

Blooph Consumer Privacy Policy

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I. Introduction

At Blooph, we connect people with the best of their neighborhoods by enabling businesses to meet consumers' needs for ease and convenience, and, in turn, creating ways for people to earn, work, and live through delivery, pickup, and related services.

This Consumer Privacy Policy (this "Policy") describes how Blooph, Inc. and its affiliates ("Blooph," "we," "our," or "us") collect, process, retain, and disclose your Personal Information when providing our services, including, without limitation: consumer platforms, websites, and mobile applications; any website, platform, or application that links to this Policy; and our channels of communication (collectively, the "Offerings").

II. What Personal Information does Blooph collect or process?

"Personal Information" is any information that Blooph can reasonably use to identify you, whether that information identifies you on its own or when combined with other information. Anonymous information and information that has been de-identified such that it cannot identify you is not Personal Information.

We may process the following categories of Personal Information in connection with our Offerings:

Contact Information

Including name, address (such as home address, work address, or other delivery address), email address(es), phone number(s), and other contact information you provide to us.

Account and Profile Information

Including username and credentials, privacy settings and notification preferences, pictures, and other information you add to your profile; employer name if you are using our Offerings through a business program (if applicable); subscription information (if applicable); and identifiers we may link to an account and information received from third-party platforms or authentication services linked to our Offerings. We also collect your date of birth at account registration to verify that you meet the minimum age

requirement to use our Offerings and to comply with applicable law. Your date of birth is retained on your account for the duration of your relationship with us.

Identification Documentation and Signature for Age-Restricted Products

Including driver's license or other government-issued identification documents, which we may process in limited circumstances such as an order for an age-restricted product (such as alcohol) or other products requiring age and/or identity verification, and for legal and regulatory compliance.

Communications with Blooph, Drivers, and Merchants

Including the content of in-app messages with Drivers, communications with Merchants through or in connection with our Offerings (including through our and third-party platforms), SMS/text messages, chats, phone calls, and emails with us related to our Offerings; customer support inquiries and outreach; date and time of communications; method or channel used; call recordings (if applicable); outcomes, actions, and/or resolutions; and other related information.

Content You Create or Share

Including reviews about your experiences on our platform, ratings of a Driver who delivers an order, ratings of Merchants you order from, and photos you upload.

Payment Information

Including credit or debit card information and information about payment methods and services (such as PayPal, Venmo, Apple Pay, Google Pay, or other providers) used to make purchases on or through our Offerings. Payment information is primarily stored and processed by third-party service providers (including payment processors); however, we may store and process limited payment-related information such as the last four digits of a payment card, the name of the financial institution, and the payment service.

Activity and Transactions on or with our Offerings

Including information about items and products ordered; order history; items placed in the cart; special instructions included in an order (e.g., dietary preferences, delivery preferences); transaction amounts; promotional codes and discounts used and received; Merchants ordered from; features and functionality used or interacted with; searches and actions on our Offerings; loyalty account information for Merchants; responses to surveys or market research; participation in sweepstakes, promotions, or contests; photos and/or videos you may send or provide to us related to your activity and transactions; and use of subscription programs (if applicable), gifts, referral programs, or other special programs (including information about those you have sent or received gifts to or from, or referred).

Geolocation Information

If you have consented by enabling location access, we may receive and store your precise location information, including when our apps are running in the foreground (open and on screen) or background (open, not on screen). You may use our Offerings

without enabling precise location collection; however, this may impact your experience (including delivery accuracy and the availability of certain content, features, and functionality), and you may need to manually enter your delivery address. If you have not allowed precise location, we may only determine your approximate location.

To opt out of location sharing after turning it on, follow the steps below:

iOS and Android Apps:

- Open the Blooph app and tap the account icon.
- Select Settings.
- Select Privacy.
- Under " Device Permissions," tap Location access.
- You will be taken to your device's settings for Blooph. Tap Location and select your preferred option, including turning off location access entirely.

Mobile and Desktop Web:

- Click the lock or info icon in your browser's address bar. b. Find Location in the permissions list and change it to your preferred setting.

Device Information

Including information about the computers, phones, and other devices you use to interact with Blooph or our Offerings; IP address; device-based identifiers; operating system and version; preferred language; hardware model identifiers; browser type and settings; and other device information.

