

# California Consumer Privacy Act

Last updated February 15th, 2021

The California Consumer Privacy Act of 2018 (“CCPA”) provides certain rights to residents of California. This section of our [Privacy Policy](#) applies if You are a natural person who is a resident of California (“California Consumer”) and uses the Discovery Services. This notice supplements the information in our [Privacy Policy](#). Certain terms used below have the meanings given to them in the CCPA.

The following sets forth the categories of personal information we collect through the Discovery Services for which we control the purposes of use and purposes for which we may use that information. Additional details about the personal information we collect about You from User Data and Customer Data is set forth in the [“What Information Does Branch Collect from the Discovery Services?”](#) section of our Privacy Policy.

## Categories of Personal Information We Collect About You by the Discovery Services

Information Collected	Purpose
Advertising identifier (e.g., Google Ad ID or IDFA)	Used for device identification and serving personalized results and advertising.
IP Address	Used to understand general location, and for statistical purposes.
Country Code	This is the ISO country code equivalent for the SIM provider’s country code, and is used to understand country-level location.
Device Locale (country, language)	Used for customizing results and advertising to the device’s country and language settings.
Query	<p>Any query submitted by a User for purposes of responding to the User’s queries.</p> <p>Queries may include information that identifies an individual (for example, if a User searches for a friend “John Smith” or for news about a particular celebrity) as well as information that does not identify anyone (for example, “pizza nearby” or “phone cases”).</p> <p>Queries may be Internet-based or device-based (for example, to search for a contact or an app on a User’s phone). For Internet-based queries, we collect the information described in this table. For device-based queries,</p>

	our SDK will collect and store information locally on a User's device (for example, a User's contacts or the apps stored on a User's device), but Branch does not receive this data.
Device Model	Used to serve relevant results and advertising, and for reporting.
Device Manufacturer	Used to serve relevant results and advertising, and for reporting.
Operating System	Used to serve relevant results and advertising, and for reporting.
Operating System Version	Used to serve relevant results and advertising, and for reporting.
Mobile Network Status (Carrier)	Used to serve relevant results and advertising, and for reporting.
Screen Resolution	Used to serve relevant results and advertising, and for reporting.
Screen Size	Used to serve relevant results and advertising, and for reporting.
Navigator Services Software Data	Information about the Navigator Services software running on your phone, including version, package name, and Customer (not User) information associated with software installation.
Engagement Data	Information relating to a User's interactions (e.g., impressions, clicks) with the Navigator Services, including query results, advertisements, and/or apps; used to improve the Navigator Services and for reporting.

The following chart provides additional information about the business or commercial purposes for collecting and using Your information. Additional information concerning the business and commercial purposes is set forth in the [“How Does Branch Use the Information Collected through the Discovery Services, and What Information Does Branch Use to Provide the Discovery Services?”](#) section of our [Privacy Policy](#). We may use the categories of personal information identified in this California Privacy Notice about our California Consumers for our operational purposes where the use of such personal information is reasonably necessary and proportionate to achieve the operational purpose for which the personal information was collected or processed or for another operational purpose that is compatible with the context in which the personal information was collected.

#### Purposes of Use

Provide the Services, for example:

- to fulfill Customers' and prospective Customers' requests for the Discovery Services including processing data at the Customer's direction.
- to combine data from various sources, including data from various Customers or third parties.
- to serve advertisements in connection with Users' queries.
- to use for internal and Customer business purposes, including to support the Branch Platform, develop new products and services, market products or services, and support the products and services of our Customers.
- to better understand how and from where Users come to click on certain deep links and what types of links are popular.
- To understand and resolve technical issues with the Branch Platform.

Personalize Your experience, for example:

- Serving advertisements in connection with Users' queries.
- Creating profiles associated with Your device, including adding and combining information we obtain from third parties, which may be used for analytics, marketing, and advertising.

Secure the Branch Platform and Prevent Fraud, for example:

- Monitoring, preventing, and detecting fraud, such as through verifying Your identity
- Combatting spam or other malware or security risks
- Monitoring, enforcing, and improving the security of our Services

Defend our legal rights and comply with the law

- Complying with any applicable procedures, laws, and regulations where it is necessary for our legitimate interests or the legitimate interests of others
- Establishing, exercising, or defending our legal rights where it is necessary for our legitimate interests or the legitimate interests of others (e.g., to enforce compliance with our [Terms and Conditions](#), [Privacy Policy](#), or to protect our Services, Users, or others)

## How We Share and Disclose Your Information

We share the information collected from and about You as discussed above for various business purposes. The chart below explains the categories of information that we may share with third parties and the categories of those parties.

