



Privacy Policy

Last Updated: August 4, 2026

The Blue Sock respects your privacy and is committed to protecting your Personal Information (defined below). This Privacy Policy describes the types of Personal Information that Ruh-Roh Retreat, LLC dba The Blue Sock (“**The Blue Sock**”, “**we**,” “**us**,” or “**our**”) may collect from users (“**User**,” “**you**” or “**your**”), or that you may provide to us when visiting the ruhruhretreat.com website or using our mobile application or related services (collectively, the “**Platform**”). It also describes our policies and procedures for the collection, use, maintenance, protection, and disclosure of your Personal Information when you access and/or use the Platform, and informs you about your privacy rights and the choices you may have with respect to your Personal Information.

Please read this Privacy Policy carefully before accessing and using the Platform to understand our policies and procedures regarding your Personal Information and how we will treat it. By accessing or using the Platform, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with this Policy, you must not access or use the Platform.

THIS PRIVACY POLICY ONLY COVERS THE PERSONAL INFORMATION THAT THE BLUE SOCK COLLECTS, DIRECTLY OR INDIRECTLY, FROM YOU OR FROM THIRD PARTIES. USERS RECEIVING INFORMATION THROUGH THE PLATFORM ARE INDEPENDENT RECIPIENTS, AND THE BLUE SOCK CANNOT CONTROL THEIR SUBSEQUENT USE OR DISCLOSURE. IF YOU SHARE PERSONAL INFORMATION WITH OTHER USERS THROUGH THE PLATFORM, SUCH AS BETWEEN AN OWNER AND A SITTER, YOU DO SO ENTIRELY AT YOUR OWN RISK, AND ANY SUCH DISCLOSURE IS SOLELY BETWEEN YOU AND THE OTHER USER(S).

Capitalized terms not otherwise defined herein have the meaning set forth in our [Terms of Service](#), which is hereby incorporated by reference.

Acceptance

By accessing and using our Platform, you agree to the collection and use of your Personal Information in accordance with this Privacy Policy. If you disagree with our policies and procedures, please do not use the Platform.

Updates

We reserve the right to modify this Privacy Policy at any time by posting an updated Privacy Policy on the Platform. If we make changes, we will notify you by revising the date at the top of the policy. If we make any material changes, we may provide you with notice through the Platform. Additionally, we may, at our sole discretion, provide subscribed Owners with an email notice of those changes. You are responsible for regularly reviewing the Privacy Policy. Your continued use of the Platform after we make changes is deemed to be acceptance of the updated Privacy Policy. If any modification is unacceptable to you, you shall cease using the Platform. If you have any questions about this Privacy Policy, contact us at hello@thebluesock.com.

1. Personal Information Collected by Us

We collect information about you in several ways to provide, operate, and improve the Platform. The types of information we collect depend on how you use the Platform—whether you are an Owner, a Sitter, or a visitor to our website.

Personal Information Collected Directly From You

While you are accessing or using our Platform, we may ask you to provide us with certain Personal Information about you that is necessary to provide you with our Platform, and you may also choose to provide us with additional Personal Information. **"Personal Information"** means any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household.

You may also provide us with information about you at the time of registering to use our Platform, submitting requests via any forms on our website, providing feedback, creating your Owner or Sitter Account, requesting customer support, posting material on our Platform, or making comments on our blog, which may include the following:

- **Contact Information:** First and last name, email address, mailing address, business address, and telephone number.
- **Account Information:** Name, email address, password, and login credentials (including Google or Facebook login IDs).
- **Profile Information**
 - **For Sitters:** profile photo, experience, service preferences, location, and availability.
 - **For Owners:** pet's name, species, breed, age, health conditions, vaccination status, behavior notes, and care instructions.
- **Payment Information:** For Owners, payment card details or other billing information collected by our third-party Payment Processor (e.g., Stripe) when you book Sitings; for Sitters, bank account or tax information used to issue payments.
- **Communications:** Messages, feedback, or other correspondence sent to us, Sitters, or Owners through the Platform.
- **Background Check Information:** For Sitters, we may receive background verification results to help ensure safety and trust.
- **In-App Messages:** Messages, photos, videos, attachments, pet care instructions, booking-related communications, and other information that you send or receive through the Platform's messaging features, together with related information such as the date and time of the communication, participants, and associated Request or Sitting.
- **Feedback:** The information you provide through our customer service or share with us.