Mobile Advertising Identifiers: We may collect your device's advertising identifier — the Identifier for Advertising (IDFA) on iOS devices, or the Google Advertising ID (GAID) on Android devices — to measure the effectiveness of Blooph's advertising campaigns, unless you have disabled Ad Campaign Measurement in your account settings.

Information from Co-Branded or Third-Party Offers

We may collect information that you use to register for, and your activity with, third parties, in connection with co-branded or third-party offers from us and our partners where applicable.

Sensitive Personal Information

Some information you choose to provide—specifically: government-issued identification and signature (used for age and identity verification in certain cases), and precise location information may be considered sensitive Personal Information under the laws of some U.S. states.

We do not use sensitive Personal Information for purposes other than as reasonably expected by an average consumer to provide our Offerings, for legal, security, and

safety purposes, and not for inferring characteristics about an individual. Where legally required, we will collect and process sensitive Personal Information only with consent.

When we process de-identified information, we maintain and use it in de-identified form and do not attempt to re-identify it except as permitted by applicable law.

III. How does Blooph collect or receive Personal Information?

From Users of our Offerings

We receive information from users during account or profile creation or updates; placing an order; participating in surveys, sweepstakes, promotions, or contests; posting content such as photos or reviews; contacting us; uploading or syncing contacts (if offered); or signing up for additional Offerings or programs (e.g., subscription programs, gifts, referrals).

If a user provides Personal Information about others (e.g., referral or gift recipients), the user represents that they have all necessary rights and consents to provide that other person's Personal Information to us.

Automatically Through Our Offerings

When you use our Offerings, certain Personal Information is collected automatically from your device and browser. This includes technical diagnostic information such as crash reports and error logs, which help us identify and fix issues with our Offerings.

Through Cookies and Similar Technologies

Cookies are small text files placed on your device (commonly through your browser) used to record information. Our Offerings use cookies and similar technologies for the following purposes:

Session Authentication: We use cookies to maintain your authenticated session on the Blooph web platform. For details, see our Cookie Policy within the app.

Advertising Measurement (Meta Pixel): If Ad Campaign Measurement is enabled in your account settings, our web platform uses the Meta Pixel — a JavaScript snippet provided by Meta Platforms, Inc. — to send information about your activity (such as pages viewed, items added to cart, and purchases) to Meta. Meta uses this information to measure the performance of Blooph's advertising on Facebook and Instagram, and to help Blooph reach people who may be interested in our services. The Meta Pixel sets cookies (`_fbp` and `_fbclid`) on your browser. You may opt out at any time using the Ad Campaign Measurement control in your Blooph account settings.

Analytics (Google Analytics 4): If Analytics is enabled in your account settings, our web platform uses Google Analytics 4 (GA4) — a service provided by Google LLC — to

collect information about how you use our Offerings, including session activity, screen views, and conversions. GA4 sets cookies on your browser for this purpose. You may opt out at any time using the Analytics control in your Blooph account settings.

Where available, we honor the Global Privacy Control (GPC) browser signal as a browser-level opt-out from advertising cookies and tracking, as required by applicable U.S. law.

From our Service Providers

We may receive Personal Information from service providers we engage to perform services on our behalf, including communication providers (email, SMS or text, etc.); payment providers and processors; market research providers; promotion, sweepstakes, and contest providers; gift card providers or vendors; and those providing marketing, advertising, security, fraud, identity, and age verification services.

From Partners

We may receive Personal Information from business partners in connection with co-branded or third-party offers you participate in with Blooph and its partners.

From Employers

If an employer has signed up for certain programs or Offerings, we may receive certain Personal Information from them to facilitate your use of our Offerings.

From Merchants

If a Merchant has integrated its loyalty program with our Offerings, we may receive Personal Information from the Merchant in connection with such integration (including for identifying users who are also loyalty members), or after you consent to link your account to the Merchant's loyalty program.

From Legal Claims, Disputes, Requests, and Orders

We may collect Personal Information from third parties such as law enforcement or government authorities, users and non-users, and other persons involved in the matter.

IV. How does Blooph use Personal Information?

Depending on which Offerings you use and how you interact with us, we may use Personal Information to:

Provide and Customize Blooph Offerings

Including enabling you to place and pay for orders; facilitating orders; recommending and ranking Merchants based on searches, location, reviews, and order history; facilitating participation in promotions, sweepstakes, or contests; making special offers

available; enabling gifts (if applicable); displaying content you post publicly; and customizing your experience (including based on preferences, location, and past use).

