

THIS SECTION CONTAINS ADDITIONAL INFORMATION RELEVANT TO RESIDENTS OF CERTAIN US STATES THAT HAVE THEIR OWN DATA PRIVACY LAWS AND REGULATIONS, AND ASSOCIATED RIGHTS. THIS CONTENT SHOULD BE READ IN CONJUNCTION WITH OUR *PRIVACY POLICY*, WHICH CAN BE FOUND HERE. ANY TERM OR PHRASE THAT IS CAPITALIZED HEREIN, IF NOT OTHERWISE DEFINED HEREIN SHALL BE AS DEFINED WITHIN OUR PRIVACY POLICY OR WITHIN OUR TERMS OF USE, WHICH CAN BE FOUND HERE.

CALIFORNIA

If We are offering goods and Services in California, and if You are a resident of California as defined by the laws of the state of California, this state-specific information shall serve as Our “*Notice at Collection*,” which is a mandated disclosure about Our treatment of California residents’ information, both online and offline, as well as serving as Our “*Notice of Financial Incentives*.”

Notice at Collection | We may collect the following categories of personal information (as defined in the California Consumer Privacy Act (the “CCPA”) and the California Customer Records statute:

Identifiers, such as Your name, email address, username and password, postal address, telephone number, signature, government-issued identifier, license plate number, IP address, and other similar identifiers.

Characteristics of protected classifications and demographic information, such as Your gender, age, race, disability status, sexual orientation, gender identity, military/veteran status, marital status, national origin, and medical information.

Commercial information, including information about Your interests and consuming history or tendencies, such as products or services considered; transaction information when You request information, contact Us, or purchase, return, request or exchange a product or service, including payment card information or other financial information; information provided in response to surveys or other research conducted by Us or on Our behalf; and information You provide in public forums.

Internet or other electronic network activity information, including information regarding Your interactions with Us online and information We obtain from third parties about use of Our applications on third-party platforms or devices.

Geolocation data, including precise or approximate location information provided by a mobile device or other device or product interacting with or detected by Our sites, applications, or physical properties, where we are permitted by law to process this information.

Audio, electronic, visual, or similar information, including telephone call recordings, other voice recordings, and still or video images captured by cameras or readers on or around Our physical properties.

Inferences based on the above.

We collect this information so that we can best serve You, including to fulfill Your requests and to share offers or information that We think You may be interested in. As further described within Our Privacy

Policy, We generally collect and use the above-listed categories of personal information to provide and manage the Website, applications, products, and services, and for other business or commercial purposes, such as advertising, marketing, and to improve Our products and services.

Certain data collection on Our Website and applications by third parties for purposes of interest-based advertising and social media tools may be considered a “sale” or “sharing” under California privacy law. As defined by California law, we may “sell” or “share” certain data elements within the following categories of personal information: identifiers, demographic information, commercial information, Internet or other electronic network activity information, approximate geolocation, and inferences drawn from the above.

If You would like to opt out of the sale or sharing of Your personal information, You may follow the process outlined here in our Frequently Asked Questions. Please note that Your opt-out choice is specific to the Website and to the device and browser you are using.

We retain each category of personal information that We collect for as long as necessary to fulfill the purposes described in our Privacy Policy, including to satisfy legal or reporting requirements. What this means in practice will vary for different types of information, but the criteria assessed in the data retention analysis will take into account ongoing business or legal needs for retaining the information, for example in relation to tax, health and safety, and potential or actual disputes or investigations.

More information, including a description of your legal rights, can be found in the “*California Privacy Rights*” section below.

Additional Privacy Mandatory Disclosures | We also make the following disclosures for purposes of compliance with California privacy law:

We may have collected the following categories of personal information in the last twelve (12) months: identifiers, characteristics of protected classifications and demographic information, commercial information, Internet or other electronic network activity information, geolocation data, audio, electronic, visual or similar information, and inferences drawn from the above.

