

Applicant Privacy Notice

This Applicant Privacy Notice (“**CA Applicant Notice**”) provides specific information for residents of California who apply to work with DMM. This CA Applicant Notice is intended to satisfy our notice requirements under the California Consumer Privacy Act, as amended by the California Privacy Rights Act (Cal Civ. Code § 1798.100 et seq.) (“**CCPA**”) and explain how your Personal Data will be handled by DMM. Personal Data, as used in this CA Notice, also includes “personal information,” as that term is defined under applicable state privacy laws.

1. Scope

This CA Applicant Notice applies to applicants and other candidates for employment who are California residents and who apply to a position with DMM. This CA Applicant Notice does not address or apply to our collection of Personal Data that is not subject to the CCPA.

For purposes of this CA Applicant Notice, Personal Data does not include the following:

- **Publicly Available Information.** Information that is lawfully made available from government records, or information we have a reasonable basis to believe is lawfully made available to the general public by you or by widely distributed media or by a person to whom you have disclosed the information and not restricted it to a specific audience.
- **Protected Health Information.** Information governed by the Health Insurance Portability and Accountability Act (“HIPAA”).
- **Deidentified or Aggregated Information.** Information that is deidentified or aggregated.
- **Information Covered by the Fair Credit Reporting Act (“FCRA”).** Information provided or issued by consumer reporting agencies that are subject to the FCRA (e.g., information contained in background check reports we obtain as part of our applicant screening process).

2. What Personal Data Do We Process?

As part of the recruitment and job application process, and to the extent permitted by applicable law, we collect the Personal Data that you submit to us. We collect (and have collected within the last twelve (12) months) the following categories of Personal Data:

- **Identifiers.** Such as real name, alias, job title, address, unique personal identifier, online identifier, email address, date of birth, social security number, driver’s license number, and other government identifiers.
- **Characteristics of Protected Classifications.** Such as age (40 years or older), race, ancestry, national origin, citizenship, physical or mental disability, sex, veteran or military status, and other characteristics of protected classifications under California or federal law.

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- **Internet or Other Electric Network Activity Information.** Such as information about applicants' interaction with our portals, website, applications, or advertisements, including, but not limited to, browsing history, clickstream data, and search history.
- **Audio, Electric, Visual, or Similar Information.** Such as information collected via call recordings, recorded meetings, videos, photographs, and video footage to secure our offices and premises.
- **Employment-Related Information.** Such as previous positions held, skills and experience, job duties, certifications, and licenses.
- **Education Information.** Such as education records, including grades, transcripts, student disciplinary records, or any other related information you chose to provide.
- **Sensitive Personal Information.** Such as your social security number, driver's license number, race or ethnic origin, medical condition, and physical or mental disability.
- **Inferences and Preferences.** Such as inferences and preferences reflecting an Applicant's preferences, characteristics, attitudes, behaviors, and abilities.

3. Disclosure of Personal Data to Third Parties and Other Recipients

The categories of Personal Data we may have disclosed for a business purpose in the preceding twelve (12) months include:

- Identifiers
- Characteristics of protected classifications
- Internet or other network activity information
- Audio, electronic, visual, or similar information
- Employment-related information
- Education information
- Inferences
- Sensitive personal data

The categories of third parties and other recipients to whom we may have disclosed Personal Data for a business purpose may include:

- Affiliates and subsidiaries
- Business partners
- Vendors and service providers
- Data analytics and marketing providers
- Government entities (as and when required)
- Operating systems and platforms.

