CHEERZZ PRIVACY POLICY

How Cheerzz handles your personal information across our websites, services, and products

Effective: July 27, 2026 · Last Updated: July 27, 2026 · Version 1.0

Overview

Cheerzz Corporation ("Cheerzz," "we," "us," or "our"), a Delaware corporation, respects your privacy. This Privacy Policy explains how we collect, use, share, and protect personal information when you visit our websites — including gocheerzz.com, checkout.gocheerzz.com, yaycheerzz.com, and related Cheerzz subdomains and hosted portals (collectively, the "Site") — or engage Cheerzz services or purchase Cheerzz products.

This Privacy Policy is incorporated by reference into the Cheerzz Terms of Service, available at gocheerzz.com/terms (the "Terms"). Capitalized terms used but not defined in this Privacy Policy have the meanings given to them in the Terms.

If you engage Cheerzz under a separate written agreement, the data-handling provisions of that agreement govern the personal information shared under that engagement. This Privacy Policy supplements those agreements; it does not replace them.

1. Information We Collect

1.1 Information You Provide Directly

You may provide us with information when you fill out a form, request an Operational Leak Audit, sign up for updates, send us an email, purchase a product, or engage Cheerzz services. Categories include:

- **Identity information** — name, business name, role
- **Contact information** — email address, phone number, mailing address
- **Business information** — industry, business size, current systems, business challenges or goals
- **Communication content** — messages, requests, support tickets, and inquiries you send us
- **Authorization information** — limited credentials or delegated access to systems necessary to deliver paid services (governed by your service agreement and by Section 1(c) of the Terms)
- **Payment information** — billing contact, billing address, tax identification number, and payment method information. Payment card details are collected and processed directly by our payment processor; Cheerzz does not store full payment card numbers on its systems.
- **Order information** — for product purchases, the items ordered, shipping address, delivery details, and order history

1.2 Information We Collect Automatically

When you visit the Site, we may automatically collect:

- **Device information** — IP address, browser type, operating system, device identifiers
- **Usage information** — pages viewed, time on page, links clicked, referring URL
- **Cookie and similar technology data** — see Section 5

1.3 Information from Third Parties

We may receive limited information about you from:

- **Referrals** — name and contact information when someone refers you to Cheerzz
- **Public sources** — LinkedIn, business registries, professional directories
- **Service providers** — analytics providers, payment processors, CRM and support platforms, recruiting platforms

1.4 Information We Do Not Knowingly Collect

Cheerzz does not knowingly collect personal information from children under 13. The Site is not directed to children. If we discover we have collected information from a child under 13, we will delete it. Parents who believe their child has provided information to Cheerzz can contact us at hello@gocheerzz.com.

2. How We Use Your Information

We use the information we collect for the following purposes:

- **Deliver our services and products.** Including delivering Cheerzz Impact, Cheerzz Home, Cheerzz Now, and Cheerzz Lab engagements; delivering the Cheerzz Launch onboarding package; performing the Operational Leak Audit; fulfilling and shipping product orders; recruiting work; and other services you engage Cheerzz to perform.
- **Communicate with you.** Respond to inquiries, schedule audits and meetings, send service and order updates, send invoices, and send customer-relationship communications. We will not send marketing communications without your consent or a pre-existing customer relationship; you can opt out at any time.
- **Improve our services.** Analyze how visitors use the Site; improve service delivery; train Cheerzz personnel; harden agentic workflows. Where workflow patterns are improved using insights from multiple clients, we anonymize and aggregate the data so that no individual client's personal or business information is identifiable.
- **Comply with legal obligations.** Including tax filings, regulatory reporting, responding to subpoenas, and similar obligations.
- **Protect our business and customers.** Detect fraud, secure our systems, enforce agreements, defend legal claims.

2.1 AI Training and Inference — Limitations

Cheerzz uses AI agents in delivering services. The following limitations apply to how your information interacts with AI, and these limitations control over any broader data license granted in the Terms:

- We do not use Client Data (data shared by paid clients under an Engagement Letter or Statement of Work) to train AI models in a way that exposes Client Data to third parties or that creates derivative datasets identifiable to a specific client.
- We do not sell personal information to third parties for AI training.
- AI models we use to deliver services may be operated by third-party providers (for example, Anthropic and Google). Those providers operate under their own privacy and data-handling commitments, which may include limitations on training. We use enterprise or business-grade access where available, which typically excludes use of submitted data for provider model training. We do not control those providers' practices.
- Workflow patterns may be improved using anonymized, aggregated insights, governed by the privacy safeguards described in this Policy and in our service agreements.
- Automated processes may generate outputs or take actions within your systems. Those actions and their limitations are described in Section 10(b) of the Terms.

3. How We Share Your Information

We share your information with the following categories of recipients:

- **Service providers.** Third parties who help us operate the Site or deliver services — including payment processing (Stripe), CRM, support, and ticketing (Freshworks), workspace, email, and document hosting (Google), accounting (Xero), workflow automation (Zapier), AI inference (Anthropic, Google), analytics, and hosting. We require service providers to protect your information consistent with this Policy.
- **Partner firms.** Where Cheerzz delivers services through a vetted partner — for example, full-cycle finance and accounting services through a partner accounting firm — we share only the information needed for that partner to deliver the service. The partner is bound by confidentiality obligations.
- **Shipping and fulfillment providers.** For product orders, we share the name, address, and contact details needed to deliver your order.
- **Legal and compliance.** When required by law, court order, or governmental authority. We will provide notice to you to the extent legally permitted.
- **Business transactions.** If Cheerzz is involved in a merger, acquisition, conversion, reorganization, financing, or sale of assets, your information may be transferred as part of that transaction. We will notify you and provide reasonable choice where required by law.
- **With your consent.** When you ask us to share information with a specific party, such as your accountant or your attorney.

