

Category of PI	Purposes of Processing	Sales, Sharing, and Disclosures
All categories	<ul style="list-style-type: none"> • Compliance • General business operations • As described to you at the point of collection or with your consent 	<p><i>Service providers.</i> We may disclose each category of personal information to service providers.</p> <p><i>Third parties.</i> We may disclose each category of personal information for the purposes listed in the “Other Third-Party Disclosures” subsection.</p>
Identifiers	<ul style="list-style-type: none"> • For each purpose listed in the privacy policy 	<p><i>Franchisees.</i> We disclose this information to these franchisees for marketing and general business purposes. This may qualify as sale under certain privacy laws.</p> <p><i>Marketing sponsorship partners.</i> We disclose this information to partners for marketing purposes. This may qualify as sale under certain privacy laws.</p> <p><i>Advertising, social media, and analytics companies.</i> We disclose this information to these companies for marketing and analytics purposes. This may qualify as a sale (or sharing for targeted advertising purposes) under certain privacy laws.</p>
Characteristics of protected classifications under California or federal law	<ul style="list-style-type: none"> • Account creation, fulfillment, servicing, customer support • Marketing, market research, analytics • Surveys, promotional events, contests 	We did not sell this information or disclose it for targeted advertising.
Other demographic information	<ul style="list-style-type: none"> • Account creation, fulfillment, servicing, customer support • Marketing, market research, analytics • Collection and credit reporting • Surveys, promotional events, contests 	We did not sell this information or share it for targeted advertising.
Commercial information	<ul style="list-style-type: none"> • For each purpose listed in the privacy policy, excluding information security and fraud prevention 	<p><i>Advertising, social media, and analytics companies.</i> We disclose this information to these companies for marketing and analytics purposes. This may qualify as a sale (or sharing for targeted advertising purposes) under certain privacy laws.</p>
Internet or other electronic network activity information	<ul style="list-style-type: none"> • Account creation, fulfillment, servicing, customer support 	<p><i>Advertising, social media, and analytics companies.</i> We disclose this</p>

	<ul style="list-style-type: none"> • Marketing, market research, analytics • Surveys, promotional events, contests • Other company communications • Website use and analytics • Product research • Information security and fraud prevention 	information to these companies for marketing and analytics purposes. This may qualify as a sale (or sharing for targeted advertising purposes) under certain privacy laws.
Geolocation data (non-precise)	<ul style="list-style-type: none"> • For each purpose listed in the privacy policy 	We did not sell this information or share it for targeted advertising.
Audio, electronic, visual, thermal, olfactory, or similar information	<ul style="list-style-type: none"> • For each purpose listed in the privacy policy 	We did not sell this information or share it for targeted advertising.
Professional/employment information	<ul style="list-style-type: none"> • Marketing, market research, analytics • Product research 	We did not sell this information or share it for targeted advertising.
Education information	<ul style="list-style-type: none"> • Marketing, market research, analytics • Product research 	We did not sell this information or share it for targeted advertising.
Inferences drawn from other Personal Information	<ul style="list-style-type: none"> • Marketing, market research, analytics • Collections and credit reporting • Surveys, promotional events, contests • Website use and analytics • Product research 	We did not sell this information or share it for targeted advertising.
<i>Sensitive Personal Information</i> : account login credentials	<ul style="list-style-type: none"> • Account creation, fulfillment, servicing, customer support • Website use and analytics • Information security and fraud prevention 	We did not sell this information or share it for targeted advertising.
<i>Sensitive Personal Information</i> : ethnicity, religion	<ul style="list-style-type: none"> • Marketing, market research, analytics • Product research 	We did not sell this information or share it for targeted advertising.