4. Sources of Personal Data

We generally collect Personal Data from the following categories of sources:

- Directly or indirectly from you

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- Recruiters
- Service providers
- Social media sites (e.g., LinkedIn)
- Affiliates and subsidiaries
- Advertisers and analytics providers

5. Purposes of Collecting and Disclosing Personal Information.

In general, we collect and otherwise process Personal Data for the following business or commercial purposes:

- Recruiting and hiring purposes, including applicant screening, conducting background checks, evaluation of qualifications and eligibility for employment, communicating with applicants, scheduling interviews, making job offers, promoting recruitment events, notifying you of other potential opportunities with DMM, and to obtain feedback.
- Complying with legal obligations, including supporting our equal opportunity employment practices, for health and safety purposes, and for tax, accounting, and recordkeeping purposes.
- Defending and protecting our rights, including managing and responding to legal disputes and to otherwise establish, defend, or protect our rights or interests, or those of others.

Sensitive Personal Data. We do not collect, use, or disclose sensitive personal data beyond the purposes authorized by the CCPA.

6. Sale and Sharing of Personal Information

The CCPA, define "sale" as disclosing or making available Personal Data to a third-party in exchange for monetary or other valuable consideration, and "sharing" as disclosing or making available Personal Data to a third-party for purposes of cross-contextual behavioral advertising. We do not "sell" or "share" any applicant Personal Data. We also do not sell or share Personal Data about individuals we know are under age sixteen (16).

7. Retention of Your Personal Data

DMM endeavors to ensure that Personal Data will be deleted as soon as the purposes of collection are achieved unless we have legitimate reasons to retain such information in accordance with our retention schedules.

Where you are a successful job applicant, the Personal Data generated by us and provided by you over the course of the job application/recruitment process will be retained by us for the purpose of your contract of employment. Such Personal Data will be retained in accordance with our Employee Privacy Notice (which will be available to you when you commence employment).

Where you are an unsuccessful job applicant and unless otherwise agreed, we will retain your Personal Data for a period of up to 4 year after you attend an interview or submit a job application for the purposes of both contacting you in relation to future vacancies within DMM which we think may be

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of interest to you and for the purpose of defending potential employment equality claims which you may bring against us.

Please note that in certain circumstances, we may hold your data for a longer period, for example, if we are processing an ongoing claim or believe in good faith that the law or a relevant regulator may reasonably in our view expect or require us to preserve your Personal Data.

8. Your Privacy Rights and Choices

California residents have the following rights regarding their Personal Data, subject to certain exceptions and qualifications under the CCPA.

- **Access and Data Portability.** You may have the right to request details about the Personal Data we have collected about you, such as whether we have collected Personal Data about you, the categories of sources, the purposes for which we have collected the Personal Data, the categories of recipients and the specific pieces of Personal Data we have collected. You may also have the right to receive a copy of your Personal Data in a readily usable format.
- **Correction.** You may have the right to request we correct incorrect or inaccurate Personal Data, subject to restrictions regarding the determination of accuracy of the existing Personal Data.
- **Deletion.** You may have the right to request deletion of your data unless an exception applies. Examples of exceptions include when we need to keep data to continue providing the Service, meet legal obligations, detect fraud, investigate violations of our Terms of Use (which is available on our website: www.digitalmediamanagement.com) or address security issues.
- **Opt-Out of Sale, Sharing, or Targeted Advertising.** We do not “sell” or “share” applicant Personal Data or use it for targeted advertising purposes, so there is no need to exercise your right to opt-out.
- **Limit Use and Disclosure.** We do not engage in uses of sensitive Personal Data that would trigger a right to limit use and disclosure of sensitive personal information under applicable state privacy law.
- **Opt-Out of Profiling with Legal or Significant Effects.** You may have the right to opt out of profiling in furtherance of decisions that produce legal or similarly significant effects. However, as stated above, we do not engage in such activities as described under applicable state privacy law, so there is no need to exercise this right.
- **Non-Discrimination.** We will not discriminate against you in terms of price or service level for exercising any of the rights described in this section.

9. Exercising Your Privacy Rights

If you have any questions or queries about this CA Applicant Notice, the ways in which we collect and use your Personal Data or your choices and rights regarding such collection and use, please contact us at:

- Email: recruiting@digitalmediamanagement.com; or
- Address: 6555 Barton Ave, Ste. 190, Los Angeles, CA 90038