We will generally not ask or require you to provide sensitive information such as information related to your race, color, religion, national origin, sexual orientation, health, marital status, or any other information not required to provide the Platform. However, we cannot control what information is requested from third-party providers or other Owners while using the Platform. Any information you provide to other Owners or third-party providers is entirely at your own risk.

Personal Information Collected Automatically From You

When you visit or use the Platform, we and our service providers may automatically collect certain information through cookies, log files, and similar technologies, such as:

- Device type, operating system, and browser information.
- IP address, general location, and language settings.
- Dates and times of access, pages viewed, and links clicked.
- Sitting activity (including when a Sitting was scheduled, attended, or completed).
- Referring and exit pages or websites.
- When you access the Platform by or through a mobile device, we may collect certain information automatically, including the type of mobile device you use, your mobile device's unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers, and other diagnostic data.
- Other diagnostic data.

The information we automatically collect from you is statistical data and does not include Personal Information. However, we may maintain it or associate it with Personal Information we collect in other ways to help us improve our Platform and deliver a better, more personalized service. We use these technologies for several purposes, including enabling you to use the Platform, facilitating the functioning of and your access to the Platform, better understanding how you navigate through the Platform, and detecting and preventing fraud. The technologies we may use for this automatic data collection may include:

- **Cookies (or browser cookies).** Cookies are small files placed on the hard drive of your computer when you access certain websites that record your preferences. We use cookies to track the use of and improve our Platform.
- **Web Browser Storage:** Some websites utilize the browser's "sessionStorage" and "localStorage" to store data. "SessionStorage" is stored temporarily, whereas "localStorage" is persistent. You may erase them by deleting your browser's history.
- **Web Beacons.** Certain sections of our Platform and emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, or single-pixel gifs) that enable us to determine whether you performed a specific action, such as visiting our Platform or opening an email.

Some content or applications on the Platform are served by third parties, including payment processors and content and application providers. These third parties may use cookies, web beacons, or other tracking technologies to collect information about you when you access or use our Platform. The information they collect may be associated with your Personal Information, and they may collect information related to your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third-party tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For more information about how to opt out of receiving targeted advertising from many providers, see the [Network Advertising Initiative's opt-out page](#) and [Google Ads setting page](#).

We use Google Analytics as a third-party tracking service, but we don't use it to track you personally or collect your Personal Information. We use Google Analytics to collect information about how our Platform perform and how our Owners navigate through and use the Platform. This information helps us evaluate our Owners' use of the Platform and improve our Platform's performance.

Google Analytics gathers certain non-personally identifying information over time, such as your IP address, browser type, internet service provider, referring and exit pages, timestamp, and similar data about your use of the Platform. We do not link this information to your Personal Information, such as your username. Google provides further information about its own privacy practices and offers a browser add-on to opt out of Google Analytics tracking. You can access Google Analytics' privacy policy [here](#).

2. Cookies and Tracking Technologies

We and our service providers use cookies, web beacons, pixels, and other similar technologies ("**Cookies**") to collect and store certain information about your use of the Platform. Cookies help us operate, improve, and personalize your experience on the Platform and understand how users interact with our platform.

What Cookies Are

Cookies are small text files that are placed on your device or browser when you visit a website or use an online service. Cookies can be either "session cookies," which are deleted when you close your browser, or "persistent cookies," which remain on your device for a longer period or until manually deleted.

How We Use Cookies

We use Cookies and similar technologies for the following purposes:

- **Essential Operations:** To enable basic functionality of the Platform, such as logging in, maintaining your session, and scheduling Sitzings.
- **Performance and Analytics:** To collect information about how users access and use the Platform, which helps us improve features and optimize performance.
- **Personalization:** To remember your preferences, such as language settings or previous activity on the Platform.
- **Security and Fraud Prevention:** To help detect and prevent fraud, abuse, or unauthorized access.
- **Marketing and Advertising:** To deliver relevant content and measure the effectiveness of our communications or promotions, where permitted by law.

Your Choices

You can control or disable Cookies through your browser settings. Most browsers allow you to block or delete Cookies, but doing so may affect the functionality of the Platform. You may also opt out of certain third-party analytics or advertising Cookies by visiting <https://optout.networkadvertising.org/> or <https://optout.aboutads.info/>.