The sources of personal information from whom We collected are: directly from applicants to purchase Our goods and services, actual purchasers of Our goods and services, as well as from third-party sites or platforms that You link with Your registration account (or authorize Us to link), analytics tools, social networks, advertising networks, and third-party services that update or supplement information We hold about You.

The business or commercial purposes of collecting personal information are as summarized in our “*Notice at Collection*” section above, or as set forth below. As defined by applicable law, we “sold” or “shared” certain data elements within the following categories of personal information in the last twelve (12) months: identifiers, demographic information, commercial information, Internet or other electronic network activity information, approximate geolocation, and inferences drawn from the above. We “sold” or “shared” each category to or with entities who provide advertising, marketing, or audience measurement; other online third-party branded tools or functionality (such as maps or video players); and social networks.

The business or commercial purposes of “selling” or “sharing” personal information is to assist Us with advertising, marketing, audience measurement, and other functionality on the Website or in connection with the goods and services that We may offer to You.

We do not knowingly “sell” or “share” the personal information of minors under sixteen (16) years of age.

We do not use or disclose sensitive personal information for purposes other than those specified in Section 7027(m) of the CCPA regulations.

Your California Privacy Rights | If You are a resident of California, You have the following rights:

Right to Know | You have the right to request that We disclose to You the categories of personal information We have collected about You, as well as the sources of such personal information, the purposes, and the categories of third parties with whom such personal information is shared.

Right to Access | You have the right to request, up to two (2) times each year, access to categories and specific pieces of personal information about You that we collect, use, disclose, sell, and share.

Right to Delete | You have the right to request that We delete personal information that We collect from You, subject to applicable legal exceptions, requirements and duties to which We may be subject.

Right to Correct | You have the right to request that We correct inaccurate personal information that We maintain about you, subject to applicable legal exceptions, requirements and duties to which We may be subject.

Right to Opt Out of Sale or Sharing of Personal Information | You have the right to “opt out” of the “sale” or “sharing” of Your “personal information” to or with “third parties” (as those terms are defined by applicable law).

Right to Request Removal of Content | If You are a California resident under the age of eighteen (18), or the legally-established representative thereof, and You are a registered user of Our Website, or a purchaser of Our goods and services, California Business and Professions Code Section 22581 permits You to request and obtain removal of content or information You have publicly-posted. Likewise, in accordance with Our *Takedown Policy*, which You can find here, we reserve the right to curate content or information that You may have posted on Our Website.

Shine the Light | California Civil Code Section 1798.83 permits You to request information regarding the disclosure of Your personal information Us to third parties for the third parties’ direct marketing purposes.

Right Not to Receive Discriminatory Treatment | You have the right not to receive discriminatory treatment for the exercise of Your privacy rights. If You choose to exercise any of these rights, You will not receive different prices or quality of goods or services unless permitted by applicable law, including if those differences are reasonably related to Your information. For example, if you exercise Your right to opt out of “sale” or “sharing” of Your information, Your

access to Our goods and services (and any associated benefits) will not be impeded by Us, however, Our ability to identify Your interest in Our goods and services, or Our ability to deliver any associated benefits may be impacted if We are otherwise unable to “sell” or “share” Your information with third-parties which specialize in analyzing data to obtain the insights necessary to deliver Our goods and services or any of the associated benefits.

Exercising Your California Privacy Rights | If You are a resident of California, if You wish to exercise Your privacy rights under California law, please act in accordance with the instructions set forth below. Please note that requests may be denied in whole or in part due to various factors including because a request was not verifiable, was not made by a consumer, was made multiple times, or which calls for information exempt from that action sought by the requester.

Making Requests to Know, Access, Delete, or Correct Your Personal Information | To make a request to know or access, or to make a request for deletion or correction, please complete the form located here. Before completing Your request, We may need to verify Your identity or email address, and We may request additional documentation or information solely for the purpose of verifying Your identity.

