

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>Service providers. We disclosed each category of Personal Information to service providers.</p> <p>Third parties. We may have disclosed 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 above 	<p>Franchisees. We disclose this information to these franchisees for marketing and general business purposes. This may qualify as sale under certain privacy laws.</p> <p>Marketing sponsorship partners. We disclose this information to partners for marketing purposes. This may qualify as sale under certain privacy laws.</p> <p>Advertising, social media, and analytics companies: We disclose this information to these companies for marketing and analytics purposes. This may qualify as a sale (or sharing for cross-context behavioral or 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 	<p>Sales/sharing. We did not sell this information or use it for cross-context behavioral advertising.</p>
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 	<p>We did not sell this information or use it for cross-context behavioral advertising.</p>
Commercial information	<ul style="list-style-type: none"> • For each purpose listed above, excluding information security and fraud prevention 	<p>We did not sell this information or use it for cross-context behavioral advertising.</p>
Internet or other electronic network activity information	<ul style="list-style-type: none"> • Account creation, fulfillment, servicing, customer support • Marketing, market research, analytics • Surveys, promotional events, contests • Other company communications • Website use and analytics 	<p>Advertising, social media, and analytics companies: We disclose this information to these companies for marketing and analytics purposes. This may qualify as a sale (or sharing for cross-context behavioral or targeted</p>

	<ul style="list-style-type: none"> • Product research • Information security and fraud prevention 	advertising purposes) under certain privacy laws.
Geolocation data (non-precise)	<ul style="list-style-type: none"> • For each purpose listed above 	We did not sell this information or use it for cross-context behavioral advertising.
Audio, electronic, visual, thermal, olfactory, or similar information	<ul style="list-style-type: none"> • For each purpose listed above 	We did not sell this information or use it for cross-context behavioral advertising.
Professional/employment information	<ul style="list-style-type: none"> • Marketing, market research, analytics • Product research 	We did not sell this information or use it for cross-context behavioral advertising.
Education information	<ul style="list-style-type: none"> • Marketing, market research, analytics • Product research 	We did not sell this information or use it for cross-context behavioral 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 use it for cross-context behavioral 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 use it for cross-context behavioral 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 use it for cross-context behavioral advertising.