

**PRIVACY POLICY**  
**OF**  
**MEDIA MARKETING MANAGEMENT dba BECK MEDIA AND MARKETING**

This Privacy Policy was last modified on July 19, 2022. It is subject to change without notice.

This Privacy Policy applies to your use of beckmedia.com (the “Site”), which belongs to Media Marketing Management, Inc., a California corporation doing business as Beck Media and Marketing (“Beck Media,” which is sometimes referred to in this policy as “owner,” “us,” “our,” or “we”). We respect the privacy of our users and have developed this Privacy Policy to demonstrate Beck Media’s commitment to protecting your privacy. This Privacy Policy is intended to describe for you, as an individual who is a user of the Site, or any of our services, or who otherwise provides us with information through various means, the information we collect if any, and the purposes for which we collect it, how that information may be used, what and with whom we may share and disclose it. This Privacy Policy also describes your choices about such uses and disclosures. We encourage you to read this Privacy Policy carefully when using our Site or services or transacting business with us. By using any our Site, you agree to the terms of this Privacy Policy and are accepting the practices described in this Privacy Policy including the collection and use of information in accordance with this Policy. As explained in greater detail below, when using any of the Site, **you must assume that information is being collected about you, including information you specifically provide as well as automatically collected information about your computer and web-viewing or web-use activity.** Although any actual use of such information may be more limited, **you must assume that information collected is shared with other persons and entities for commercial purposes.**

If you have any questions about our privacy practices, please refer to the end of this Privacy Policy for information on how to contact us.

**California Consumer Protection Act (“CCPA”)**

The California Consumer Privacy Act (CCPA) provides consumers who are residents of the State of California with specific rights related to their personal information, subject to certain exceptions.

**Access**

You may request that Beck Media disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request (see Exercising Access, Data Portability, and Deletion Rights), we will disclose to you:

- The categories of personal information we collected about you
- The categories of sources for the personal information we collected about you

- Our business or commercial purpose for collecting or selling that personal information
- The categories of third parties with whom we share that personal information
- The specific pieces of personal information we collected about you (also called a data portability request)
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
  - sales, identifying the personal information categories that each category of recipient purchased; and
  - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

### **Deletion**

You may request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see Exercising Access, Data Portability, and Deletion Rights), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.

- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

### **Non-Discrimination**

We will not discriminate against you for exercising any of the rights described in this Privacy Policy. Specifically, we will not deny you goods or services or charge you different prices or rates for goods or services, including through the use of discounts or other benefits, or by imposing penalties.

### **Requesting Access, Data Portability, and Deletion**

To exercise the access, data portability, and deletion processes described above, please submit a verifiable consumer request by contacting us at:

- (310)300-4800
- [info@beckmedia.com](mailto:info@beckmedia.com)

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may make a verifiable consumer request for access to data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

### **Response Timing and Format**

We will endeavor to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. We will deliver our written response mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request’s receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

**Information we Collect**

The Site may collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device (“personal information”). The information we collect may be voluntarily given or automatically recognized by our servers. When we collect personal information through our website, the information may be sent to servers located in the United States and other countries around the world. In particular, the Site has or may have collected the following categories of personal information from one or more of its consumers within the last 12 months:

Category	Examples
A. Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver’s license number, passport number, or other similar identifiers.
B. Personal Information categories listed in the California Customer Records Statute (Cal. Civ. Code§ 1798.80(e))	A name signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.
C. Protected classification characteristics under California or Federal Law	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).

Beck Media obtains the categories of personal information listed above from the following categories of sources:

- **Directly from you.** We may collect and store any personal information you enter on our website or provide to us in some other manner. This includes identifying information, such as your name, address, e-mail address, and telephone number and, if you transact business with us, financial information such as your payment method (valid credit card number, type, expiration date or other financial information). We also may request information about your interests and activities, your gender and age, and other demographic information.
- **Information from other sources.** We may also periodically obtain both personal and non-personal information about you from business partners, contractors and other third parties. Examples of information that we may receive include: updated delivery and address information, purchase history, and additional demographic information
- **Information about others.** We may also collect and store personal information about other people that you provide to us. If you use our website to send others (friends, relatives, colleagues, etc.) a product as a gift, information that may interest them or messages (such as invitations) through our system, we may store your personal information, and the personal information of each such recipient.
- **Information collected automatically.** We automatically collect information from your browser when you visit our website. This information includes your IP address, your browser type and language, access times, the content of any undeleted cookies that your browser previously accepted from us (see “Cookies” below), and the referring website address.
- **Cookies.** When you visit our website, we may assign your computer one or more cookies, to facilitate access to our site and to personalize your online experience. Through the use of a cookie, we also may automatically collect information about your online activity on our site, such as the web pages you visit, the links you click, and the searches you conduct on our site. Most browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies.
- **Other Technologies.** We may use standard Internet technology, such as web beacons and other similar technologies, to track your use of our site. We also may include web beacons in promotional e-mail messages or newsletters to determine whether messages have been opened and acted upon. The information we obtain in this manner enables us to customize the services we offer our website visitors to deliver targeted advertisements and to measure the overall effectiveness of our online advertising, content, programming or other activities.
- **Information collected by third parties, such as Google.** We may allow Google (e.g., Google Analytics, Google Tag Manager, Google Ad Manager), Social Media integrations for Twitter, Facebook, and Instagram, and other third parties, including our authorized service providers, advertising companies, and ad networks to access information and/or display advertisements on our Site. These companies may use tracking technologies, such as cookies, to collect information about users who view or interact with our Site or their advertisements. This information allows them to deliver targeted advertisements and gauge their effectiveness. Some of these third-party advertising companies may be advertising networks that are members of the Network Advertising Initiative, which offers a single location to opt out of ad targeting from member companies ([www.networkadvertising.org](http://www.networkadvertising.org)). In addition, we do not warrant that third parties will not breach our system and thereby gain access to your information.

### **Use of Personal Information**

We may use or disclose the personal information we collect for one or more of the following business purposes:

- To fulfill or meet the reason you provided the information. For example, if you share your name and contact information to enquire about our services, we will use that information to contact you;
- To create, maintain, customize, and secure any account you may wish to use;
- Deliver the products and services that you have requested;
- Provide you with customer support;
- Perform research and analysis about your use of, or interest in, our products, services, or content, or products, services or content offered by others;
- Communicate with you by e-mail, postal mail, telephone and/or mobile devices about products or services that may be of interest to you either from us, our partners, or other third parties;
- Develop and display content and advertising tailored to your interests on our site and other sites;
- Verify your eligibility and deliver prizes in connection with contests and sweepstakes;
- Enforce our terms and conditions;
- Manage our business and
- Perform functions as otherwise described to you at the time of collection.

### **Sharing Personal Information**

We may sell or disclose your personal information to a third party for a business purpose and require the recipient to both keep the personal information confidential and not use it for any purpose except performing the contract.

We do not share your personal information with others except as indicated below or when we inform you and give you an opportunity to opt out of having your personal information shared. We may share personal information with:

- **Authorized service providers:** We may share your personal information with our authorized service providers that perform certain services on our behalf. These services may include fulfilling orders, processing credit card payments, delivering packages, providing customer service and marketing assistance, performing business and sales analysis, supporting our website functionality, and supporting contests, sweepstakes, surveys and other features offered through our website. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purposes.
- **Business partners:** When you make purchases, reservations or engage in promotions offered through our Site or our services, we may share personal information with the businesses with which we partner to offer you those products, services, promotions, contests and/or sweepstakes. When you elect to engage in a particular merchant's offer or program, you authorize us to provide your email address and other information to that merchant.
- **Other Situations.** We also may disclose your information in response to a subpoena or similar investigative demand, a court order, or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us.

- When we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our company, our users, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce our website terms and conditions or other agreements or policies.
- In connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

Any third parties to whom we may disclose personal information may have their own privacy policies, which describe how they use and disclose personal information. Those policies will govern use, handling and disclosure of your personal information once we have shared it with those third parties as described in this Privacy Policy. If you want to learn more about their privacy practices, we encourage you to visit the websites of those third parties. These entities or their servers may be located either inside or outside the United States.

#### Aggregated and non-personal information

We may share aggregated and non-personal information we collect under any of the above circumstances. We may also share it with third parties to develop and deliver targeted advertising on our websites and on websites of third parties. We may combine non-personal information we collect with additional non-personal information collected from other sources. We also may share aggregated information with third parties, including advisors, advertisers and investors, for the purpose of conducting general business analysis. For example, we may tell our advertisers the number of visitors to our website and the most popular features or services accessed. This information does not contain any personal information and may be used to develop website content and services that we hope you and other users will find of interest and to target content and advertising.