3. Uploading and Posting Personal Information on the Platform

You may provide Personal Information to be displayed on public areas of the Platform or transmitted to other Users of the Platform or third parties. This Personal Information is posted and transmitted to others at your own risk. While all Users of the Platform must abide by our Terms of Service, we cannot guarantee that their use of Personal Information that you provide directly to them or which is provided to them through the Platform will be handled in accordance with this Privacy Policy.

If you choose to comment, react, or otherwise interact with any blog post or article on the Platform, you choose to make such comment, reaction, or interaction public. Commenting is moderated by administrators and is subject to approval before appearing on the Platform. A comment may be removed by us at any time in our sole discretion. If you want the Personal Information that was posted to the comments section removed, contact us at hello@thebluesock.com.

4. How We Use Your Personal Information

We use the information we collect for a variety of business and operational purposes, including to provide, maintain, and improve the Platform, to communicate with you, and to comply with legal obligations. The specific purposes for which we use your information include:

- To present our Platform to you.
- Creating and maintaining your Owner Account or Sitter Account.
- To provide and maintain the functionality of the Platform, including monitoring the usage of our Platform.
- Processing and managing Requests, bookings, Sitzings, cancellations, modifications, payments, and other booking management activities through the Platform.
- Facilitating, delivering, storing, and supporting In-App Messages and other communications between Owners and Sitters, including communications relating to Requests, Sitzings, pet care, booking management, customer support, safety, and dispute resolution.
- Verifying Sitter eligibility, qualifications, and documentation.
- Providing customer support and resolving technical issues.
- To provide you with news, advertising, and general information about the Platform.
- To process payments for Sitzings or additional services that you order or receive on the Platform and to issue Sitter payouts, manage tax reporting, and maintain accurate transaction records.
- To personalize and improve the Platform, such as tailoring recommendations for Sitters based on Owner preferences, Requests, or educational information, enhancing user experience through analytics, usage patterns, and performance data.
- To communicate with you, such as by sending confirmations, updates, and reminders about Sitzings and other Service-related matters, responding to your inquiries, comments, and feedback, and providing administrative messages, policy updates, or important notices related to your account or the Platform.
- For marketing and promotional purposes, such as by sending newsletters or promotional messages about available Sitters, new features, events, or communities (only where permitted by law), displaying testimonials or success stories, with your consent where required, and conducting surveys and gathering feedback to improve offerings.
- Developing new features, programs, and service offerings.
- Detecting and preventing payment fraud or unauthorized transactions.
- For our internal business purposes, such as data analysis and reporting.
- To fulfill our obligations and enforce our rights arising from any contracts you entered into with us.
- To detect security incidents and protect against deceptive, illegal, or unauthorized activities.
- To comply with applicable laws.
- To evaluate and/or conduct a divestiture, restructuring, dissolution, merger, or other transfer or sale of some or all of our assets.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

In-App Messages

Our Platform includes In-App Messages that allow Owners and Sitters to communicate regarding Requests, Sitzings, pet care, scheduling, booking modifications, payments, and other matters related to the Platform.

When you use In-App Messages, we may collect, store, transmit, and otherwise process the messages, photos, videos, attachments, pet care instructions, booking-related communications, and other information you choose to send or receive through the messaging feature, together with related information such as the date and time of the communication, the participants, and the associated Request or Sitting.

We use this information to operate and maintain the messaging feature, facilitate communications between Owners and Sitters, provide customer support, investigate reported incidents or disputes, detect and prevent fraud, misuse, or attempts to circumvent the Platform, enforce our Terms of Service and other Platform policies, protect the safety and security of our Users and the Platform, and comply with applicable legal obligations.

We do not actively monitor every In-App Message or routinely review the content of communications between Users. However, we may access, preserve, review, or disclose In-App Messages when we reasonably believe doing so is necessary to provide customer support, investigate safety concerns or suspected violations of our Terms or Policies, resolve disputes, protect the rights, property, or safety of The Blue Sock, our Users, or others, or comply with applicable law, legal process, or governmental requests.

5. How Your Personal Information is Shared and Disclosed

We may share your Personal Information with third parties for the limited purposes described below. We do not sell your Personal Information as that term is defined under the California Consumer Privacy Act (CCPA).

