

BLAZE® Privacy Policy

Effective Date: August 15, 2026 | Replaces all prior versions | BLAZE Solutions, Inc.

This Privacy Policy describes how BLAZE Solutions, Inc. (“BLAZE,” “we,” “our,” or “us”) collects, uses, shares, and protects personal information in connection with our software platform, the BLAZE Brands retail media network, and our website at blaze.me. This policy replaces and supersedes all prior BLAZE privacy policies in their entirety.

BLAZE serves multiple distinct audiences whose privacy interests and data relationships differ meaningfully. This policy is organized into audience-specific sections so each reader can quickly find the disclosures most relevant to them. Use the quick-reference guide below to navigate to your section.

I am a Retailer	A licensed cannabis retailer using the BLAZE platform. → See Sections 1, 2, 5, 6, 7, 8, and 9.
I am a Brand Advertiser	A licensed cannabis brand using BLAZE Brands to run advertising campaigns. → See Sections 1, 3, 5, 6, 7, 8, and 9.
I am a Consumer	A cannabis consumer shopping at a BLAZE-powered retailer. → See Sections 1, 4, 5, 6, 7, 8, and 9.
I am a Website Visitor	A visitor to blaze.me or any BLAZE-operated web property. → See Sections 1, 5, 6, 7, 8, and 9.

1. Overview and Scope

1.1 Who We Are

BLAZE Solutions, Inc. is a regulated retail technology company headquartered at 155 N. Riverview Dr., Suite 304, Anaheim Hills, CA 92808. We provide point-of-sale software, e-commerce tools, delivery management, analytics, and the BLAZE Brands retail media platform to regulated retailers and brand partners operating in jurisdictions where the commercial sale of regulated retail products is lawfully permitted.

1.2 Scope of This Policy

This Privacy Policy applies to personal information collected by BLAZE in connection with:

- The BLAZE software platform, including retail POS, e-commerce, delivery, kiosk, and analytics products;
- The BLAZE Brands retail media network, including sponsored placements, vendor-funded promotions, and associated data intelligence and analytics services;
- The blaze.me website and any other BLAZE-operated web properties; and
- Any other interactions with BLAZE, including customer support, sales inquiries, and marketing communications.

This policy does not apply to the privacy practices of cannabis retailers, brand advertisers, or other third parties that use the BLAZE platform. Each retailer and brand partner is responsible for their own privacy practices with respect to their customers and business contacts. BLAZE encourages you to review the privacy policies of any retailer or brand you interact with directly.

1.3 BLAZE Brands and the Three-Party Data Ecosystem

The BLAZE Brands platform creates a data ecosystem involving three distinct parties: licensed regulated retailers (“Retail Partners”), licensed regulated brands (“Brand Partners”), and the consumers who purchase regulated products at Retail Partner locations. Understanding how data flows among these parties is central to this policy. In plain terms:

- Retail Partners contribute anonymized, aggregated consumer transaction data to the BLAZE Brands platform under a Data Use Agreement.
- BLAZE processes that data to generate campaign performance analytics and market intelligence, which are made available to Brand Partners in anonymized, aggregated form only.
- No individually identifiable consumer information is shared with Brand Partners. Brand Partners receive data outputs, not consumer records.
- Consumers whose purchases contribute to platform analytics are protected by BLAZE’s anonymization and aggregation practices, and by the privacy rights described in Section 4 of this policy.

THIS SECTION APPLIES TO: RETAIL PARTNERS (LICENSED CANNABIS RETAILERS)

2. Privacy Practices for Retail Partners

2.1 Information We Collect from Retail Partners

When a regulated retailer creates a BLAZE account or uses our platform, we collect the following categories of information:

Data Category	Purpose	Retention
Account and contact information	Name, email, phone, business address, principal contact details, used to manage your account and deliver services.	Duration of account plus 7 years per California cannabis record requirements.
Business and license information	State and local business licenses, EIN, business formation documents, tax permits, required for KYC and regulatory compliance.	Duration of account plus 7 years minimum.
Payment and billing information	Credit card or bank account details (tokenized), billing history, subscription tier, used to process payments for platform services.	Duration of account plus applicable tax and financial record retention periods.
Platform usage data	Log data, feature usage patterns, session data, device identifiers for devices running BLAZE software, used	Up to 3 years from collection.