#### **Disclosure of Personal Information for a Business Purpose**

In the preceding 12 months, Beck Media has or may have disclosed the following categories of personal information for a business purpose to the parties identified above:

- Category A: Identifiers
- Category B: California Customer Records personal information categories
- Category C: Protected classifications characteristics under California and federal law

#### **Third Party Websites**

From time to time there may be places on our website where you may click on a link to access other websites that do not operate under this Privacy Policy. For example, if you click on an advertisement or a search result on our website, you may be taken to a website that we do not control. These third-party websites may independently solicit and collect information, including personal information, from you and, in some instances, provide us with information about your activities on those websites. We recommend that you consult the privacy statements of all third-

party websites you visit by clicking on the “privacy” link typically located at the bottom of the webpage you are visiting.

### **Your choices about collection and use of your information**

- You can choose not to provide us with certain information, but that may result in you being unable to use certain features of our website because such information may be required in order for you to register as a member; purchase products or services; participate in a contest, promotion, survey, or sweepstakes; or initiate other transactions on our website.
- At any time you can choose to no longer receive commercial or promotional emails or newsletters from us by unsubscribing. You also will be given the opportunity, in any commercial e-mail that we send to you, to opt out of receiving such messages in the future. It may take up to 10 days for us to process an opt-out request. We may send you other types of transactional and relationship e-mail communications, such as service announcements, administrative notices, and surveys, without offering you the opportunity to opt out of receiving them. Please note that opting out of receipt of promotional email communications will only affect future activities or communications from us. If we have already provided your information to a third party before you have changed your preferences or updated your information, you may have to change your preferences directly with that third party.

### **How we protect your personal information**

We take appropriate security measures (including physical, electronic and procedural measures) to help safeguard your personal information from unauthorized access and disclosure. For example, only authorized employees are permitted to access personal information, and they may do so only for permitted business functions. We want you to feel confident using our website to transact business. However, no system can be completely secure. Therefore, although we take steps to secure your information, we do not promise, and you should not expect, that your personal information, searches, or other communications will always remain secure. Users should also take care with how they handle and disclose their personal information and should avoid sending personal information through insecure email. Please refer to the Federal Trade Commission's website (<http://www.ftc.gov/bcp/menus/consumer/data.shtm>) for information about how to protect yourself against identity theft.

**Blogs, bulletin boards, reviews and chat rooms** where you can post information about yourself and others and communicate with others as well as post reviews or upload content (e.g. pictures, videos, audio files, etc.). Such postings are governed by our Terms of Use. In addition, such postings may appear on other websites or when searches are executed on the subject of your posting. Also, whenever you voluntarily disclose personal information on publicly viewable web pages, that information will be publicly available and can be collected and used by others. For example, if you post your email address, you may receive unsolicited messages. We cannot control who reads your posting or what other users may do with the information you voluntarily post, so we encourage you to exercise discretion and caution with respect to your personal information. Once you have posted information, you may not be able to edit or delete such information.

### **Children**



Our website is made available to the general public; however, it is not intended for children under the age of 13 and we do not knowingly or intentionally collect personal information from children under the age of 13. Anyone using our website hereby represents that he or she is 13 years or older.

### **Visiting our websites from outside the United States**

This Privacy Policy is intended to cover collection of information on our website from residents of the United States. If you are visiting our website from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States where our servers are located, and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. Please be assured that we seek to take reasonable steps to ensure that your privacy is protected. By using our services, you understand that your information may be transferred to our facilities and those third parties with whom we share it as described in this privacy policy.

### **No Rights of Third Parties**

This Privacy Policy does not create rights enforceable by third parties or require disclosure of any personal information relating to users of the website.

### **Changes to this Privacy Policy**

We will occasionally update this Privacy Policy to reflect changes in our practices and services. When we post changes to this Privacy Policy, we will revise the "last updated" date at the top of this Privacy Policy. We recommend that you check our website from time to time to inform yourself of any changes in this Privacy Policy or any of our other policies.

### **How to contact us**

If you have any questions about this Privacy Policy or our information-handling practices, or if you would like to request information about our disclosure of personal information to third parties for their direct marketing purposes, please contact us by e-mail or postal mail as follows:

Email: [info@beckmedia.com](mailto:info@beckmedia.com)