

CCPA ADDENDUM

Additional California Privacy Disclosures

Effective January 1, 2020

California Privacy Rights

If you are a resident of California, this section provides additional details about the personal information we collect about you, and your rights under the California Consumer Privacy Act, or “CCPA.”

Subject to certain limitations, the CCPA provides you the right to request:

- That we provide you access to details on the categories or specific pieces of personal information we collect and/or sell (including how we use and disclose this information, to whom we may sell it);
- That we delete any of your personal information;
- To opt out of any “sale” of your personal information that may occur; and
- To not be discriminated against for exercising any of the above rights.

If you would like to submit a request to exercise your California privacy rights under the CCPA, you may do so [here](#). We will verify your request using information associated with your account, including your email address. Further identification may be required. You may also designate an authorized agent to act on your behalf.

Please note, if you do not have an account used to comment on our blog, or have contacted us previously through a form on our Site, we will not have enough information about you to verify your Right to Know and Right to Delete requests, as we do not keep sufficient information necessary to reidentify and link you to a prior visit our website where data may have been collected. As such, we will be unable to verify and honor your requests. You may make a verifiable consumer request related to your personal information twice per 12-month period.

MyAsianDonor LLC will not sell your personal information without your prior consent.

Categories and Types of Information We Collect

We may collect, transmit and store information about you if you are a visitor or registered user of our Site. We collect various categories of personal information when you use the site. Over the last twelve months, we have collected the following categories of personal information:

Category	Examples
Identifiers	First Name, Last Name, Email Address, Phone Number, Procedure Interests
Internet or other electronic network or device activity information	Interactions with a website, application,

How We Receive Personal Information

Directly from you

When you visit our Site, log-in as a registered user, or provide your information in a form on our Site, we will collect and store that information.

Indirectly from you

When you navigate and interact with our Site, some information is automatically collected by cookies and similar technologies. Not all information collected may be personal information, and some cookies are necessary to use different functionalities of our Site. The personal information collected may include information about your computer and internet connection, like IP address, operating system, and browser type.

Why We Use Your Personal Information

Any reviews or other content that you submit to third-parties about our Site or Services are assumed to be intended for public display and are therefore viewable by

the public and may appear on our Site, including your name, any photos the review platform permits you to share, and any other personal information you divulge.

To fulfill any contact requests, you make on the Site. When you request a consultation, general inquiry or information about a procedure, we will use the information you provide expressly to fulfill your request.

To engage in research and analysis related to the Site. We store and use information to identify and fix errors, understand how visitors use our Site, research and test different features, and analyze how visitors arrive at and use our Site.

To improve and understand usage of the Site. We store and use information about your use of the Site, such as your search activity, pages viewed, and the date, time and duration of your visits, to understand and improve usage of the Site.

Sale of Personal Information

Under the CCPA, a “sale” means providing to a third-party personal information for valuable consideration. It does not necessarily mean money was exchanged for the transfer of personal information. Due to the complexities and ambiguities in the CCPA, we will continue to evaluate some of our third-party relationships as we wait for final implementing regulations and guidance. We provide Usage Data to advertising partners, which enables us to participate in analytics and conversion tracking systems. We will continue to update our business practices as regulatory guidance becomes available and provides clarity on what constitutes a sale transaction, particularly in the advertising ecosystem.

Opting Out

You may opt out of many third-party services we use to collect analytical data about your visit to our Site. To do so, follow the links below to use the provided tools by these third-party vendors.

Type of Cookie	Source	Opt Out Tools
Advertising	DoubleClick	<u>Opt Out Choice</u>
Analytics and Research	Google Analytics	<u>Opt Out Choice 1 and 2</u>

Contact Us

You may contact us by emailing us at info@myasiandonor.com or using the 'Contact Us' form on our [Contact Page](#).

When you visit our Site, log-in as a registered user, or provide your information in a form on our Site, we will collect and store that information.