

# Notice to California Residents – Your California Privacy Rights:

## 1. Overview

This section of the Privacy Policy is FOR CALIFORNIA RESIDENTS and applies solely to visitors, users, and others who reside in the State of California (“consumers” or “you”). We adopt this notice to comply with California privacy laws, including the California Consumer Privacy Act of 2018 (“CCPA”) and Shine the Light and to provide you with information concerning our business’s practices, both online and offline, regarding the collection, use, disclosure, and sale (if applicable) of Personal Information (as defined below) and of the rights of California consumers regarding their own Personal Information.

This Policy provides information about the categories of personal information that we collect from California residents generally, the purposes for which we use the information, the sources of the information, and the categories of third parties to whom we disclose the information for business purposes. This Policy also explains “Do Not Sell” and provides you with the ways to exercise your rights. Please use the Table of Contents for easy navigation.

## 2. Information We Collect

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Category of Personal Information	Examples
Identifiers	A real name, alias, postal address, unique personal identifiers (such as device identifiers, internet protocol address, cookies, beacons, pixel tags mobile ad identifiers or similar technology, customer numbers, unique pseudonyms, user aliases, telephone numbers, or other forms of persistent or probabilistic identifiers that can be used to identify a particular customer or device), online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.
Personal Information categories listed under the California Customer Records statute	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Please note that some categories of Personal Information under this statute may also be included in other categories of Personal Information.
Characteristics of protected classes under California or federal law	Age (if 40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).
Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
	Genetic, physiological, behavioral, and biological

Category	Tracking of physical location or movements.
Sensory data	Audio, electronic, visual, thermal, olfactory, or similar information.
Professional or employment-related information.	Current or past job history or performance evaluations.
Non-public education information	Education records directly related to a student that are maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.
Inferences drawn from other Personal Information	Creation of a profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

This Policy does not address the following categories of Personal Information which are not covered by CCPA:

- Publicly available information from government records.
- Employees of McClatchy
- De-identified or aggregated consumer information.
- Information protected under other laws, such as health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data;
- Information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994; or

Other information explicitly excluded from the scope of the CCPA.

### 3. Sources of Personal Information We Collect

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- **Directly and indirectly from activity on our website.** For example, we may collect Personal Information that you provide us when you comment on articles, participate in message boards, and submit images, photos, videos, or other content to the Services.

**From third-parties that interact with us in connection with the Services we perform.** We may receive Personal Information about you from third parties, including third party social networking services and advertising partners. We, our service providers, and other third parties with whom we do business may collect information about you from publicly available sources (e.g., social media platforms) and commercially available resources. We may combine that Personal Information with the Personal Information described above and will handle the combined Personal Information as described in this Privacy Policy. You should always review, and if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to the Services. You may also unlink your third-party account from the Services by adjusting your settings on the third-party service. We also may collect Personal Information about you from third-party business partners, publicly available sources, and our subsidiaries and affiliates.

#### 4. Use of Personal Information

We may use or disclose the Personal Information we collect for one or more of the following business purposes and commercial purposes:

- To provide you with products and services;
- Respond to your requests;
- Manage contests;
- Personalize the content on our services;
- Internal auditing related to a current interaction with you and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with this specification and other standards;
- Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity;

or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing advertising or marketing services, providing analytic services, or providing similar services on behalf of the business or service provider;

- Undertaking internal research for technological development and demonstration;
- Undertaking activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us;
- To provide you with email alerts, event registrations and other notices concerning our products or services, or events or news, that may be of interest to you;
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collections;
- To improve our website and present its contents to you;
- To communicate with you about your account; learn about you; send you or provide you with ads, such as tailored ads, offers, or other content based on your interests;
- To resolve disputes;
- Collect payment information, such as your credit card number and expiration date, where appropriate to process a financial transaction you have requested; To improve, maintain, and troubleshoot our services; and
- To comply with regulatory or legal processes.

## 5. Sharing Personal Information

We may share Personal Information to a third party for a business or commercial purpose. In the preceding twelve (12) months, we may have disclosed or sold the following categories of Personal Information for a business purpose or a commercial purpose:

- Identifiers
- California Customer Records Personal Information categories.
- Protected classification characteristics under California or federal law.

• Internet or other similar network activity

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- Parties involved in a legal process;
- To an entity involved in the sale of our business; and
- Third parties to whom you or your agents authorize us to disclose your Personal Information in connection with products or services we provide to you.

## 6. CCPA Consumer Privacy Rights

The CCPA provides consumers (California residents) with specific rights regarding their Personal Information. This section describes those CCPA rights and explains how to exercise those CCPA rights.

### Right to Opt-Out of the Sale of Personal Information

We may share your personal information with third parties in ways that may constitute a “sale” under CCPA. At McClatchy, we are generally not in the business of selling personal information, but under the CCPA, data shared to enable interest-based advertising may constitute a sale of personal information.

In the event that we sell your Personal Information, you have the right to submit a request to opt-out of the sale of your Personal Information. You may also choose to opt-out of the sales of certain categories of Personal Information, should you choose. You may later choose to permit us to sell your Personal Information.

