

NOTICE OF FINANCIAL INCENTIVE FOR CALIFORNIA RESIDENTS

This Notice of Financial Incentive at Collection applies to personal information of California residents to the extent the information is subject to the California Consumer Privacy Act as amended by the California Privacy Rights Act of 2020 (CCPA). This notice does not apply to personal information collected pursuant to (i) the federal Gramm-Leach-Bliley Act and its implementing regulations or the California Financial Information Privacy Act; or, (ii) certain medical and health information covered by HIPAA. Please review our CCPA Privacy Policy and Notice at Collection (<https://www.guardianwell.com/privacy-policy>) for additional information.

Financial Incentive Summary

Participation in some of our rewards program(s) and services, may require the provision of personal information from time to time, directly or indirectly, in exchange for benefits including, but not limited to, reward points, financial incentive, or price or service difference, the amount or nature of which, and any terms or conditions of which, will be specified in each instance at the time specific offers are presented to you. You can opt into specific offers by participating in them and you can withdraw from our member rewards program entirely by closing your account.

Terms of the Financial Incentive

Categories of personal information implicated by the financial incentive or price or service difference can be found in the CCPA Privacy Policy and Notice at Collection (<https://www.guardianwell.com/privacy-policy>).

How to Opt-In to the Financial Incentive

A consumer can opt in to the financial incentive or price or service difference through your participation in the program(s) and services.

Your Right to Withdraw

As a consumer, you have the right to withdraw from the financial incentive at any time, by closure of your GuardianWell account.

The Value of Your Data

In determining the value of this data to us, we consider the value of your information, the insights generated from your activity on our website, the value of information generated by your participation in any benefits, and the value of the benefits provided. The good faith estimate of the value of your data that forms the basis for participating in this program, for free or at a reduced cost, depends on how many benefits you participate in, but does not exceed the value of the benefits received, which could be up to several hundred dollars a year.

Further Information

Please visit our website [*https://www.guardianwell.com/*](https://www.guardianwell.com/) and our privacy policy [*https://www.guardianwell.com/privacy-policy*](https://www.guardianwell.com/privacy-policy) for further information about your rights under the CCPA.

If you have questions about this notice, please contact us at:

Phone: 1-833-821-5240

Website: [*https://www.guardianwell.com/*](https://www.guardianwell.com/)

Email: [*privacy_office@guardianwell.com*](mailto:privacy_office@guardianwell.com)

Address: 10 Hudson Yards, New York, NY 10001
Attn: Privacy Office

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