With Sitters and Owners. To enable Sitzings and related In-App Messages and communications, certain information is shared between Owners and Sitters before or after a Request is made or a Sitting is confirmed. Owners may receive limited information about Sitters, such as their first name, profile photo, general location, experience, and care preferences. Sitters may receive limited information about Owners and their pets, including pet name, breed, health details, behavior notes, and any other information necessary to complete the Sitting. We limit this exchange to only what is reasonably necessary for a safe and successful Sitting. Owners and Sitters are prohibited from using each other's information for any purpose unrelated to the Platform.

With Service Providers and Third Parties. We engage trusted third-party companies and individuals to help us operate, maintain, and improve the Platform. These service providers may have access to your Personal Information only as needed to perform their functions on our behalf, and they are required to protect it under confidentiality and security obligations.

Examples include:

- Payment Processors (for processing Sitting Fees and payouts)
- Background Check Providers (for verifying Sitters)
- Data Hosting and Security Providers (for storage and protection)
- Analytics and Marketing Partners (for understanding and improving our Platform)

For Legal, Safety, or Compliance Reasons. We may disclose your Personal Information if we believe in good faith that such disclosure is necessary to:

- Comply with applicable law, regulation, subpoena, or legal process;
- Respond to lawful requests from government or law enforcement authorities;
- Protect the safety, rights, or property of The Blue Sock, our users, or the public;
- Enforce our Terms of Service or investigate potential violations; or
- Detect, prevent, or address fraud, security, or technical issues.

In the Event of a Business Transfer. If The Blue Sock is involved in a merger, acquisition, financing, sale of assets, or similar business transaction, your Personal Information may be transferred as part of that transaction. We will notify you (by email or prominent notice on the Platform) if such a transfer occurs and if it results in a change to how your information is handled.

With Your Consent. We may share your Personal Information for other purposes with your express consent. For example, if you choose to share testimonials, photos, or reviews publicly, or authorize us to post content featuring you or your pet, we will do so in accordance with your authorization.

6. How We Secure Your Personal Information

We take reasonable administrative, technical, and physical measures designed to protect your Personal Information from unauthorized access, loss, misuse, alteration, or destruction. These measures include access controls, encryption in transit and at rest (where applicable), secure data storage, and regular monitoring for potential vulnerabilities. We also limit access to Personal Information to employees, contractors, and service providers who need the information to perform their duties, and who are subject to confidentiality and security obligations.

When you access your account information, we use commercially reasonable technological safeguards to secure any information we collect about you. The secure server software (SSL) encrypts all information you input before sending it to us. In addition, your Owner Account information is password-protected for your privacy and security. You should always take steps to protect the confidentiality of the password you select. You need to protect against unauthorized access to your password and to your computer. Be sure to sign off when you finish using a shared computer.

Despite our efforts, no method of transmission over the internet or electronic storage is completely secure. Accordingly, we cannot guarantee the absolute security of your personal information, and you acknowledge and accept that you provide such information at your own risk. If we become aware of a data breach involving your personal information, we will take steps to notify you and any applicable regulators as required by law.

Please note that certain parts of the Platform are operated by Third-Party Services. While we take care in selecting trusted vendors, we cannot control or guarantee the security practices of these independent platforms.

7. How You Can Manage Your Personal Information

You have certain rights and choices regarding your Personal Information, as described below. These rights apply to all users of the Platform, including both Owners and Sitters, and additional rights may be available to residents of certain states, such as California.

You are responsible for ensuring that your account information is accurate, complete, and up to date. You may correct, amend, or delete the information we hold about you. You may personally correct or amend most of your account information in the 'My Profile' section of the Platform. If you need to delete any or all Personal Information (subject to certain exceptions), email us at hello@thebluesock.com. After receiving proof of your identity, we will do our best to respond to your request within 30 days of receipt. You are responsible for keeping your Personal Information up to date.

You may opt out of receiving promotional or marketing communications from us by following the unsubscribe instructions included in our emails or by contacting us directly. Even if you opt out of marketing messages, we may still send you administrative or transactional communications, such as notices about your Sitings, Requests, or account.

You may control or disable cookies as described in Section 2 (Cookies and Tracking Technologies). Please note that some features of the Platform may not function properly if you disable cookies.