In the event that we sell your Personal Information and if you do not wish for us to sell your Personal Information to third parties for advertising purposes (if we sell your Personal Information), select the applicable button (or “toggle”) control from the “Do Not Sell My Personal Information” link provided. After opting out, we may continue to share some Personal Information with our partners (who will function as our service providers in such instance) to help us perform advertising-related functions such as, but not limited to, measuring the effectiveness of our ads, managing how many times you may see an ad, reporting on the performance of our ads, ensuring services are working correctly and securely, providing aggregate statistics and analytics, improving when and where you may see ads and/or reducing ad fraud. If you access this site (or app) from other devices or browsers, visit the link

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device, go to the

- [DAA Webchoices Browser Check](#) and
- [NAI Opt Out of Interest-Based Advertising](#) and
- You can [download the AppChoices app](#) to opt out in mobile apps.
- To opt-out of the sharing of the information with LiveRamp on a people-based level, please click here ([https://optout.liveramp.com/opt\\_out](https://optout.liveramp.com/opt_out)).
- If you wish to opt out of receiving interest-based advertising on your mobile device, please see the advertising preferences information on [support.apple.com](https://support.apple.com) for iOS devices or [support.google.com](https://support.google.com) for Android devices.
- We participate in the IAB CCPA Compliance Framework for Publishers & Technology Companies, which means that you have the right to Opt Out of the Re-Sale of the Consumer's Personal Information by a Downstream Participant by clicking on the link to the Signatory Identification List and then Opting Out on the Downstream Participant's digital property.

## Right to Know About Personal Information Collected, Disclosed, or Sold

You have the right to request that we disclose certain information to you about our collection, use, and disclosure of your Personal Information over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories of Personal Information we collected about you and the categories of sources for the Personal Information we collected about you.
- Our business or commercial purpose for collecting or selling that Personal Information.
- The categories of third parties with whom we share that Personal Information.
- The business or commercial purpose for collecting or selling your personal information
- The specific pieces of Personal Information we collected about you.

## Right to Request Deletion of Personal Information

Subject to certain exceptions, you have the right to request that we delete the Personal Information that we collected about you. Once we receive and confirm your verifiable consumer request, we will delete your Personal Information from our records *subject to certain*



## NOTICE OF FINANCIAL INCENTIVE

You may have the right to receive information about the financial incentives that we offer to you (if any).

## 7. Procedures for Exercising Your CCPA Consumer Rights

To exercise the CCPA consumer rights described above, please submit a verifiable consumer request to us by either:

- Calling us at: 1 (888) 914-9661 PIN: 590 963
- Visit these sites:
  - To exercise your right to know, please complete the form here: [Request Information/Request Deletion](#)
  - To exercise your right to opt out of a sale, click here: [Do Not Sell My Personal Information](#)

In order to protect your Personal Information, please note that:

- Only you or an authorized agent registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your Personal Information;
- You may only make a verifiable consumer request for access or data portability twice within a 12-month period;
- The request must provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative; and
- The description of the request must provide sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information

related to you. Although you may use an authorized agent to submit a request to opt out of

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If you have an account with us, we may deliver our written response to that account. If you do not have an account with us, we will deliver our written response through [our web portal](#). Any disclosures we provide will only cover the 12-month period preceding your verifiable request's receipt.

Unless a request is manifestly unfounded or excessive, we will not charge a fee to process or respond to your verifiable consumer request. If we determine that a request is manifestly unfounded or excessive, we will tell you why we made that decision and reserve the right to either refuse to act on your request or charge you a reasonable fee to complete your request.

## 8. California Shine the Light

Under the California “Shine the Light” law, you may also have the right to request a list of third parties to which certain personal information (as defined by California Civil Code § 1798.83) obtained through a Digital Service was disclosed by McClatchy during the preceding year for those third parties’ direct marketing purposes. If you are a California resident and want such a list, please contact the McClatchy Privacy Team at [privacy@mcclatchy.com](mailto:privacy@mcclatchy.com). For such a request, you must put the statement “Shine the Light - California Privacy Rights” in the body of your request, as well as your name, street address, city, state, and zip code. In your request, you need to attest to the fact that you are a California resident and provide a current California address for our response. Please also indicate in your request the name of the Service(s) to which your request applies. Please note that we will not accept Shine the Light requests via the telephone or by facsimile.

## 9. Do Not Track

At present we do not respond to “Do Not Track” browser-based standard signals; however, we are working to honor the Global Privacy Control (GPC). We will update this section once we are able to accept and honor the GPC. To learn more about the GPC, visit the [Global Privacy Control website](#).

now or as amended by us, your only option is to not use the websites, mobile applications, or online services governed by it.

## 11. Metrics

California law may require us to compile certain metrics for the previous calendar year regarding consumer requests and responses. If required by applicable law, we will update this section accordingly.

We keep a record of requests that we received from California residents between January 1, 2020, and December 31, 2020.

Request Type	Total Requests Received	Number of Verified Requests	Number Declined with Reason(s)	Median Process Time for Verified Requests (days)
Access	51	40	0	24
Deletion	247	206	192	27
Opt-Out	824	637	28	5.5

## 12. Contact Information

If you have any questions or comments about this notice, our Privacy Policy, the ways in which we collect and use your Personal Information, your choices and rights regarding such use, or wish to exercise your rights under California law, please do not hesitate to contact us at:

- Phone: 1 (888) 914-9661 PIN: 590 963
- Website: [mcclatchy.com](https://mcclatchy.com)
- Email: [privacy@mcclatchy.com](mailto:privacy@mcclatchy.com)

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