

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").

Our Offerings are currently made available to consumers located in certain areas of the United States, including, at launch, selected markets within Southern California; however, this Policy applies to anyone who accesses or uses our Offerings from within the United States, regardless of their location.

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.

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 (including through session replay technology); 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.

We may use your precise location in real time to help identify nearby Merchants, estimate delivery times, route Drivers efficiently, and show you the status and proximity of your delivery on maps or tracking screens.

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

1. Open the Blooph consumer mobile app.
2. Tap the account icon.
3. Under “Account Settings,” click “Privacy.”
4. Under “Location Access,” click the arrow “>” next to the current choice.
5. You will be taken to the app settings screen for Blooph. Click “Location.”
6. Select the option to allow location access as desired, including turning off precise location sharing.

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.

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.

To the extent California law gives you the right to request that we limit our use and disclosure of Sensitive Personal Information, we use such information (for example, government-issued identification for age verification and precise geolocation for delivery and safety) only as reasonably necessary to provide our Offerings, to ensure security and integrity, to prevent fraud, and to comply with law. We do not use Sensitive Personal Information to infer characteristics about you beyond those purposes.

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 you provide us with Personal Information about someone else (for example, as a referral, gift recipient, or delivery contact), you represent that you have all necessary rights and consents to provide that other person's Personal Information to us. We will use that information only for the purpose for which it was provided (such as sending a referral, delivering a gift or order, or enabling them to claim an account), for related operational purposes, and for any additional purposes described at the time of collection. Non-users whose Personal Information we receive in this way may contact us using the information in the "How to Contact Us" section to inquire about, or exercise applicable rights regarding, their Personal Information, subject to verification and applicable U.S. law.

Automatically Through Our Offerings

When you use our Offerings, certain Personal Information is collected automatically from your device and browser.

Through Cookies and Similar Technologies

Cookies are small text files placed on your device (commonly through your browser) used to record information such as settings. Depending on your settings, our Offerings may receive information about you from cookies or similar technologies (such as pixels or SDKs).

We may associate information collected from your browsers and devices over time with your account, so that we can recognize you across sessions and devices, maintain your preferences, provide a more consistent experience, and help secure your account.

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, analytics, 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 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 and on third-party platforms; developing marketing campaigns; analyzing effectiveness; and showing ads that may be relevant to you. At this time, our use of third-party advertising and analytics partners may be limited, and some of the practices described in this Policy (such as personalized advertising on third-party services) may be implemented in the future as our Offerings expand. When we disclose Personal Information (such as identifiers and service usage information) to advertising or analytics partners so that they can help us deliver or measure personalized ads, such disclosures may be considered a “sale” or “sharing” of Personal Information under California law. Where that is the case, you may have the right to opt out of such “sale” or “sharing” by using our “Do Not Sell or Share My Personal Information” link or Ad Personalization controls, as described in this Policy (see Section VI for more information about your opt-out choices).

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.

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, and customer support.

To Drivers and Delivery Personnel

Certain deliveries on our Offerings are fulfilled by independent contractors or third-party delivery providers (collectively, “Drivers”) who use our Driver applications or services to complete deliveries. Drivers are not employees of Blooph in all cases, but they act as limited-purpose service providers for the duration of a delivery and receive access to Personal Information only as reasonably necessary to fulfill your order (for example, first name and last

initial, delivery address, location information through the Driver app (if location sharing is enabled), delivery instructions, order contents, and a masked phone number). For verification purposes, we may require a delivery recipient to share a PIN or other verification method provided in the order receipt or confirmation. We require Drivers, through agreements and policies, to use such Personal Information solely to complete deliveries and to protect it against unauthorized access, use, or disclosure, consistent with this Policy and applicable U.S. law.

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, including advertising that may be personalized based on your interactions with our Offerings and activity on third-party services.

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.

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 (targeted advertising or ad personalization)
- 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 (Targeted Advertising or Ad Personalization)

We may disclose Personal Information (e.g., identifiers and service or platform usage information) to advertising partners to provide personalized advertisements on third-party platforms, which may constitute a “sale” or “sharing” under applicable U.S. privacy laws. You may have the right to opt out.

To opt out, use Blooph’s “Do Not Sell or Share My Personal Information” link or Ad Personalization controls:

- Account-level opt-out (logged-in users): Turn off Ad Personalization in account settings.
- Browser-level opt-out (not logged-in users): Disable Ad Personalization for that browser or device (applies only to that browser or device).
- If you previously opted out and wish to opt in, you may change your preferences through the same controls.

Where available, you may enable Global Privacy Control (GPC) in your browser. If enabled, we will treat it as a browser-level opt-out signal where required by applicable U.S. law.

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

1. Authorized agent requests should be submitted to support@blooph.com and include: 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 promotional and marketing notifications or emails:

Mobile app notifications:

1. Select Account → Account Settings
2. Select Notifications
3. Turn off selected notifications (e.g., offers, recommendations)

Email unsubscribe:

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

SMS marketing:

Reply STOP to marketing messages.

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.

California Privacy Rights

If you are a resident of California, you may have additional rights regarding your Personal Information under the California Consumer Privacy Act (“CCPA”), as amended by the California Privacy Rights Act (“CPRA”). Subject to certain exceptions and exemptions, California residents may have the right to:

- Know and access the categories of Personal Information we collect, the sources from which we collect it, the purposes for which we use it, the categories of third parties to whom we disclose it, and, where applicable, specific pieces of Personal Information we hold about you.
- Request that we delete Personal Information we have collected from you.
- Request that we correct inaccurate Personal Information we maintain about you.
- Request that we limit our use and disclosure of Sensitive Personal Information to certain permitted purposes, where required by California law.
- Opt out of the “sale” or “sharing” of your Personal Information for cross-context behavioral advertising or ad personalization.
- Not be retaliated or discriminated against for exercising any of these rights.

To exercise your California rights, you may use your account settings (where available) or contact us by email at support@blooph.com or by toll-free phone at +1 (800) 343-5516, and follow the instructions described in this Policy. We will take steps to verify your identity before responding, which may include asking you to log into your account, confirm certain account details, or provide additional information. You may also designate an authorized agent to submit certain requests on your behalf, in which case we may require proof of the agent’s authority and may ask you to verify your identity directly with us.

We do not knowingly sell or share the Personal Information of consumers under 16 years of age. If our practices change, we will update this Policy and, where required, obtain consent.

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)

For example, subject to applicable U.S. law and our legitimate business needs:

- We generally retain precise geolocation data associated with a completed delivery for no longer than 12 months, unless we need the information longer for security, fraud prevention, or legal purposes.
 - We generally retain copies of identity documents or age-verification records only for as long as necessary to complete the verification and comply with applicable law or regulatory requirements related to age-restricted products.
 - We generally retain call recordings and in-app support chats for no longer than 3 years, unless we reasonably need them longer to address disputes, security incidents, or legal matters.
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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 213
Pasadena, CA 91107

Customer Support
Telephone 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.