The Platform permits you to delete or remove In-App Messages, however, deleted messages and related information may continue to be retained by The Blue Sock for a reasonable period or as otherwise described in this Privacy Policy, including to operate the Platform, maintain business records, investigate disputes or safety concerns, prevent fraud, enforce our Terms or other Policies, comply with legal obligations, or protect the rights, property, or safety of The Blue Sock, our Users, or others.

You may request that we delete your Personal Information by contacting us at hello@thebluesock.com. We will review and honor your request as required by applicable law. Certain information may be retained to comply with legal obligations, prevent fraud, or resolve disputes. Deleting your account will result in the loss of access to any active or stored Sitings or Requests.

Upon your request and after receiving proof of your identity, we will provide you with access to the Personal Information that we hold about you. We will do our best to respond to your request to access within 45 days of receipt.

8. Retention of Your Personal Information

We retain personal information for as long as necessary to fulfill the purposes for which it was collected, to comply with our legal obligations, to resolve disputes, and to enforce our agreements. The length of time we keep specific categories of

information depends on factors such as the type of data, the nature of our relationship with you, and our business and legal requirements. For example:

- **Account Information:** We retain your account details for as long as your Owner Account or Sitter Account remains active. If your account is closed or deleted, we may retain certain information for a limited period to comply with legal obligations, maintain business records, or prevent fraud and abuse.
- **Sitting and Transaction Records:** We retain details related to Sitzings, Requests, and payments for as long as necessary for billing, tax, and accounting purposes, typically for at least 7 years.
- **Communications and Support Requests:** We retain customer service messages and correspondence as long as necessary to respond to inquiries and maintain a record of interactions.
- **Verification and Documentation:** For Sitters, we may retain verification records (e.g., tax forms, licenses, or identification) for as long as necessary to confirm eligibility and compliance with our Terms.
- **Marketing Data:** We retain marketing-related information until you opt out of receiving communications or request deletion.
- **In-App Messages:** We retain In-App Messages, attachments, and related communication records for as long as reasonably necessary to operate the Platform, facilitate Requests and Sitzings, provide customer support, investigate disputes or safety concerns, prevent fraud or misuse, enforce our Terms and Policies, maintain business records, and comply with applicable legal obligations. If you delete an In-App Message or your account, copies of such communications may continue to be retained for these purposes in accordance with this Privacy Policy.

When personal information is no longer needed for the purposes described in this Privacy Policy, we will securely delete, anonymize, or aggregate it in accordance with applicable laws and our data retention policies.

9. Consent to Processing of Your Personal Information in the United States

Please be aware that your Personal Information may be processed by us (and third parties on our behalf as further described in this Privacy Policy) outside of your home country, including in the United States, where data protection and privacy regulations may not offer the same level of protection as privacy laws in your country.

If you create an Owner account with us, you agree to this Privacy Policy and consent to the transfer of all information you provide to us in the United States.

10. Opting Out of Personalized Ads

You may opt out of receiving emails and newsletters from us and delete, disable, and manage browser and Flash cookies.

If you no longer want to receive marketing emails from us, contact us at hello@thebluesock.com.

You can opt out of accepting cookies (or browser cookies) by activating the appropriate settings on your browser or setting your browser to alert you when cookies are being sent. However, if you disable or refuse, you may not be able to access and use some parts of our Platform.

11. Third-Party Websites

The Platform may contain links to third-party websites, platforms, or resources that are not owned or controlled by The Blue Sock. These links are provided for your convenience only and do not signify our endorsement of such third parties, their content, or their practices. Please be aware that this Privacy Policy does not apply to any third-party websites or services, including those operated by Sitters, community platforms such as Whop.com, or other linked resources. Your interactions with those sites are governed by their own privacy policies and terms of service.

We encourage you to review the privacy and security policies of any third-party website or service before providing them with your personal information. The Blue Sock is not responsible or liable for the content, privacy practices, or security of any third-party website, application, or service.

12. Collection of Payment Information

When you make or receive payments through the Platform, certain payment-related information will be collected and processed to complete the transaction.

If you are an Owner purchasing a Sitting, you will be asked to provide payment information such as your credit or debit card number, billing address, and other relevant details. This information is collected and processed directly by our third-party Payment Processor (such as Stripe) and is not stored or controlled by The Blue Sock. Stripe collects, uses, and processes your payment information in accordance with its own privacy policy, available at <https://stripe.com/privacy>.