We do not sell your personal information to third parties for monetary consideration. We do not share personal information with third-party advertisers for cross-context behavioral advertising.

4. Data Retention

We retain personal information only as long as needed to fulfill the purposes for which it was collected, or as required by law. Specific retention practices:

- **Site visitor information** (analytics, cookies): up to 24 months from last visit
- **Inquiry and Operational Leak Audit information:** up to 36 months from inquiry, unless you become a paid client
- **Paid client information:** governed by your service agreement, typically retained during the engagement plus 7 years for tax and audit compliance
- **Product order records:** 7 years, for tax, warranty, and audit compliance
- **Legal hold:** information subject to litigation or legal investigation is retained until the matter is fully resolved

5. Cookies and Similar Technologies

The Site uses cookies and similar technologies to operate the Site, remember your preferences, analyze usage, and (with your consent) measure the effectiveness of any marketing efforts. Cookie categories:

- **Strictly necessary cookies.** Required for the Site to function. Cannot be turned off.
- **Analytics cookies.** Help us understand how visitors use the Site. May be turned off via your cookie settings.
- **Functional cookies.** Remember your preferences. May be turned off via your cookie settings.

You can manage cookie preferences through your browser settings or the cookie banner on the Site, where applicable.

6. Your Rights

Depending on where you live, you may have the following rights regarding your personal information:

- **Access.** Request a copy of the personal information we hold about you.
- **Correction.** Request that we correct inaccurate or incomplete information.
- **Deletion.** Request that we delete your information, subject to certain legal exceptions (for example, information needed for tax compliance).
- **Portability.** Receive your information in a portable format.
- **Opt-out.** Opt out of certain uses or disclosures of your information, including “sale” or “share” as defined under California law. We do not sell or share your information for cross-context behavioral advertising.
- **Limit use of sensitive information.** Where applicable under California law.

- **Non-discrimination.** We will not discriminate against you for exercising your privacy rights.

6.1 How to Exercise Your Rights

To exercise your rights, contact us at hello@gocheerzz.com with the subject line "Privacy Request," or write to us at the address in Section 12. We will verify your identity before fulfilling your request and will respond within the timeframes required by applicable law (typically 45 days under the CCPA and 45 days under the Oregon Consumer Privacy Act). If we deny your request, we will explain why.

6.2 Authorized Agents

California and Oregon residents may use an authorized agent to make a privacy request. Authorized agents must provide proof of authorization, which we may verify directly with you.

7. Business Client Data — Roles and Responsibilities

Where Cheerzz processes personal information about your employees, contractors, clients, or customers in the course of delivering services to you, you act as the controller (or "business") and Cheerzz acts as the processor (or "service provider") with respect to that personal information. In that role:

- Cheerzz processes that personal information only on your documented instructions and as necessary to deliver the services.
- Cheerzz does not retain, use, or disclose that personal information for any purpose other than performing the services, except as permitted by applicable law.
- You are responsible for providing all notices and obtaining all consents required under applicable law for Cheerzz to process that personal information.
- If an individual whose information you provided to Cheerzz contacts us directly with a privacy request, we will refer that individual to you unless applicable law requires otherwise.

8. State-Specific Disclosures

8.1 California Residents

Under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA), California residents have specific rights as described in Section 6. We do not sell or share personal information for cross-context behavioral advertising. We do not knowingly collect personal information from California residents under 16 years of age. Categories of personal information we have collected, disclosed for business purposes, or sold/shared in the past 12 months are described in Sections 1, 2, and 3 above.

8.2 Oregon Residents

Under the Oregon Consumer Privacy Act (OCPA), Oregon residents have specific rights as described in Section 6. Cheerzz operates from Portland, Oregon and treats Oregon residents' personal information consistent with the OCPA.

8.3 Other States

Residents of other states with comprehensive privacy laws — including Colorado, Connecticut, Virginia, and Texas — may have similar rights. Contact us at hello@gocheerzz.com to make a request.

9. Security

We implement reasonable administrative, technical, and physical safeguards to protect personal information, including:

- Encryption of data in transit (TLS) and at rest where appropriate
- Access controls and least-privilege principles for personnel
- Per-client data isolation in service delivery; each Cheerzz Impact client's data is partitioned
- Multi-factor authentication for personnel access to sensitive systems
- Regular security reviews and access audits

No system is perfectly secure. If a security incident affects your information, we will notify you as required by applicable law.

10. International Visitors

Cheerzz operates from the United States. If you access the Site from outside the United States, your information will be transferred to and processed in the United States. By using the Site, you consent to this transfer. We do not currently target services to residents of the European Economic Area or the United Kingdom; if and when we do, we will provide additional disclosures and rights consistent with the GDPR and UK GDPR.

11. Changes to This Policy

We may update this Privacy Policy from time to time. We will post the updated Policy on the Site with a new "Last Updated" date. Material changes will be communicated via a prominent notice on the Site or by email if we have your email address on file.

12. Contact Us

Privacy questions, requests, or concerns can be sent to:

Cheerzz Corporation Attn: Privacy 3826 SE Liebe Street Portland, OR 97202 Email: hello@gocheerzz.com

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