Data Category	Purpose	Retention
	to operate, maintain, and improve the platform.	
Support and communications	Records of support interactions, call recordings (with notice), email correspondence, used for quality assurance and dispute resolution.	Up to 3 years from collection.
Consumer transaction data (via BLAZE Brands)	For Retail Partners enrolled in BLAZE Brands: anonymized, aggregated POS records, basket data, loyalty signals, and inventory movement data contributed to the platform per the Data Use Agreement. See Section 2.3.	Per Data Use Agreement and applicable regulated products record retention law.

2.2 How We Use Retail Partner Information

We use the information collected from Retail Partners to:

- Provide, operate, maintain, and support the BLAZE platform and all subscribed products;
- Process payments and manage billing, subscriptions, and account administration;
- Comply with applicable state and federal cannabis regulations, including Know Your Customer (KYC) requirements and anti-money laundering obligations;
- Communicate with Retail Partners about platform updates, new features, and marketing communications (with opt-out available);
- Operate and improve the BLAZE Brands platform, including generating analytics and insights for Retail Partners who have opted into BLAZE Brands; and
- Enforce our Terms of Service and protect the legal rights of BLAZE and its users.

2.3 BLAZE Brands and Retailer Data

Retail Partners who have affirmatively opted into BLAZE Brands by executing an Order Form that includes BLAZE Brands as a selected service authorize BLAZE® to collect and process consumer transaction data from their point-of-sale systems for the purposes described in the Retail Partner Data Use Agreement. BLAZE Brands is not activated on a Retail Partner's account, and no consumer transaction data is collected for BLAZE Brands purposes, until a fully executed Order Form has been confirmed by BLAZE®. Key points:

- Consumer transaction data is anonymized and aggregated before being used in any Brand Partner-facing analytics output. Individual consumer records are not shared with Brand Partners.
- BLAZE uses consumer transaction data contributed by Retail Partners to generate Attribution Reports, Benchmarking Data, campaign performance reporting, and to train and improve the AI Optimization Layer.
- Retail Partners may withdraw from BLAZE Brands at any time by providing written notice to BLAZE® per the Retail Partner Addendum. Historical anonymized data already incorporated into platform outputs is not retroactively removed upon withdrawal.
- The full scope of data categories, processing purposes, security obligations, and retention terms applicable to BLAZE Brands data contribution is set forth in the Retail Partner Data Use Agreement, Schedule A.

2.4 Sharing of Retail Partner Information

We do not sell Retail Partner personal information. We may share Retail Partner information with:

- Service providers and subprocessors who assist us in delivering the platform (e.g., cloud hosting, payment processors, email providers), subject to confidentiality obligations;
- Regulatory authorities, law enforcement, or courts when required by applicable law, court order, or to protect BLAZE’s legal rights;
- Successor entities in connection with a merger, acquisition, or sale of all or substantially all of BLAZE’s assets, in which case Retail Partners will be notified; and
- With Retail Partner’s consent, third-party integration partners selected by the Retail Partner from the BLAZE partner directory.

As described in the existing BLAZE Terms of Service, BLAZE may share Retail Partner contact information (name, address, email, phone) with BLAZE’s third-party channel partners listed on our Partnership page for the purpose of facilitating potential business introductions. Retail Partners may opt out of such introductions by contacting privacy@blaze.me.

2.5 Retail Partner Rights

Retail Partners may contact privacy@blaze.me to request access to, correction of, or deletion of their personal information, subject to applicable legal retention requirements. California Retail Partners have additional rights under the CCPA/CPRA as described in Section 8 of this policy.

THIS SECTION APPLIES TO: BRAND PARTNERS (LICENSED CANNABIS BRAND ADVERTISERS)

3. Privacy Practices for Brand Partners

3.1 Information We Collect from Brand Partners

When a regulated retail product brand creates a BLAZE Brands account or uses our platform, we collect the following categories of information:

Data Category	Purpose	Retention
Account and contact information	Name, email, phone, business address, principal contact details, used to manage your account and deliver services.	Duration of account plus applicable legal retention periods.
Business and license information	State and local business licenses, business formation documents, used to verify eligibility and maintain regulatory compliance.	Duration of account plus applicable legal retention periods.
Payment and billing information	Credit card or bank account details (tokenized), billing history, campaign spend records, used to process campaign payments and generate Settlement invoices.	Duration of account plus applicable tax and financial record retention periods.
Campaign and creative data	Campaign Insertion Orders, Creative Assets, targeting parameters, flight dates, budget configurations, used to	Duration of account plus 3 years.

