

California Privacy Notice

Effective Date: February 5, 2024

Prior Version: [here](#)

This California Privacy Notice (“**Notice**”) supplements our [Privacy Policy](#) and applies to the information we may collect (or may have collected in the 12-month period preceding the effective date) about users who are California residents (“**you**”, “**your**”), including if you attended a Poshmark event. Please note that this Notice does not cover information we have collected from individuals in their capacity as an employee or job applicant.

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1. Notice at Collection

This section of our California Privacy Notice serves as our California “Notice at Collection” and describes the categories of personal information we collect, the retention of such information, the sources from which the information was obtained, and the business and commercial purposes for which the information is used. It also details the categories of personal information “sold” or “shared” with third parties for cross-context behavioral advertising and disclosed to third parties for a business purpose.

Categories of Personal Information We Collect:

We may collect the following categories of personal information about you:

Category	Personal Information this Category Includes
Identifiers	Identifiers, such as real name, alias, postal address, unique personal identifier (e.g., device identifiers; cookies, beacons, pixel tags, mobile ad identifiers, or similar technology; customer number, unique pseudonym, or user alias; telephone number and other forms of

	persistent or probabilistic identifiers), online identifier, IP address, email address, account name, Social Security number, driver's license number, state identification card number, passport number, or other similar identifiers.
Personal Records	Signature, physical characteristics or description (such as any size preferences you may have set), education (college and class year), bank account number, credit card number, debit card number, and other financial information
Protected Classifications	Characteristics of protected classifications under California or federal law, such as age and gender.
Commercial Information	Commercial information, including records of personal property, products or services purchased, obtained, or considered, and other purchasing or consuming histories or tendencies.
Online Activity	Internet and other electronic network activity information including, but not limited to, browsing history, search history, and information regarding your interaction with websites, applications or advertisements.
Audiovisual Information	Audio, electronic, visual, and similar information, such as your photos, posts, and other content you generate.
Inferences	Inferences drawn from any of the information identified above to create a profile about you reflecting your preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

Retention of Personal Information:

The categories of personal information we obtain will be retained to provide the Services to you and to fulfill the business and commercial purposes for which they are collected or as needed to satisfy applicable governmental laws, regulations, investigations, proceedings or for reasonable backup, archival, audit, legal, tax, accounting, compliance, or other similar purposes. To determine the retention period, we may consider the amount, nature, and sensitivity of the information, our business and compliance needs, the potential risk of harm from unauthorized use or disclosure of information and if we can attain our objectives by other means, as well as our legal, regulatory, tax, accounting, and other applicable obligations.

Sources of Personal Information:

We may obtain this information directly from you or your devices, or from other categories of sources, such as from social networks, data analytics providers, marketing partners, advertising and affiliate networks, operating systems and platforms, internet service providers, and government entities. For additional detail, please review the "What Information We Collect About You" section of our [Privacy Policy](#).

Purposes for which Personal Information is Used:

As described in additional detail in the “How We Use Your Data” section of our [Privacy Policy](#), we may use this information for our business and commercial purposes to provide, develop, and enhance our Services to you. This may include using the information for the following business purposes:

- Personalize your experience;
- Process and fulfill orders;
- Personalize your experience;
- Short-term, transient use;
- Provide you with customer support, communications, updates, promotions, announcements, and other news about relevant features and aspects of our Services;
- Enable social features, such as connecting you with other users;
- Provide you with advertising and marketing related to our Services;
- Auditing related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance;
- Undertake activities to verify, maintain, or improve the quality, safety, security, and integrity of our Services and to improve, upgrade, or enhance them;
- Undertake activities to identify and repair errors that impair existing intended functionality (i.e. debugging);
- Conduct internal research for technological development and demonstration; and
- Where we believe it is necessary, fulfill or protect our legal rights, interests, and protect the interests of others.

“Sale” or “Sharing” of Personal Information for Cross-Context Behavioral Advertising:

We may disclose certain of your personal information to third parties, such as online advertising services (like advertising and affiliate networks) and our marketing partners, in exchange for monetary or non-monetary consideration (hereafter referred to as the “Sale” of personal information) or for cross-context behavioral advertising (hereafter referred to as the “Sharing” of personal information).

The personal information we may Sell or Share to these parties include Identifiers, Protected Classifications, Commercial Information, and Online Activity. This helps us optimize the placement of our ads and serve more relevant advertisements, including on other websites and services.

We do not Sell or Share the personal information of California residents we know to be under the age of 16 without affirmative authorization.

