request you submit to us is subject to an identification and residency verification process (“**Verifiable Consumer Request**”). We will not fulfill your request unless you have provided sufficient information for us to reasonably verify you are the consumer about whom we collected Personal Information. An authorized agent may submit a request on your behalf by emailing us at the email listed above. We will typically not charge a fee to fully respond to your requests, but we may charge a reasonable fee, or refuse to act upon a request, if your request is excessive, repetitive, unfounded, or overly burdensome.

##### **a. California Privacy Rights**

This section supplements the other parts of our Policy and provides disclosures for California residents under the California Consumer Privacy Act (the “**CCPA**”).

**Right to Know:** You have the right to know about your Personal Information. You also have the right to obtain a transportable copy of your Personal Information. Your right to know request may be made no more than twice in a 12-month period.

- Your right to know request may encapsulate the following:
  - The categories of Personal Information we have collected about you

- The categories of sources from which the Personal Information was collected
- Our business or commercial purposes for collecting, selling, or sharing your Personal Information
- The categories of third parties to which we disclosed your Personal Information
- The categories of Personal Information we sold or shared about you and the categories of third parties to which each category of Personal Information was sold or shared
- The categories of Personal Information we disclosed about you for a business purpose and the categories of persons to which it was disclosed
- The specific pieces of Personal Information we have collected about you

*Right to Correct Personal Information:* You may request that we correct Personal Information that we maintain about you if you believe such Personal Information is inaccurate. Upon receipt of a verifiable request to correct inaccurate Personal Information, we will use commercially reasonable efforts to correct the information as you direct.

*Right to Request Deletion of Personal Information:* You may request that we delete your Personal Information that we have collected directly from you and are currently maintaining. Please note, however, that we may have a legal basis for retaining such Personal Information under applicable law, despite your request.

*Opt-Out Rights:* You have the right to opt out of the selling or sharing of your Personal Information via tracking technologies (e.g., cookies) on the Site by clicking on the “Do Not Sell or Share My Personal Information” link in the footer of the Site. If you choose to use an opt-out browser signal, such as the Global Privacy Control, you will be opted out of cookie-based sales and shares. Please note that visiting our Sites with an opt-out browser signal enabled will have the effect of opting you out of sales and sharing with respect to our Sites. You will need to turn on the signal for each browser that you use.

*Right to Limit Use and Disclosure of Your Sensitive Personal Information:* In the event that we use sensitive Personal Information to infer characteristics about you, you may direct us to limit the use and disclosure of your sensitive Personal Information to uses and disclosures that are reasonably necessary to provide our goods and services. We do not use or disclose sensitive Personal Information to infer characteristics, nor do we use or disclose sensitive Personal Information for other purposes not listed here.

*Right to Non-Discrimination for the Exercise of Your Privacy Rights:* If you choose to exercise any of your privacy rights under California law you also have the right not to receive discriminatory treatment by us.

### **Notice of Financial Incentive**

From time to time, we offer discounts and promotions (“**Programs**”) that provide benefits to those who choose to participate. Participation requires you to provide some Personal Information, such as Identifiers (e.g., email addresses, phone numbers, and/or zip codes). The full terms and conditions of our Programs will be set forth where the opportunity to sign up is offered.

We have made a good faith estimate that the value of consumers’ Personal Information provided in connection with our Programs is equivalent to the relevant expenses related to the collection and retention of that Personal Information. By joining our Programs, you consent to any associated financial incentive. You have the right to withdraw from the financial incentive at any time by discontinuing our Programs in the manner provided.

Unless you specifically request, submission of a request to delete your Personal Information will not erase information required for you to continue to participate in our Programs. Should you wish to delete your Personal Information associated with our Programs (and thereby cancel your participation in our Program), please contact us at [privacyofficer@MovingEssential.com](mailto:privacyofficer@MovingEssential.com). In addition, we may offer you financial incentives for the collection, sale and retention and use of your Personal Information as permitted by the CCPA. The material aspects of any financial incentive will be explained and described in its terms. Please note that participating in incentive programs is entirely optional, you will have to affirmatively opt-in to the Program and you can opt-out of each Program (i.e., terminate participation and forgo the ongoing incentives) prospectively by following the instructions in the applicable Program description and terms. We may add or change incentive Programs and/or their terms by posting notice on the Program descriptions and terms, so check them regularly.

### **California Shine the Light**

Separately from the CCPA, the California Shine the Light law permits customers in California to request certain details about how their personal information is “shared” with third parties as defined in the Shine the Light law, and in some cases affiliates, if personal information is shared for those third parties’ or affiliates’ own direct marketing purposes. We share personal information with third parties or affiliates for those third parties’ or affiliates’ own direct marketing purposes. Californians may request information about our personal information sharing by contacting us at [privacyofficer@MovingEssential.com](mailto:privacyofficer@MovingEssential.com). Please include “California Shine the Light Request” in the subject line and in the body of your message. Please note that “Shine the Light” rights and CCPA rights are granted by different laws and must be exercised separately.