Data Category	Purpose	Retention
	deliver and measure advertising campaigns.	
Platform usage data	Log data, feature usage patterns, session data, used to operate, maintain, and improve the platform.	Up to 3 years from collection.
Support and communications	Records of support interactions, email correspondence, used for quality assurance and dispute resolution.	Up to 3 years from collection.

3.2 How We Use Brand Partner Information

We use the information collected from Brand Partners to:

- Create and manage Brand Partner accounts and deliver BLAZE Brands platform services;
- Process Campaign Insertion Orders, serve advertising campaigns on Retail Media Inventory, and generate campaign performance reporting;
- Calculate and process billing for media spend, flat-fee sponsorships, and Funded Promotion Settlement invoices;
- Provide Attribution Reports and Benchmarking Data outputs in anonymized, aggregated form;
- Verify Brand Partner licensing and eligibility in each Targeted Jurisdiction;
- Communicate with Brand Partners about platform updates, campaign performance, and marketing communications; and
- Enforce our Terms of Service and protect the legal rights of BLAZE and its users.

3.3 Data Brand Partners Receive — No Consumer PII

Brand Partners receive analytics outputs through the BLAZE Brands platform, including Attribution Reports and Benchmarking Data. These outputs are derived from consumer transaction data contributed by Retail Partners and processed by BLAZE. Critical points for Brand Partners:

- All analytics outputs are anonymized and aggregated. No individually identifiable consumer information is included in any data product delivered to Brand Partners.
- Brand Partners may not attempt to re-identify individual consumers from any analytics output received through the platform.
- Brand Partners may not combine BLAZE Brands analytics outputs with other data sources for the purpose of re-identification.
- Brand Partners are contractually bound by the data use restrictions in the Brand Partner Terms of Service. Use of analytics outputs beyond those restrictions constitutes a breach of the Brand Partner agreement.

3.4 Sharing of Brand Partner Information

We do not sell Brand Partner personal information. We may share Brand Partner information with:

- Service providers and subprocessors who assist us in delivering the platform, subject to confidentiality obligations;
- Retail Partners, solely to the extent necessary to facilitate campaign delivery (e.g., informing a Retail Partner that a specific Brand Partner's campaign has been approved for their inventory);
- Regulatory authorities, law enforcement, or courts when required by applicable law or to protect BLAZE's legal rights; and
- Successor entities in connection with a merger, acquisition, or sale of all or substantially all of BLAZE's assets.

3.5 Brand Partner Rights

Brand Partners may contact privacy@blaze.me to request access to, correction of, or deletion of their personal information, subject to applicable legal retention requirements. California Brand Partners have additional rights under the CCPA/CPRA as described in Section 8.

THIS SECTION APPLIES TO: CONSUMERS (CANNABIS SHOPPERS AT BLAZE-POWERED RETAILERS)

4. Privacy Practices for Consumers

4.1 BLAZE's Role with Respect to Consumer Data

When you shop at a cannabis retailer that uses BLAZE's point-of-sale, e-commerce, kiosk, or delivery products, BLAZE processes certain transaction data on behalf of that retailer as a technology service provider. The retailer — not BLAZE — is your primary data controller and is responsible for informing you about their data practices through their own privacy policy.

In connection with the BLAZE Brands retail media platform, BLAZE also processes anonymized, aggregated consumer transaction data to generate advertising analytics for participating brands. This section explains how BLAZE handles consumer data in both capacities, what protections are in place, and what rights you have.