Provide Customer Support

Including exchanging communications; investigating and resolving issues; improving support quality; and ensuring issues are handled according to internal standards and applicable law.

Develop, Analyze, and Improve our Offerings

Including crash reporting and error monitoring to identify and resolve technical issues; debugging; understanding usage and preferences; improving Offerings; and developing new products and initiatives.

Advertise and Promote Blooph and our Offerings

Including displaying advertising related to Blooph or Merchants on our Offerings; developing marketing campaigns; and communicating promotions and offers to you.

Allow and/or Facilitate Communications

Including communications about our Offerings, updates, orders, account matters, and changes to terms and policies; and facilitating communications with Drivers and Merchants as needed. This includes SMS and text message notifications. For details on how we handle your mobile number in connection with SMS communications, see Section V — SMS and Text Message Communications.

Authentication, Integrity, Security, Quality, and Safety

Including verifying accounts or identity where applicable; securing payments; detecting, investigating, and preventing malicious or illegal conduct; preventing fraud; and taking actions to protect the safety and security of people, property, businesses, and our Offerings.

Legal Reasons and Policy Compliance

Including complying with applicable law and valid legal process; investigating or participating in litigation; enforcing terms and policies; investigating illegal activities; complying with tax obligations; performing audits; and enabling you to exercise rights where required.

V. Blooph's Disclosure of Personal Information

Depending on which Blooph Offerings you use, we may disclose Personal Information as follows:

To Service Providers

Including providers of identity and age verification, cloud services, payments, gift cards, auditing, security, marketing and advertising, promotions, market research, communications, analytics, enrichment, location or mapping, error tracking and application performance monitoring, and customer support.

To Drivers

To facilitate delivery, we may disclose information such as recipient name (e.g., first name and last initial), delivery address, location information through the Driver app (if location sharing is enabled), a masked phone number, order information (including products purchased), and user instructions. For verification purposes, we may require a delivery recipient to share a PIN or other verification method provided in the order receipt or confirmation.

To Merchants

We disclose Personal Information to Merchants for order preparation, facilitating delivery (whether by Drivers or the Merchant's delivery service), addressing fraud, trust, and safety (including age-restricted orders), and loyalty program integrations if you choose to link accounts.

By placing an order, you acknowledge and agree that if a Merchant is responsible for delivery, the Merchant may use your Personal Information to facilitate delivery and communicate with you about your order (including by phone calls, emails, or SMS or text messages). The Merchant is solely responsible for communications initiated by the Merchant.

If you are picking up and you have enabled location collection, we may use location information to inform the Merchant that you have arrived or are close to arriving for pickup.

Publicly

We display content you share publicly or authorize us to share publicly (such as reviews and photos) so others can learn about experiences on our platform.

To Marketing and Advertising Partners

We may use third-party marketing and advertising partners to deliver advertising on behalf of Blooph or Merchants. Our current advertising partners and the nature of the data shared with each are described below.

Meta Platforms, Inc.: If Ad Campaign Measurement is enabled, we share information about your activity on our Offerings with Meta Platforms, Inc. to measure the performance of Blooph's advertising on Facebook and Instagram. This sharing occurs through the Meta Pixel (on web) and the Meta SDK (on mobile). Additionally, when you complete a purchase, our servers transmit a hashed (SHA-256 one-way encrypted) version of your phone number to Meta via the Meta Conversions API. This hashing prevents transmission of your raw personal information; Meta uses the hashed data solely to match your Blooph purchase to a Facebook or Instagram account for

conversion measurement and advertising optimization. You may opt out at any time using the Ad Campaign Measurement control in your Blooph account settings.

Google LLC: If Analytics is enabled, we share information about your use of our Offerings with Google LLC via Google Analytics 4 (GA4). This information is used to analyze how users interact with Blooph across web and mobile platforms. You may opt out at any time using the Analytics control in your Blooph account settings.

For information about Meta's data practices, visit Meta's Privacy Policy at facebook.com/privacy/policy. For information about Google's data practices, visit Google's Privacy Policy at policies.google.com/privacy.

For Actual or Potential Corporate Transactions

If we are involved in a sale, merger, acquisition, joint venture, transfer, reorganization, bankruptcy, or receivership, we may disclose Personal Information during diligence and transfer it to a successor or affiliate as part of the transaction.