Third Parties with which we share information and why	Categories of information shared
Our Affiliates. We may share information we collect within our family of companies to deliver products and services to You, and enhance our products, services, and Your customer experience.	All categories of information we collect may be

	shared with our affiliates
Service Providers that perform services on our behalf: including billing and payment processing, sales, marketing, advertising, data analysis and insight, research, technical support and customer service, data storage, security, fraud prevention, and audit and legal services.	All categories of information we collect may be shared with our service providers
Third Parties for Legal Purposes. By using the Discovery Services, You acknowledge and agree that we may access, retain, and disclose the information we collect and maintain about You if required to do so by law or in a good faith belief that such access, retention or disclosure is reasonably necessary to: (a) comply with legal process or a regulatory investigation (e.g., a subpoena or court order); (b) enforce our Terms and Conditions, our <a href="#">Privacy Policy</a> , or other contracts with You, including investigation of potential violations thereof; (c) respond to claims that any content violates the rights of third parties; and/or (d) protect our rights, property or personal safety, or that of our agents and affiliates, our users and/or the public. This includes exchanging information with other companies and organizations for information security, fraud protection, spam/malware prevention, and similar purposes.	All categories of information we collect may be shared as necessary
Third Parties in a Business Transaction. We may disclose information in connection with an actual or contemplated corporate transaction, including for example a merger, investment, acquisition, reorganization, consolidation, bankruptcy, liquidation, or sale of some or all of our assets.	All categories of information we collect may be shared

The CCPA sets forth certain obligations for businesses that “sell” personal information. Based on the definition of “sell” under the CCPA and under current regulatory guidance, we do not believe we engage in such activity and have not engaged in such activity in the past twelve months. Instead, any information we share is limited to as set forth in the [“How does Branch Share Information?”](#) section of this [Privacy Policy](#).

## California Rights and Choices

Without being discriminated against for exercising these rights, California Consumers have the right to request that we disclose what personal information we collect about You and to delete that information, subject to certain restrictions. You also have the right to designate an agent to exercise these rights on Your behalf. This section describes how to exercise those rights and our process for handling those requests. To the extent permitted by applicable law, we may charge a reasonable fee to comply with Your request.

## The Rights of California Residents

#### Right to request access to Your personal information

You have the right to request that we disclose what Personal Data we process. You may also request the specific pieces of personal information that we have collected about You. Where California Law prevents us from disclosing specific pieces of personal information, we will inform You if we have collected that category of personal information about You.

#### Right to request deletion of Your personal information

You may also request that we delete any personal information that we collected from You. However, we may retain personal information necessary (a) to protect our business, systems, and users from fraudulent activity, (b) to address technical issues that impair existing functionality, (c) to us, or others, to exercise their free speech or other rights, (d) to comply with law enforcement requests pursuant to lawful process, (e) for our own internal purposes reasonably related to Your relationship with us, or (f) to comply with legal obligations. Additionally, we need certain types of information so that we can provide our Services to You. If You ask us to delete it, You may no longer be able to access or use our Services.

#### How to exercise Your access and deletion rights

Subject to restrictions under applicable law, California Consumers (or their agents, as described below) may exercise their California privacy rights by submitting Your request to us, or by contacting us at [discoveryprivacy@branch.io](mailto:discoveryprivacy@branch.io).

Because Branch cannot associate the personal information collected via the Discovery Services with a particular individual or household, it is not reasonably possible for Branch to verify the identity of any particular consumer. We therefore can only respond to requests for the categories of personal information we collect, but we cannot provide You with specific pieces of information collected about You or delete Your personal information.

#### Right to opt-out of the sale of Your personal information

Where applicable, the CCPA provides consumers the right to opt-out of the sale of your personal information. As described above, Branch does not sell Your personal information based on the definition of “sell” under the CCPA and under current regulatory guidance.

#### Right to nondiscrimination

We will not deny, charge different prices for, or provide a different level of quality of goods or services if You choose to exercise these rights.

#### Submitting CCPA Requests

If You are a California Consumer, contact us at [discoveryprivacy@branch.io](mailto:discoveryprivacy@branch.io) with "CCPA request" in the subject line. To the extent permitted by applicable law, we may charge a reasonable fee to comply with Your request.

If You wish to designate an agent to make a request on Your behalf, your agent should contact us at [discoveryprivacy@branch.io](mailto:discoveryprivacy@branch.io) with “CCPA Agent request” in the subject line. The request should include the Your name, Your agent’s name, the nature of the request, and contact information that will permit us to verify Your identity and Your agent’s authority to submit the request directly with You.