If You wish to use an authorized agent to submit a request to know or access, or to make a request for deletion, correction, or opt-out on Your behalf, the authorized agent must have Your signed permission to submit a request on Your behalf or provide proof that they have power of attorney or legal standing in accordance with applicable law. Before completing requests from authorized agents We may contact You directly to confirm that You have given your Permission to the authorized representative, and/or to verify Your identity. Authorized agents should also complete the form located here when making a request on Your behalf.

Making Requests to Opt Out of the Sale or Sharing of Personal Information | To submit a request to “opt out” of the “sale” or “sharing” of Your “personal information,” You may follow the instructions set forth within our Frequently Asked Questions section located here.

Making Requests for Removal of Content | California residents under the age of eighteen (18), or the legally-established representative acting on behalf thereof, may make requests to remove content by completing the form located here, or by sending an email to privacy@cremationclub.com. Any request that You make for the removal of content must contain a detailed description of the specific content or information that You are requesting be removed. Please be aware that such a request does not ensure complete or comprehensive removal of the content or information You have posted, and also, that there may be circumstances in which the law does not require or allow removal even if requested.

Making Shine the Light Request | To make a request for information under the Shine the Light Act, please send an email to privacy@cremationclub.com.

Notice of Financial Incentives | We may offer various and different loyalty or promotional programs that provide certain benefits to You or others. For example, We may provide special offers or discounts as part of certain programs, promotional campaigns, subscriptions, or other offerings. We may also provide discounts if You sign up to receive marketing messages or if You claim a specific offer. We refer to these various programs and offerings as the “Program.”

To learn more about the details of the Program, including the material terms, please visit the *Terms and Conditions* and/or the *Benefits Disclosure Statement*, both of which are located on Our Website, where You can review the specific terms of the Program and learn how to discontinue obtaining the benefits provided by the Program.

In general, We collect personal information to support and fulfill the Program, which could include identifiers, demographic information, commercial information, Internet or other electronic network activity information, geolocation data, audio, electronic, visual or similar information, and inferences drawn from the above. For additional details on the types of information We may collect, please see Our Privacy Policy in general, or more specifically, review the “*Notices of Collection*” section above. Because We collect personal information, the Program may be considered to be “*financial incentives*” or “*price or service differences*” under applicable law.

To the extent the Program is reasonably related to the value of Your personal information, the method for calculating this value would include the expenses related to Our offer (such as the costs of providing discounts, free shipping, or other promotions, intellectual property or marketing costs, and other related expenses). The value of Your personal information that We collect will vary depending on the specific facts and circumstances related to how We engage with You.

Contact Information | Making an Appeal | If you have a question about any aspect of Our privacy policies and information practices, or if you wish to request reconsideration of any decision that We make as it pertains to any request made hereunder, please send an email to privacy@cremationclub.com.

COLORADO

If We are offering goods and Services in Colorado, and if You are a resident of Colorado as defined by the laws of the state of Colorado, Colorado law provides You with the rights listed below.

Right to Access | You have the right to know and see what personal data We have collected about You in a usable format.

Right to Delete | You have the right to request that We delete personal information that We collect from You, subject to applicable legal exceptions, requirements and duties to which We may be subject.

Right to Correct | You have the right to request that We correct inaccurate personal information that We maintain about you, subject to applicable legal exceptions, requirements and duties to which We may be subject.

Right to Opt Out of Targeted Advertising and Sale of Personal Information | You have the right to “opt out” of “targeted advertising” and the “sale” or “sharing” of Your “personal data” (as those terms are defined by applicable law).

Exercising Your Colorado Privacy Rights | If You are a resident of Colorado, if You wish to exercise Your privacy rights under Colorado law, please act in accordance with the instructions set forth below. Please note that requests may be denied in whole or in part due to various factors including because a request

was not verifiable, was not made by a consumer, was made multiple times, or which calls for information exempt from that action sought by the requester.