4.2 What Consumer Data BLAZE Processes

Through our point-of-sale and e-commerce products, BLAZE may process the following categories of consumer data on behalf of participating retailers:

- Identification and age verification data, including name, date of birth, and government-issued ID number, collected by retailers to comply with cannabis age-verification requirements;
- Contact information, including email address and phone number, if provided for order confirmation, delivery, or loyalty program enrollment;
- Purchase transaction records, including products purchased, quantities, prices, discounts applied, and payment method type (not full payment credentials);
- Delivery information, including delivery address and signature confirmation, for retailers using BLAZE's delivery product;
- Loyalty program data, including enrollment status, points balance, and redemption history, for retailers using BLAZE's loyalty features; and
- Device and session data, including IP address, device type, and browsing behavior on BLAZE-powered online menus, for retailers using BLAZE's e-commerce products.

4.3 How Consumer Data Is Used in BLAZE Brands

For retailers enrolled in BLAZE Brands, BLAZE also processes consumer transaction data to generate advertising analytics. This use is subject to the following protections:

- **Consumer transaction records are anonymized before being used in any analytics output. Individually identifiable information — including name, contact details, and government ID — is excluded from all BLAZE Brands processing.**

- **Analytics outputs delivered to Brand Partners are aggregated across multiple transactions and multiple consumers. No Brand Partner receives a record corresponding to a single identifiable consumer.**
- **BLAZE does not sell personally identifiable consumer information to Brand Partners or any other third party.**
- **Consumer transaction data is used solely for the purposes described in this policy and in the applicable Retail Partner Data Use Agreement. BLAZE does not use consumer transaction data to build individual consumer profiles for behavioral advertising outside the BLAZE Brands platform ecosystem.**

4.4 Sponsored Content on Retailer Properties

When you browse a BLAZE-powered online menu, kiosk, or mobile app, you may see sponsored product listings or promotional offers funded by cannabis brands through the BLAZE Brands platform. These placements are:

- Clearly labeled as sponsored or promoted content;
- Served exclusively within age-verified, BLAZE-operated or BLAZE-integrated environments;
- Not served on general-audience websites, social media platforms, or any non-cannabis-specific digital property; and
- Subject to BLAZE's content standards, which prohibit advertising designed to appeal to minors and require compliance with applicable cannabis advertising laws.

4.5 Consumer Rights with Respect to BLAZE Brands Data — Scope and Limitations

This section explains what privacy rights consumers have with respect to the data BLAZE processes in connection with BLAZE Brands, and where those rights are limited by California regulations. We are committed to being accurate about both what your rights are and where they are constrained by law, rather than implying protections that cannabis regulations do not permit.

The cannabis regulatory retention requirement and its effect on your rights. California cannabis regulations (California Business and Professions Code § 26160 and California Department of Cannabis Control regulations) require licensed cannabis retailers to retain transaction records — including records that identify the consumer — for a minimum of seven (7) years from the date of the transaction, and to make those records available for inspection by regulatory authorities upon request. This obligation is imposed on retailers as a condition of their cannabis license and cannot be waived or overridden by consumer privacy requests. BLAZE processes these records on behalf of retailers as a technology service provider and is likewise subject to applicable record retention requirements.

What this means for your right to deletion. The CPRA right to deletion is subject to an explicit exception where retention is “necessary for the business or service provider to comply with a legal obligation.” Cannabis transaction records that are required to be retained under California law fall squarely within this exception. If you submit a deletion request for cannabis transaction records, BLAZE and the applicable retailer cannot honor that request for the duration of the applicable regulatory retention period — currently a minimum of seven (7) years from the transaction date. We will inform you of this limitation in our response to your request. Deletion of other personal information BLAZE holds about you (such as account contact information or website usage data not subject to cannabis retention requirements) may be honored separately.

- **What the Do Not Share right covers — and what it does not.** The CPRA gives California residents the right to opt out of the “sharing” of their personal information for cross-context behavioral advertising. In the BLAZE Brands context, this right applies to BLAZE's use of consumer transaction data to generate advertising analytics for Brand Partners — a secondary use that goes beyond what cannabis regulations require. It does not apply to the underlying

transaction record, which must be retained regardless of any opt-out request. Importantly, because BLAZE processes only anonymized, aggregated outputs for Brand Partners — not individual consumer records — the practical effect of a Do Not Share request is that BLAZE will use commercially reasonable efforts to exclude that consumer's transaction signals from future aggregation for BLAZE Brands analytics purposes. BLAZE cannot retroactively remove a consumer's contribution from analytics outputs that have already been generated, because the aggregation and anonymization process makes individual contributions non-separable from the aggregate dataset.

