



PRIVACY POLICY

Effective Date: February 1, 2026

This Privacy Policy (“Policy”) describes how Something New LA LLC, a California limited liability company doing business as Something New (“Something New,” “Company,” “we,” “us,” or “our”), collects, uses, maintains, protects, and discloses information relating to identified or identifiable individuals (“Personal Information”).

This Policy applies to Personal Information collected through: (i) our website and related online services (the “Site”); (ii) in-person events, conferences, activations, and similar experiences operated or hosted by the Company (“Events”); and (iii) any other interactions you may have with us in connection with our business.

By accessing or using the Site, attending an Event, or otherwise providing Personal Information to us, you acknowledge that you have read, understood, and agree to the terms of this Policy.

1. COMPANY INFORMATION

Something New LA LLC (dba Something New)

1108 11th Street

Santa Monica, California 90403

United States

Email: try@somethingnew.rsvp

2. SCOPE

This Policy governs Personal Information collected by the Company in the course of providing its services. This Policy does not apply to information collected by third parties not owned or controlled by the Company, including third-party websites, platforms, applications, or services that may be linked to or accessible from the Site.

3. CATEGORIES OF PERSONAL INFORMATION COLLECTED

3.1 Information You Provide Voluntarily

We may collect Personal Information that you voluntarily submit, including without limitation: name, email address, telephone number, mailing address, company affiliation, professional details, registration or participation information, and information provided through forms, surveys, communications, or inquiries.

3.2 Information Collected in Connection with Events

In connection with Events, we may collect Personal Information including registration and check-in information, business card exchanges, feedback responses, attendee engagement data, and information provided during on-site conversations or programming.



3.3 Payment Information

The Company may accept payments via check, ACH transfer, and credit card. Credit card payments are processed through Square, a third-party payment processor. The Company does not store full credit card numbers on its systems.

3.4 Automatically Collected Information

When you access or interact with the Site, we may automatically collect technical and usage information such as IP address, browser type, device identifiers, operating system, pages viewed, approximate location derived from IP address, and cookies or similar tracking technologies.

4. USE OF PERSONAL INFORMATION

The Company may use Personal Information for purposes including providing and improving services, responding to inquiries, processing transactions, facilitating Events, sending communications, maintaining security, conducting analytics, and complying with legal obligations.

5. DISCLOSURE OF PERSONAL INFORMATION

The Company does not sell Personal Information.

5.1 Sponsors, Partners, and Event Organizers (Opt-In Consent Required)

Certain Events and programs may involve collaboration with sponsors, partners, or third-party organizers (“**Event Partners**”). In connection with such Events, the Company may disclose certain Personal Information, including name, email address, and company affiliation, to Event Partners for purposes reasonably related to the applicable Event, including event administration, attendee engagement, and follow-up communications. By registering for or attending an Event, or otherwise providing Personal Information in connection with an Event, you acknowledge and agree that such information may be shared with Event Partners as described in this Policy.

5.2 Service Providers

The Company may disclose Personal Information to service providers performing services on our behalf, including payment processing, event management, communications, hosting, and analytics.

5.3 Legal Compliance; Protection of Rights

The Company may disclose Personal Information as necessary to comply with law, enforce agreements, protect rights and safety, or prevent fraud.

5.4 Business Transfers

Personal Information may be transferred in connection with a merger, acquisition, reorganization, or sale of assets.

6. COOKIES AND TRACKING TECHNOLOGIES

The Company may utilize cookies and similar technologies to operate and improve the Site. You may refuse cookies through browser settings, though some functionality may be impaired.



7. DATA RETENTION

The Company retains Personal Information for as long as reasonably necessary to fulfill the purposes described herein, including compliance with legal and regulatory obligations.

8. DATA SECURITY

The Company maintains reasonable safeguards designed to protect Personal Information; however, no system can be guaranteed completely secure.

9. YOUR RIGHTS AND CHOICES

You may opt out of marketing communications, decline Event Partner disclosures, and request access, correction, or deletion of Personal Information by contacting try@somethingnew.rsvp.

10. CALIFORNIA PRIVACY RIGHTS

California residents may have rights under the CCPA. The Company does not sell Personal Information as defined under California law.

11. THIRD-PARTY WEBSITES

The Site may contain links to third-party services. The Company is not responsible for third-party privacy practices.

12. CHANGES TO THIS POLICY

The Company reserves the right to modify this Policy at any time. Changes are effective upon posting.

13. CONTACT INFORMATION

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