Making Requests to Know, Access, Delete, or Correct Your Personal Information | To make a request to know or access, or to make a request for deletion or correction, please complete the form located here. Before completing Your request, We may need to verify Your identity or email address, and We may request additional documentation or information solely for the purpose of verifying Your identity.

If You wish to use an authorized agent to submit a request to know or access, or to make a request for deletion, correction, or opt-out on Your behalf, the authorized agent must have Your signed permission to submit a request on Your behalf or provide proof that they have power of attorney or legal standing in accordance with applicable law. Before completing requests from authorized agents We may contact You directly to confirm that You have given your Permission to the authorized representative, and/or to verify Your identity. Authorized agents should also complete the form located here when making a request on Your behalf.

Making Requests to Opt Out of the Sale or Sharing of Personal Information | To submit a request to “opt out” of the “sale” or “sharing” of Your “personal information,” You may follow the instructions set forth within our Frequently Asked Questions section located here.

Notice of Financial Incentives | We may offer various and different loyalty or promotional programs that provide certain benefits to You or others. For example, We may provide special offers or discounts as part of certain programs, promotional campaigns, subscriptions, or other offerings. We may also provide discounts if You sign up to receive marketing messages or if You claim a specific offer. We refer to these various programs and offerings as the “Program.”

To learn more about the details of the Program, including the material terms, please visit the *Terms and Conditions* and/or the *Benefits Disclosure Statement*, both of which are located on Our Website, where You can review the specific terms of the Program and learn how to discontinue obtaining the benefits provided by the Program.

In general, We collect personal information to support and fulfill the Program, which could include identifiers, demographic information, commercial information, Internet or other electronic network activity information, geolocation data, audio, electronic, visual or similar information, and inferences drawn from the above. For additional details on the types of information We may collect, please see Our Privacy Policy in general, or more specifically, review the “*Notices of Collection*” section above. Because We collect personal information, the Program may be considered to be “*financial incentives*” or “*price or service differences*” under applicable law.

To the extent the Program is reasonably related to the value of Your personal information, the method for calculating this value would include the expenses related to Our offer (such as the costs of providing discounts, free shipping, or other promotions, intellectual property or marketing costs, and other related expenses). The value of Your personal information that We collect will vary depending on the specific facts and circumstances related to how We engage with You.

Contact Information | Making an Appeal | If you have a question about any aspect of Our privacy policies and information practices, or if you wish to request reconsideration of any decision that We

make as it pertains to any request made hereunder, please send an email to privacy@cremationclub.com.

CONNECTICUT

If We are offering goods and Services in Connecticut, and if You are a resident of Connecticut as defined by the laws of the state of Connecticut, Connecticut law provides You with the rights listed below.

Right to Access | You have the right to know and see what personal data We have collected about You in a usable format.

Right to Delete | You have the right to request that We delete personal information that We collect from You, subject to applicable legal exceptions, requirements and duties to which We may be subject.

Right to Correct | You have the right to request that We correct inaccurate personal information that We maintain about you, subject to applicable legal exceptions, requirements and duties to which We may be subject.

Right to Opt Out of Targeted Advertising and Sale of Personal Information | You have the right to “opt out” of “targeted advertising” and the “sale” or “sharing” of Your “personal data” (as those terms are defined by applicable law).

Exercising Your Connecticut Privacy Rights | If You are a resident of Connecticut, if You wish to exercise Your privacy rights under Connecticut law, please act in accordance with the instructions set forth below. Please note that requests may be denied in whole or in part due to various factors including because a request was not verifiable, was not made by a consumer, was made multiple times, or which calls for information exempt from that action sought by the requester.

Making Requests to Know, Access, Delete, or Correct Your Personal Information | To make a request to know or access, or to make a request for deletion or correction, please complete the form located here. Before completing Your request, We may need to verify Your identity or email address, and We may request additional documentation or information solely for the purpose of verifying Your identity.

