

FACTS**WHAT DOES PERSONA IDENTITIES, INC. ("PERSONA") DO WITH YOUR PERSONAL INFORMATION?**

Why?	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.
What?	The types of personal information we collect and share depend on the product or service you have with us. This information can include: <ul style="list-style-type: none"> ■ Social Security number and other government-issued identifiers and identity documents ■ Uploaded content and data derived from that content, including biometric information ■ Browser information and either general or precise geo-location information
How?	All financial companies need to share users' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their users' personal information; the reasons Persona chooses to share; and whether you can limit this sharing.

Reasons we can share your personal information	Does Persona share?	Can you limit this sharing?
For our everyday business purposes— such as to process your transactions, maintain your account(s), respond to court orders and legal investigations, or report to credit bureaus	Yes	No
For our marketing purposes— to offer our products and services to you	No	We don't share
For joint marketing with other financial companies	No	We don't share
For our affiliates' everyday business purposes— information about your transactions and experiences	Yes	No
For our affiliates' everyday business purposes— information about your creditworthiness	No	We don't share
For nonaffiliates to market to you	No	We don't share

Questions?	Email privacy@withpersona.com
-------------------	--

Who we are

Who is providing this notice?

Persona Identities, Inc. ("Persona")

What we do

How does Persona protect my personal information?

To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.

How does Persona collect my personal information?

We collect your personal information, for example, when you

- communicate with us or upload content to our services
- create a Reusable Persona or use our services
- verify your identity through one of our customers

Why can't I limit all sharing?

Federal law gives you the right to limit only

- sharing for affiliates' everyday business purposes—information about your creditworthiness
- affiliates from using your information to market to you
- sharing for nonaffiliates to market to you

State laws and individual companies may give you additional rights to limit sharing. See below for more on your rights under state law.

Definitions

Affiliates

Companies related by common ownership or control. They can be financial and nonfinancial companies.

- *Our affiliates include companies with a Persona name*

Nonaffiliates

Companies not related by common ownership or control. They can be financial and nonfinancial companies.

- *Persona does not share with nonaffiliates so they can market to you.*

Joint marketing

A formal agreement between nonaffiliated financial companies that together market financial products or services to you.

- *Persona doesn't jointly market.*

Other important information

For California Residents: We will not share information we collect about you with nonaffiliated third parties, except as permitted by California law, such as to process your transactions or to maintain your account.