### **b. Other State Privacy Rights**

This section supplements the other parts of our Policy and provides additional information for residents of Virginia, Colorado, and Connecticut. If you are a resident of California, please review our California-specific disclosures above.

We may process your Personal Information for targeted advertising and some of the ways that we disclose Personal Information may constitute a sale (as the term is defined in the applicable state privacy laws).

If you are a resident of Virginia, Colorado, and Connecticut, subject to certain conditions and restrictions set out in the applicable laws, you have the following rights with regard to your Personal Information:

*Right to Access.* You have the right to request access to and obtain a copy of any Personal Information that we may hold about you.

*Right to Correct.* You have the right to request that we correct inaccuracies in your Personal Information.

*Right to Delete.* You have the right to request that we delete Personal Information that we have collected from or obtained about you.

*Right to Opt Out of Targeted Advertising.* You have the right to request that we stop disclosures of your Personal Information for targeted advertising via cookies and tracking technologies by adjusting your cookie preferences through the “Do Not Sell or Share My Personal Information” link in the footer of this page.

*Right to Opt Out of Sales.* You have the right to opt out of our Sales of your Personal Information.

*Right to Opt Out of Profiling.* You have the right to opt out of profiling in furtherance of decisions that produce legal or similarly significant effects. We do not use Personal Information to conduct profiling.

*Right to Appeal.* If you are unsatisfied with our actions related to the exercise of one of your privacy rights above, you may appeal our decision (Virginia, Colorado, and Connecticut only).

### **c. Nevada Privacy Rights**

Under Nevada law, Nevada residents may opt out of the sale of certain “covered information” collected by operators of websites or online services. We currently do not sell covered information, as “sale” is defined by such law.

### **8. SWEEPSTAKES, CONTESTS, AND PROMOTIONS**

We may offer sweepstakes, contests, and other promotions (collectively “**Promotion**”) through the Services that may require providing Personal Information to register. By participating in a Promotion, you are agreeing to the official rules that govern that Promotion, which may contain specific requirements of you, including, allowing the sponsor of the Promotion to use your name, voice and/or likeness in advertising or marketing associated with the Promotion. Please read the official rules carefully. If you choose to enter a Promotion, Personal Information may be disclosed to third parties or the public in connection with the administration of such Promotion, including, in connection with winner selection, prize fulfillment, and as required by law or permitted by the Promotion's official rules, such as on a winners' list.

### **9. CHILDREN'S PRIVACY**

We do not collect any information from anyone under 16 years of age. The Services we offer are all directed to people who are at least 16 years old or older. If you are under the age of 16, you are not authorized to use the Services.

### **10. INTERNATIONAL VISITORS**

Moving Essential operates and is based in the United States. If you are using our Services outside the United States, please be aware that the information described in this Policy may be transferred to, or processed and stored in, the United States and other countries, which may employ greater or less restrictive data protection laws. Please be aware that the data protection laws and regulations that apply to your personal information transferred to the United States or other countries may be different from the laws in your country. In all cases, we will take appropriate measures to protect your personal information in accordance with the standards described in this Policy.

### **11. SECURITY**

The security and confidentiality of your Personal Information is important to us. We have implemented commercially reasonable technical, administrative, and physical security measures to protect your Personal Information from unauthorized access or disclosure and improper use. It is important for you to protect against unauthorized access to your account password and to your computer. Be sure to log out of your account or to close your browser after you have completed your visit to our Services. Please note that despite our reasonable efforts, no security measure is perfect or impenetrable, therefore we cannot guarantee the absolute security of your Personal Information.

### **12. YOUR CHOICES**

You may contact [privacyofficer@MovingEssential.com](mailto:privacyofficer@MovingEssential.com) to update, correct, or delete your Personal Information. You may also update, correct, and delete some of your Personal Information through your account on the Services.



You may opt out of marketing emails by clicking the “unsubscribe” link at the bottom of emails we send or by sending an email to [privacyofficer@MovingEssential.com](mailto:privacyofficer@MovingEssential.com) .

### 13. **CONTACT US**

If you have any questions about this Policy, we'll do our best to answer them promptly. Here's how to contact us:

***Email:***

[privacyofficer@MovingEssential.com](mailto:privacyofficer@MovingEssential.com)

***Mailing Address:***

Attn: Privacy Officer

Moving Essential LLC d/b/a Moving Essential

5489 NW 27<sup>th</sup> St.,

Margate, FL 33063

### 14. **CHANGES TO THIS POLICY**

If we change this Policy, we will post those changes on this page and will modify the “Last Updated” date at the top of this Policy. If we materially change this Policy in a way that affects how we use or disclose your Personal Information, we will notify you by prominently posting a notice of such changes before making them.