- **How to submit a Do Not Share request.** California residents who wish to opt out of the use of their transaction data for BLAZE Brands advertising analytics may submit a request using any of the following methods: (a) email privacy@blaze.me with subject line "Do Not Share My Personal Information"; (b) use the web form at blaze.me/privacy-opt-out; or (c) contact the retailer where you shop directly, as the retailer is the primary controller of your transaction data. Because BLAZE's relationship with consumers is indirect, submitting a request through your retailer may be the most effective path.
- Mail: BLAZE Solutions, Inc., Attn: Privacy, 155 N. Riverview Dr., Suite 304, Anaheim Hills, CA 92808.

How BLAZE responds to Do Not Share requests. Upon receiving a verifiable Do Not Share request, BLAZE will use commercially reasonable efforts to exclude the requesting consumer's transaction signals from future BLAZE Brands analytics aggregation within forty-five (45) days of verification. BLAZE will confirm in writing what steps have been taken and will clearly identify any aspects of the request that cannot be honored due to the cannabis regulatory retention requirement or the technical limitations of the anonymization and aggregation process.

Opting out does not affect your ability to shop. Submitting a Do Not Share request or a deletion request does not affect your ability to purchase cannabis products at any retailer, use loyalty programs, place delivery orders, or access any other service provided by the retailer or by BLAZE on the retailer's behalf. BLAZE will not discriminate against you for exercising any privacy right.

4.6 Children's Privacy

BLAZE's platform is designed exclusively for use in connection with the lawful purchase of cannabis products by adults aged 21 or older (or 18 or older where applicable state law permits adult-use cannabis at that age). All BLAZE-powered consumer touchpoints are served within age-verified environments. BLAZE does not knowingly collect personal information from individuals under the age of 18. If BLAZE becomes aware that personal information has been collected from an individual under 18, BLAZE will delete such information as promptly as reasonably practicable. To report a concern, contact privacy@blaze.me.

5. Website Visitors and Marketing Contacts

5.1 Information Collected from Website Visitors

When you visit blaze.me or any other BLAZE-operated website, we may collect:

- Device and browser information, including IP address, browser type, operating system, and referring URL, collected automatically through standard web server logs and analytics tools;
- Cookie and tracking data, as described in Section 5.3; and
- Contact information you voluntarily submit through demo request forms, contact forms, newsletter sign-ups, or other web forms.

5.2 How We Use Website Visitor Information

We use website visitor information to operate and improve our website, understand how visitors interact with our content, respond to inquiries and demo requests, and deliver marketing communications to contacts who have opted in. We do not sell website visitor personal information.

5.3 Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your browsing experience and collect analytics data. The categories of cookies we use include:

- Strictly necessary cookies, which are required for the website to function and cannot be disabled;
- Analytics cookies, which help us understand how visitors use our website (e.g., Google Analytics); and
- Marketing cookies, which are used to deliver relevant advertising and track the effectiveness of marketing campaigns.

You can control cookie settings through your browser settings or, where available, through our cookie consent tool. Disabling analytics or marketing cookies will not affect your ability to access or use the BLAZE website. California residents have additional rights with respect to cookies and tracking technologies that constitute “sharing” of personal information under the CPRA. See Section 8.

6. Data Security

6.1 Security Program

BLAZE maintains an information security program designed to protect personal information against unauthorized access, disclosure, alteration, destruction, or loss. Our security practices include:

- Encryption of data in transit using TLS and at rest using AES-256 encryption or equivalent;
- Access controls limiting access to personal information to personnel with a legitimate need;
- SOC 2 Type II certification, reflecting independent third-party validation of our security controls;
- Regular vulnerability assessments and penetration testing;
- Incident response procedures enabling prompt detection, containment, and notification of security incidents; and
- Vendor management controls requiring BLAZE’s subprocessors to maintain security standards consistent with our obligations.

6.2 Security Incident Notification

In the event of a security incident affecting personal information, BLAZE will notify affected individuals and regulatory authorities as required by applicable law. Notification will include a description of the nature of the incident, the categories of information affected, and the steps BLAZE has taken or is taking to address it. Retailers and Brand Partners will be notified promptly per their respective agreements. Consumer notifications will be coordinated with the applicable Retail Partner where BLAZE’s relationship with the consumer is indirect.