We receive only limited information from Stripe—such as confirmation of payment status, transaction date, and the last four digits of your payment card number—which we use to verify transactions, prevent fraud, and maintain accurate records.

If you are a Sitter receiving payouts through the Platform, you may be required to provide certain financial information to our payment processor or payout provider, such as a connected Stripe account, bank account details, or tax identification number. This information is used solely to facilitate payments and comply with applicable tax, accounting, and legal obligations.

Sitters are responsible for maintaining accurate and current payment details. The Blue Sock is not responsible for delays or failed payouts caused by incomplete, inaccurate, or outdated information.

We take reasonable steps to ensure that payment transactions are processed securely. All transactions are encrypted and handled by PCI-compliant payment processors. However, because we do not directly collect or store your full payment information, we cannot guarantee the absolute security of payment data transmitted to or from third-party providers.

By making or receiving payments through the Platform, you acknowledge and agree that your payment information will be handled in accordance with the terms and privacy policies of the applicable payment processor.

13. Personal Information of Minors

The Platform is intended for individuals 18 years of age or older. If you are under 18, you are not eligible to use the Platform or create an Owner Account. We do not knowingly collect information from or direct any of our content specifically to children under 18. If we learn or have reason to suspect that you are an Owner who is under the age of 18, we will have to close your account. If you believe we may have any information about a child under the age of 18, please contact us at hello@thebluesock.com.

14. Supplemental Notice to California Residents

California users of the Platform may have additional rights afforded to them under California Privacy Laws

CCPA Rights

If the processing of your information is subject to the California Consumer Privacy Act (CCPA), you have the right to:

- Request us to disclose the categories and specific pieces of Personal Information we collect, use, disclose, and sell;
- Know the categories of Personal Information that we collect and the purposes for which we collected or used such Personal Information, and whether that information is sold or shared;
- Know the categories of sources from which the Personal Information was collected;
- Know the categories of third parties with whom we shared or to whom we sell your Personal Information;
- Know whether we collected or sold your Personal Information for business or commercial purposes;
- Request deletion of Personal Information we collected from you, subject to certain exceptions;
- Opt-out of the sale of their Personal Information; and
- Not receive discriminatory treatment by us for exercising their rights set out in the CCPA.

Categories of Personal Information Collected by Us

For information about what categories of Personal Information we may collect from our customers in the 12 months preceding the date this Privacy Policy was last modified, the sources of such information, the purposes for collecting and using that information, and what types of third-party service provider we may share that information with please see the following sections in this Privacy Policy titled: “Personal Information Collected by Us;” “How We Use Your Personal Information;” and “How Your Personal Information is Shared and Disclosed.” For more information about how to review and change your Personal Information collected through the Platform, please see the section titled “How You Can Manage Your Personal Information.”

Categories of Personal Information Disclosed for a Business Purpose

The following is a summary of the categories of Personal Information we have disclosed for a business or commercial purpose in the 12 months preceding the date this Privacy Policy was last modified:

Categories of Personal Information we collect include:	Parties with whom each category of Personal Information may be shared include:
Identifiers (e.g., name, email address, phone number, account ID, or government-issued ID for Sitters)	Shared with: • Sitters or Owners (as applicable) to facilitate Sittings and communication • Payment Processors • Customer support and operations vendors
Pet Information (such as name, breed, health details, temperament, and care instructions)	Shared with: • Sitters, for the purpose of providing pet care during Sittings • Veterinary or emergency partners, only in urgent situations • Customer support or operations teams, as needed to resolve issues
Professional or Employment-Related Information (for Sitters, such as experience, licensing, or background check results)	Shared with: • Background check and verification providers • The Blue Sock operations and safety personnel • Owners, in limited form (general experience and services offered)
Commercial Information (such as records of purchased Sittings, service preferences, or promotions)	Shared with: • Analytics and customer relationship management (CRM) providers • Marketing and communications vendors • Sitters or Owners (as applicable) for booking and service history purposes
Payment Information (e.g., credit/debit card details, billing address, bank account information, Stripe Connected Account details, tax ID for Sitters)	Shared with: • Payment Processors for payment authorization and fraud prevention • Accounting and bookkeeping providers • Law enforcement or regulators, if required by law
Internet or Network Activity (e.g., IP address, device ID, browser type, referring/exit pages, and usage logs)	Shared with: • Hosting and cloud infrastructure providers • Security and fraud prevention vendors • Analytics and performance monitoring tools
Communications and User-Generated Content (e.g., messages, reviews, feedback, or other content submitted through the Platform)	Shared with: • Sitters or Owners (as applicable), to facilitate Sittings and ongoing communication • Content moderation and security vendors to ensure compliance and safety • Publicly, if you post testimonials, reviews, or profile content you choose to make visible • Internal teams for quality assurance, dispute resolution, and Service improvement
Background Check Information (for Sitters, such as criminal history, identity verification, or sex offender registry status, as permitted by law)	Shared with: • Third-party background check providers to conduct verification • The Blue Sock's internal trust and safety personnel • Law enforcement or government authorities, if legally required • Owners, only in summarized or status form (e.g., "background verified")
Geolocation and Device Information (e.g., general location from IP address, device type, and settings)	Shared with: • Mapping tool providers • Sitters or Owners (as applicable) to coordinate Sittings based on proximity
Audio, Visual, or Similar	Shared with:

Information (such as profile photos, testimonials, or images voluntarily uploaded)	• Public or marketing channels (only with your consent) • Hosting providers and content management systems • Designated Sitters or Owners through platform profiles
Marketing and Engagement Data (such as email opens, clicks, form submissions, feedback responses, and participation in promotions or surveys)	Shared with: • Email and marketing automation platforms • Advertising and analytics providers • Customer engagement and survey vendors • Internal teams for improving communication and customer experience
Inferences Drawn from Personal Information (such as service preferences or usage patterns)	Shared with: • Internal analytics and operations teams • Marketing and product development partners • Data analytics and personalization vendors

Such categories of Personal Information may be collected, used, or disclosed for business and commercial purposes, which may include the following examples:

- To operate and improve our Platform;
- To provide you with our Platform, respond to your inquiries, and give you the necessary support;
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations;
- As described to you when collecting your Personal Information or as otherwise set forth in the CCPA;
- For internal administrative and auditing purposes; and
- To detect security incidents and protect against malicious, deceptive, fraudulent, or illegal activity, including, when necessary, to prosecute those responsible for such activities.

Sensitive Personal Information

We may collect certain information that qualifies as “sensitive personal information” under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA)—such as government-issued identification numbers, financial account details, or tax information for Sitters.

We use and disclose this information only as necessary to provide the Platform, verify identities, process payments and payouts, and comply with legal or regulatory obligations. We do not use or disclose sensitive personal information for purposes of inferring characteristics about you, for cross-context behavioral advertising, or for any other unrelated commercial purpose.

Do Not Sell My Personal Information

As a California consumer, you have the right to opt out of the sale of your Personal Information. To make such a request, please contact us at hello@thebluesock.com or visit Do Not Sell My Personal Information.

In the past 12 months, we have not sold your Personal Information other than to utilize Google Analytics in order to gain insights regarding how Owners interact with the Platform and to better provide the Platform. See the heading titled “Google Analytics” for more information about our use of Google Analytics and the categories of Personal Information collected by Google Analytics.

Minors

The Platform is intended only for individuals 18 years of age or older. We do not knowingly collect, sell, or share personal information from anyone under the age of 18.

By using the Platform, you represent that you are at least 18 years old. If we become aware that we have inadvertently collected personal information from an individual under 18, we will take reasonable steps to delete that information promptly.

If you believe that we may have collected personal information from a minor under 18, please contact us immediately at hello@thebluesock.com.

Do Not Track Features

California law requires us to inform you about our response to web browser Do Not Track (DNT) signals. However, at this stage, there is no uniform technology standard for recognizing and implementing DNT signals. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. To determine whether any of the third-party services our website uses honor “Do Not Track” requests, please read their respective privacy policies.

To make any request regarding your California Privacy Rights, please contact us at hello@thebluesock.com.

15. Contact Information

If you have any questions or complaints about this Privacy Policy or our handling of your Personal Information, please contact us at hello@thebluesock.com.

You may also use these contact methods to exercise your rights under the California Consumer Privacy Act (CCPA), including requests to access, correct, or delete your personal information. We will respond to all verified requests in accordance with applicable law.