To Government Authorities or Where Legally Required or Permitted

We and our service providers may share Personal Information with government authorities, industry peers, or other third parties if legally required or permitted, or as necessary to enforce agreements, prevent fraud, or protect rights, property, or safety. These disclosures may include lawful access by U.S. courts and authorities.

Blooph's Group of Companies

We may disclose Personal Information to corporate subsidiaries and affiliates for use consistent with this Policy.

Other Third Parties or Persons

We may disclose Personal Information with your consent or at your direction, including to gift recipients, referral recipients, co-branded opportunities, linked accounts, third-party sign-in providers, or to your employer if you use employer-sponsored Offerings.

SMS and Text Message Communications

When you provide your mobile phone number and consent to receive SMS or text message notifications from Blooph, your mobile phone number will not be shared with third parties or affiliates for their own marketing or promotional purposes.

We use your mobile phone number to send transactional SMS messages related to your orders and deliveries, including order confirmations, delivery status updates, and driver arrival notifications.

Message frequency varies based on your order and delivery activity. Message and data rates may apply. To opt out, reply STOP to any message (note: opting out may affect your ability to receive order and delivery updates). For help, reply HELP to any message or contact us at support@blooph.com or +1 (800) 343-5516.

VI. Your Privacy Rights and Choices

Your Privacy Rights

We offer tools and processes to manage your Personal Information. Depending on your state of residence (and subject to exceptions or exemptions under applicable U.S. law), you or your authorized agent may have rights including:

- Access and portability
- Deletion
- Correction
- Opt-out of sale or sharing (Ad Campaign Measurement and Analytics)
- Right to appeal
- Right to withdraw consent (where consent is required)

Blooph will not discriminate against you for exercising applicable rights. We may deny requests if we cannot verify your identity or if an exemption applies.

Opt-Out of Sale or Sharing (Ad Campaign Measurement and Analytics)

We share information about your activity on our Offerings (such as identifiers and service usage information) with advertising partners, including Meta Platforms, Inc. and Google LLC, to measure the effectiveness of Blooph's advertising campaigns and to help those platforms show Blooph's ads to people likely to find our services useful. This sharing may constitute a "sale" or "sharing" of personal information under applicable U.S. privacy laws. You have the right to opt out — see the controls below.

To opt out, use Blooph's "Do Not Sell or Share My Personal Information" link or Ad Campaign Measurement controls:

- Account-level opt-out (logged-in users): Turn off **Ad Campaign Measurement** in your Blooph account settings under Settings → Privacy. Disabling this setting suppresses the Meta Pixel, Meta Conversions API, and Meta SDK for your account across web and mobile, regardless of your device's tracking consent status. You may separately control Analytics (Google Analytics) using the **Analytics** toggle in the same settings screen.

- Browser-level opt-out (web, not logged in): If your browser supports Global Privacy Control (GPC), enabling it will be treated as a browser-level opt-out from advertising tracking on the Blooph web platform, as required by applicable U.S. law.
- iOS device-level opt-out: In your device Settings under Privacy & Security → Tracking, you may revoke Blooph's access to your IDFA. This disables advertising identifier-based tracking for Blooph on your iOS device.
- Android device-level opt-out: In your device's Privacy settings, you may opt out of ads personalization. Blooph will honor this setting.
- Web opt-out without an account: A "Do Not Sell or Share My Personal Information" link is available in the footer of the Blooph web platform. Clicking this link allows you to opt out of advertising data sharing on that device without creating an account. The opt-out is stored in your browser and persists across sessions. If you later create or sign in to a Blooph account on the same device, your opt-out preference will be applied to your account.
- If you previously disabled Ad Campaign Measurement or Analytics and wish to re-enable them, you may do so through the same controls in Settings → Privacy.

Exercising Rights

Unless stated otherwise, if you have a Blooph account, you may be able to exercise certain rights directly through your account settings (e.g., access, deletion, correction). If you do not have an account or cannot exercise a right through your account, contact us:

- Email: support@blooph.com
- Toll-free: +1 (800) 343-5516

When contacting us, include your name, email address, residency address, the right or rights you wish to exercise, and whether you are a user or non-user.

Authorized Agents

Authorized agent requests should be submitted to support@blooph.com and include:

1. Names and email addresses for the data subject and agent;
2. Evidence of authority (e.g., power of attorney);
3. Relationship to Blooph;
4. Specific right or rights exercised; and

5. “Authorized Agent Request” in the subject line.