6.3 No Guarantee of Absolute Security

No information security program can guarantee absolute security. BLAZE cannot warrant that personal information will never be accessed, disclosed, or altered without authorization. We encourage all platform users to maintain strong passwords, report suspected unauthorized access, and take reasonable precautions to protect their own account security.

7. Data Retention

BLAZE retains personal information for as long as necessary to fulfill the purposes for which it was collected, to comply with applicable legal and regulatory retention obligations, and to resolve disputes and enforce our agreements. Key retention principles:

- Retailer account information and business records are retained for the duration of the account relationship plus a minimum of seven (7) years, as required by California cannabis record retention regulations.
- Cannabis transaction records — including records that identify individual consumers — are subject to a mandatory minimum retention period of seven (7) years under California Business and Professions Code § 26160 and California Department of Cannabis Control regulations. This requirement applies to BLAZE as a technology service provider and to each licensed cannabis retailer. Consumer deletion requests cannot be honored with respect to these records during the applicable retention period, regardless of any privacy rights request. BLAZE will inform consumers of this limitation in response to any deletion request.
- BLAZE Brands analytics outputs — which are anonymized and aggregated — are retained for as long as necessary to support platform analytics and may not be subject to individual deletion requests given their non-identifiable nature.
- Brand Partner campaign records and billing data are retained for the duration of the account plus applicable tax and financial record retention periods.
- Website visitor data and marketing contact data are retained for up to three (3) years from the last interaction, or until opt-out or deletion is requested.

Where retention is required by California regulations, other applicable law, or court or regulatory order, BLAZE is legally prohibited from deleting personal information prior to the expiration of the required retention period, even upon request. This is not a discretionary business decision — it is a legal obligation. BLAZE will inform requesters of any applicable retention limitations in response to deletion requests and will identify any other personal information not subject to mandatory retention that may be separately deleted upon request.

8. California and State Privacy Rights

8.1 California Privacy Rights Act (CPRA) and CCPA

California residents have the following rights with respect to their personal information under the California Consumer Privacy Act as amended by the California Privacy Rights Act (collectively, “CCPA/CPRA”):

Right to Know	You have the right to request information about the categories and specific pieces of personal information BLAZE has collected about you, the sources of that information, the purposes for which it is used, and the categories of third parties with whom it is shared.
You have the right to request deletion of personal information BLAZE has collected about you, subject to applicable exceptions. Importantly, cannabis transaction records are subject to a mandatory minimum seven (7) year	You have the right to request deletion of personal information BLAZE has collected about you, subject to applicable exceptions including legal retention requirements. As noted in Section 7, California cannabis regulations require retention of certain records for a minimum of seven years.

retention requirement under California cannabis regulations (Bus. & Prof. Code § 26160 and DCC regulations). Deletion requests cannot be honored with respect to these records during the applicable retention period. BLAZE will inform you of this limitation in response to any deletion request and will identify any other personal information not subject to the retention requirement that may be separately deleted.	
Right to Correct	You have the right to request correction of inaccurate personal information BLAZE maintains about you.
Right to Opt Out of Sale or Sharing	You have the right to opt out of the sharing of your personal information for cross-context behavioral advertising. In the BLAZE Brands context, this right applies to the secondary use of your transaction data for advertising analytics — not to the underlying transaction record, which must be retained under cannabis regulations regardless of any opt-out request. Because BLAZE processes only anonymized, aggregated outputs for Brand Partners, honoring this right means excluding your transaction signals from future analytics aggregation on a prospective basis. See Section 4.5 for full details on the scope and limitations of this right.
Right to Limit Use of Sensitive Personal Information	You have the right to limit BLAZE's use of sensitive personal information (as defined under CPRA) to the purposes for which it was collected, where applicable.
Right to Non-Discrimination	BLAZE will not discriminate against you for exercising any of your privacy rights. Exercising your rights will not result in denial of services, different prices, or reduced quality of services.