Disclosures of Personal Information for a Business Purpose:

The table below lists the types of third parties to whom we may have disclosed personal information for a business purpose and the categories of personal information that may have been disclosed to them for a business purpose.

Category of Third Parties	Categories of Personal Information Disclosed
Other users of the Service, if you ask us to	Identifiers, Commercial Information
Vendors (e.g., to help process and fulfill orders, improve safety, security, and integrity, prevent fraud, provide non-personalized advertising, and perform analytics)	Identifiers, Personal Records, Protected Classifications, Commercial Information, Online Activity, Audiovisual Information, Inferences
Professional services organizations, such as auditors and law firms	Identifiers, Personal Records, Protected Classifications, Commercial Information, Online Activity, Audiovisual Information, Inferences
Business partners, such as those with whom we run promotions	Identifiers, Protected Classifications, Commercial Information, Online Activity
Law enforcement authorities, regulators and other government entities	Identifiers, Personal Records, Protected Classifications, Commercial Information, Online Activity, Audiovisual Information, Inferences

In addition, we may disclose and may have disclosed your personal information to third parties in the event of a corporate transaction, such as a merger or acquisition.

2. Your California Privacy Rights

Under the CCPA, you have certain rights and choices regarding your personal information, as described below:

- **Right to Know (Access):** You have the right to request, twice in a 12-month period, that we disclose to you the personal information related to you that we have collected, used, disclosed, and sold during the past 12 months, as well as the specific pieces of personal information we have collected about you during the past 12 months. Click [here](#) to request a copy of the specific pieces of personal information we have collected about you during the past 12 months. This Notice describes the personal information we have collected, used, disclosed, and sold during the past 12 months.
- **Right to Correct:** You have the right to request that we correct inaccurate personal information about you. To do so, please email privacy@poshmark.com.
- **Right to Delete:** You have the right to request that we delete certain of the personal information we have

collected from you. Click [here](#) to submit a deletion request.

- **Right to Opt Out of Sale or Sharing:** You have the right to opt-out of the Sale or Sharing of your personal information by Poshmark. If you are accessing this Notice using your web browser, you may request to opt out here: [Do Not Sell or Share My Personal Information](#). If you are accessing this Notice using the Poshmark App, you may request to opt out here: [Do Not Sell or Share My Personal Information](#). Please note that, if you are not logged in, your opt-out will be specific to the web browser or device you use at the time you exercise your opt-out rights and, if you use multiple web browsers or devices, you will need to opt out from each browser and device.
- **Right to Limit:** We do not use or disclose sensitive personal information for the purpose of “inferring characteristics” about you, except as otherwise expressly permitted under the CCPA.

If you choose to exercise any of your rights under the CCPA, you have the right not to receive discriminatory treatment by us. Please note that, where allowable, we may charge a reasonable fee to comply with your request.

Verifying CCPA Rights Requests:

As required by law and to help protect your privacy, we may take steps to verify your identity when you submit a request to exercise your rights. The steps we take may vary depending on the type of request you make and whether you have an account with us. Please note that we cannot process your request if you do not provide us with sufficient detail to allow us to understand and respond to it.

If you have an account with us, we may verify your identity by requiring you to sign into your account. If you request to access, correct, or delete your personal information and do not have an account with us, we may require you to provide certain information (such as your name and email address) to verify your identity. In addition, if you do not have an account and you ask us to provide you with specific pieces of personal information, we reserve the option to require you to sign a declaration under penalty of perjury that you are the consumer whose personal information is the subject of the request.

Authorized Agents:

To submit a request as an authorized agent on behalf of a consumer, please email us at privacy@poshmark.com, and be sure to reference the CCPA in your request and include proof that the consumer has provided permission for you, the authorized agent, to submit the request.

Please note that, for requests submitted by an authorized agent on behalf of a consumer, we may still require the consumer to verify their own identity directly with us.

3. Additional Information

Your Acceptance of this Privacy Policy:

By accessing or using our Services, you signify that you have read, understood, and agree to our collection, storage, use, and disclosure of your personal data as described in this Privacy Policy. If you do not agree, you should discontinue use of the Services immediately.

Changes to this Notice:

We reserve the right to revise this Privacy Notice from time to time. We will post changes on this page and indicate the "Effective Date" at the top of this notice. Please check back often for any updates. You acknowledge and agree that it is your responsibility to review this Privacy Notice periodically and that your continued use of our Services after any change in this Privacy Notice will constitute your acceptance of such change.

How to Contact Us:

If you have any questions about this Notice, please contact us at privacy@poshmark.com.