Additional Choices

Communication Preferences

To opt out of notifications including order update, promotional, and marketing notifications or e-mails:

- Open the Blooph app and tap the account icon.
- Select Settings.
- Select Notification settings.
- Under Email and SMS, uncheck the notification types you wish to opt out of.
- To manage push notification permissions, tap Push notifications under "Permissions" — this will open your device Settings where you can disable push notifications for Blooph.

Email unsubscribe: Promotional emails include an unsubscribe option; select “Unsubscribe” and choose your preferences.

Transactional SMS: Reply STOP to a transactional SMS to opt out of transactional texts (note: this may impact service updates).

If you want to stop receiving all communications, you may need to delete your account. If you want to stop seeing in-app messages, you may need to delete your account.

For co-branded credit opportunities (if applicable), you may opt out of certain pre-screened offers through the relevant U.S. credit industry opt-out channels, where offered.

VII. Security and Retention

We use commercially reasonable administrative, organizational, technical, and physical safeguards demonstrating industry standards to protect Personal Information from unauthorized access, modification, disclosure, or destruction. However, no internet or email transmission is fully secure. Use care in deciding what information you send via our Offerings or communications.

We retain Personal Information only as long as necessary to provide our Offerings and for the uses described in this Policy, unless a different retention period is required by applicable U.S. law.

Retention criteria include:

- The time needed to fulfill the purposes for which Personal Information was collected
- The duration and status of your relationship with us (including account activity)
- Legal and regulatory retention periods and the time needed to resolve disputes or claims
- Internal obligations and contractual commitments (including with Merchants)

By way of illustration, the following specific retention periods apply to certain categories of Personal Information:

- **Authentication session tokens:** Access tokens expire after 2 hours. Refresh tokens, which allow your session to be silently renewed without re-entering your credentials, expire after 30 days of inactivity or upon logout, whichever occurs first.
- **Trusted device records:** If you choose to mark a device as trusted to streamline future sign-ins, that trust record is retained for up to 1 year, after which you will be prompted to re-authenticate.
- **Account and transaction data:** Your account information, order history, and associated transaction records are retained for the duration of your account relationship with us and for such additional period as may be required by applicable law (including tax and financial recordkeeping obligations) or as necessary to resolve disputes or enforce our agreements.
- **Deleted accounts:** When you delete your account, your profile is deactivated and your Personal Information is no longer used to provide our Offerings. Certain records may be retained in anonymized or aggregated form, or as required by applicable law, for the periods described above.
- **Diagnostic and error logs:** Technical logs collected for debugging and monitoring purposes are retained for up to 90 days.
- **Advertising and analytics event data:** Conversion events and behavioral data transmitted to Meta Platforms, Inc. or Google LLC are subject to those platforms' respective data retention policies, which are independent of Blooph's retention periods. For details, see Meta's Data Policy and Google's Privacy Policy.

VIII. Cross-Border Transfers of Personal Information

Personal Information processed under this Policy may be stored or processed on systems located within the United States. Where processing occurs outside your state of residence, applicable U.S. data protection laws will apply.

IX. Personal Information from Children

Our Offerings are not intended for individuals under the age of majority in applicable U.S. jurisdictions and are not intended for individuals under 18 years of age. We do not knowingly process Personal Information from individuals under 18. We do not knowingly sell or share Personal Information of consumers under 16.

If a parent or guardian believes we have collected Personal Information from a minor in violation of this Policy, please contact us at support@blooph.com.

X. Third-Party Sites

Our Offerings may link to third-party websites or services not controlled by Blooph (for example, Merchant loyalty program signup pages). We are not responsible for the privacy practices of third parties. Any information you provide directly to third parties is governed by their respective privacy policies.

XI. How to Contact Us

For questions or concerns related to this Policy, please contact us at:

Blooph, Inc.

40 North Altadena Drive, Suite 213Pasadena, CA 91107

Customer SupportTelephone Number: +1 (800) 343-5516 Email: support@blooph.com

XII. Changes to this Privacy Policy

We may update this Policy from time to time to reflect changes in our practices or legal requirements. To the extent changes are material, we will provide notice and, where required by applicable U.S. law, obtain consent. Any updates apply to the collection and processing of Personal Information occurring after the “Last updated” date listed above.