If You wish to use an authorized agent to submit a request to know or access, or to make a request for deletion, correction, or opt-out on Your behalf, the authorized agent must have Your signed permission to submit a request on Your behalf or provide proof that they have power of attorney or legal standing in accordance with applicable law. Before completing requests from authorized agents We may contact You directly to confirm that You have given your Permission to the authorized representative, and/or to verify Your identity. Authorized agents should also complete the form located here when making a request on Your behalf.

Making Requests to Opt Out of the Sale or Sharing of Personal Information | To submit a request to “opt out” of the “sale” or “sharing” of Your “personal information,” You may follow the instructions set forth within our Frequently Asked Questions section located here.

Contact Information | Making an Appeal | If you have a question about any aspect of Our privacy policies and information practices, or if you wish to request reconsideration of any decision that We make as it pertains to any request made hereunder, please send an email to privacy@cremationclub.com.

UTAH

If We are offering goods and Services in Utah, and if You are a resident of Utah as defined by the laws of the state of Utah, Utah law provides You with the rights listed below.

Right to Access | You have the right to know and see what personal data We have collected about You in a usable format.

Right to Delete | You have the right to request that We delete personal information that We collect from You, subject to applicable legal exceptions, requirements and duties to which We may be subject.

Right to Opt Out of Targeted Advertising and Sale of Personal Information | You have the right to “opt out” of “targeted advertising” and the “sale” or “sharing” of Your “personal data” (as those terms are defined by applicable law).

Exercising Your Utah Privacy Rights | If You are a resident of Utah, if You wish to exercise Your privacy rights under Utah law, please act in accordance with the instructions set forth below. Please note that requests may be denied in whole or in part due to various factors including because a request was not verifiable, was not made by a consumer, was made multiple times, or which calls for information exempt from that action sought by the requester.

Making Requests to Know, Access, Delete, or Correct Your Personal Information | To make a request to know or access, or to make a request for deletion or correction, please complete the form located here. Before completing Your request, We may need to verify Your identity or email address, and We may request additional documentation or information solely for the purpose of verifying Your identity.

If You wish to use an authorized agent to submit a request to know or access, or to make a request for deletion, correction, or opt-out on Your behalf, the authorized agent must have Your signed permission to submit a request on Your behalf or provide proof that they have power of attorney or legal standing in accordance with applicable law. Before completing requests from authorized agents We may contact You directly to confirm that You have given your Permission to the authorized representative, and/or to verify Your identity. Authorized agents should also complete the form located here when making a request on Your behalf.

Making Requests to Opt Out of the Sale or Sharing of Personal Information | To submit a request to “opt out” of the “sale” or “sharing” of Your “personal information,” You may follow the instructions set forth within our Frequently Asked Questions section located here.

Contact Information | Making an Appeal | If you have a question about any aspect of Our privacy policies and information practices, or if you wish to request reconsideration of any decision that We

make as it pertains to any request made hereunder, please send an email to privacy@cremationclub.com.

VIRGINIA

If We are offering goods and Services in Virginia, and if You are a resident of Virginia as defined by the laws of the state of Virginia, Virginia law provides You with the rights listed below.

Right to Access | You have the right to know and see what personal data We have collected about You in a usable format.

Right to Delete | You have the right to request that We delete personal information that We collect from You, subject to applicable legal exceptions, requirements and duties to which We may be subject.

Right to Correct | You have the right to request that We correct inaccurate personal information that We maintain about you, subject to applicable legal exceptions, requirements and duties to which We may be subject.

Right to Opt Out of Targeted Advertising and Sale of Personal Information | You have the right to “opt out” of “targeted advertising” and the “sale” or “sharing” of Your “personal data” (as those terms are defined by applicable law).

Exercising Your Virginia Privacy Rights | If You are a resident of Virginia, if You wish to exercise Your privacy rights under Virginia law, please act in accordance with the instructions set forth below. Please note that requests may be denied in whole or in part due to various factors including because a request was not verifiable, was not made by a consumer, was made multiple times, or which calls for information exempt from that action sought by the requester.

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