

Bumble California Notice at Collection

Welcome to the Bumble Privacy Notice at Collection! This Notice explains how we collect, store, protect, and share your information, and with whom we share it. Please note that not all of the items listed below may be relevant to you. For example, we would not have your financial information, unless you made a purchase from us.

1. Categories of Personal Information

When accessing or using Bumble on the website or App, we may collect the following categories of “personal information,” and “sensitive personal information” as defined by the California Consumer Privacy Act (CCPA) (as amended):

- A. Identifiers, such as name and location;
- B. Personal information, as defined in the California customer records law, such as contact (including email and telephone number) and financial information;
- C. Characteristics of protected classifications under California or federal law (if you choose to provide them), such as age, gender identity, marital status, sexual orientation, race, ancestry, national origin, religion, and medical conditions;
- D. Commercial information, such as transaction information and purchase history;
- E. Biometric information;
- F. Internet or network activity information, such as browsing history and interactions with our Sites and App;
- G. Geolocation data, such as mobile device location;
- H. Audio, electronic, visual and similar information, such as photos and videos;
- I. Professional or employment-related information, such as work history and prior employer;
- J. Non-public education information; and
- K. Inferences drawn from any of the personal information listed above to create a profile or summary about, for example, an individual’s preferences and characteristics.

The categories of sensitive personal information are account log-in and password, financial data, or other credentials allowing access to your account, biometric information, and any other sensitive personal information you may provide in your account or post about yourself.

2. Purposes for Collection

- A. To provide you with the Bumble social networking service
- B. To facilitate networking opportunities on the Bumble App
- C. To verify your identity and prevent fraud and to ensure the safety and security of Users
- D. To take payment for premium services (not applicable for Users making payments via the Apple App Store)
- E. To send you marketing information about our events, offers and services
- F. To carry out research and analysis to help us improve the App and to test new technologies and processes designed to enhance and improve the App/Sites
- G. To respond to correspondence and queries that you submit to us, including social media queries
- H. To investigate and block Users for reported infringements of our Terms and Conditions of Use
- I. To improve your experience on the App
- J. To enable Users to create and enhance their Bumble profile and log into the App via third party accounts
- K. To block payment transactions as part of our anti-fraud procedures
- L. To serve promo cards and advertisements on the App
- M. To serve advertisements on third party networks and measure the effectiveness of such ads
- N. To contact you in order to run surveys for research purposes and to obtain feedback, and to find out if you want to take part in marketing campaigns
- O. To enable video and audio call functions, and the sending of images and video
- P. To defend legal claims, protect legal rights and to protect people from harm

3. Selling or Sharing Personal Information

The CCPA requires businesses that “sell” personal information, as the term “sell” is defined under the CCPA, to provide an opt-out from such sales. Some people have taken the position that when a website uses third parties’ cookies or similar technology for its own analytics or advertising purposes, the website is engaged in a “sale” under the CCPA if the third parties have some ability to use, disclose or retain the data to improve their service or to take steps beyond the most narrowly drawn bounds of merely providing their service to the website/app. Some take this position even when the website pays the third party (not vice versa), and in most cases merely provides the third party with an opportunity to collect data directly, instead of providing personal information to the third party. As part of these analytics and advertising services, these technologies may access identifiers (like IP addresses), internet or other electronic network activity information (like information regarding an individual’s browsing interactions on our Services), and commercial information (like the fact that a browser visited a page directed to people who are considering the use of our Services) to those sorts of companies. While we do not believe these are “sales” as that term is defined under the CCPA, you can opt out of this activity. You can opt out of these activities by visiting this link: [Do Not Sell Or Share My Personal Information](#).

The CCPA also requires businesses that “share” personal information to provide an opt out from such sharing. Under the CCPA, “sharing” is defined as the targeting of advertising to a consumer based on that consumer’s personal information obtained from the consumer’s activity across websites. We “share” information for these purposes to provide more relevant and tailored advertising to you regarding our Services. As part of this advertising, we may “share” identifiers (like IP addresses and email addresses), internet or other electronic network activity information (like information regarding an individual’s browsing interactions on our Site), and commercial information (like the fact that a browser visited a page directed to people who are considering a subscription to the Services) with advertising platforms and advertising networks. You can opt out of any activities that may be considered selling or sharing by clicking “Do Not Sell Or Share My Personal Information” on the bottom of the website homepage or in the Privacy Settings on the app.

4. Data Retention

We keep your personal information only as long as we need it for the legal basis relied upon and as permitted by applicable law.

5. Privacy Policy

You can read Bumble's full privacy policy by going to: www.bumble.com/privacy