8.2 Do Not Sell or Share My Personal Information

BLAZE does not sell personal information in exchange for monetary consideration. In connection with BLAZE Brands, BLAZE processes consumer transaction data to generate advertising analytics for Brand Partners. To the extent this constitutes “sharing” of personal information for cross-context behavioral advertising under CPRA, California residents have the right to opt out of that secondary use. However, this right is subject to an important limitation: cannabis transaction records must be retained for a minimum of seven (7) years under California cannabis regulations, regardless of any opt-out request. The Do Not Share right applies prospectively to the use of your transaction signals in BLAZE Brands analytics aggregation — it does not and cannot require deletion or removal of the underlying regulated transaction record, nor can it retroactively remove your contribution from analytics outputs already generated. See Section 4.5 for a full explanation of the scope and practical effect of this right.

To exercise your Do Not Share right with respect to BLAZE Brands advertising analytics:

- Submit a request via our web form at [blaze.me/privacy-opt-out];
- Email privacy@blaze.me with subject line “Do Not Share My Personal Information”; or

- Contact your cannabis retailer directly, as the retailer is the primary controller of your transaction data and may be able to action your request at the source.

8.3 How to Submit a Privacy Rights Request

To submit any privacy rights request described in this Section 8, California residents may:

- Use the web form at [blaze.me/privacy-request];
- Email privacy@blaze.me with a description of the request and sufficient information for BLAZE to verify your identity; or
- Mail a written request to BLAZE Solutions, Inc., Attn: Privacy, 155 N. Riverview Dr., Suite 304, Anaheim Hills, CA 92808.

BLAZE will respond to verifiable consumer requests within forty-five (45) days of receipt. In certain circumstances, we may extend this period by an additional forty-five (45) days with written notice. We may need to verify your identity before processing your request and will inform you of any verification requirements.

8.4 Authorized Agents

California residents may designate an authorized agent to submit privacy rights requests on their behalf. Authorized agent requests must be accompanied by written authorization from the California resident and may require additional verification. To designate an authorized agent, contact privacy@blaze.me.

8.5 Other State Privacy Rights

Residents of Colorado, Virginia, Connecticut, Texas, and other states with applicable consumer privacy laws may have similar rights to access, correct, delete, and opt out of certain uses of their personal information. BLAZE will honor requests from residents of any state that has enacted a comprehensive consumer privacy law to the extent required by that law. Residents of these states may submit requests using the same methods described in Section 8.3.

9. General Provisions

9.1 Third-Party Links and Services

Our website and platform may contain links to third-party websites or integrations with third-party services. BLAZE is not responsible for the privacy practices of any third party. We encourage you to review the privacy policies of any third-party service you access through our platform. Third-party brand websites, retailer websites not built on BLAZE Sites, and partner platforms are not governed by this policy.

9.2 Changes to This Policy

BLAZE may update this Privacy Policy from time to time to reflect changes in our practices, platform features, or applicable law. When we make material changes, we will provide notice by posting the updated policy at blaze.me/privacy-policy and, where required by law or where we have a direct relationship with the affected party, by sending email notice to the relevant account holders. The effective date at the top of this policy reflects the date of the most recent revision. Your continued use of our platform or services after the effective date of any revised policy constitutes your acceptance of the revised terms.

9.3 Contact Information

For privacy-related inquiries, requests, or concerns, please contact BLAZE's Privacy team at:

- Email: privacy@blaze.me
- Mail: BLAZE Solutions, Inc., Attn: Privacy, 155 N. Riverview Dr., Suite 304, Anaheim Hills, CA 92808
- Web: blaze.me/privacy-request

BLAZE will respond to all verifiable privacy inquiries within the timeframes required by applicable law and will make reasonable efforts to resolve concerns promptly and in good faith.

9.4 Governing Law

This Privacy Policy is governed by the laws of the State of California. Any disputes arising from this policy shall be resolved in accordance with the dispute resolution provisions of the applicable BLAZE platform agreement, or, for consumers without a direct BLAZE agreement, in the courts of competent jurisdiction in Orange County, California.

Amendment Log

This table records material amendments to this Privacy Policy for reference.

Version	Effective Date	Summary of Changes
2.0	August 1, 2026	Complete replacement of prior Privacy Policy. Added BLAZE Brands data flows, three-party ecosystem disclosure, CPRA Do Not Share opt-out mechanism, audience-specific sections for Retail Partners, Brand Partners, and Consumers, and state privacy rights table.
1.0	August 27, 2025	Original Privacy Policy (superseded by this version).