

PRIVACY POLICY

Effective Date: June 12, 2026

Last Updated: June 12, 2026

This Privacy Policy ("Policy") describes how Something New LA LLC (d/b/a "Something New," "Company," "we," "us," or "our") collects, uses, discloses, retains, and otherwise processes Personal Information in connection with our websites, online services, events, and related business activities.

1. WHO WE ARE

Something New LA LLC

d/b/a Something New

1108 15th Street

Santa Monica, CA 90403

USA

Email: try@somethingnew.rsvp

Webform: www.somethingnew.rsvp

Toll-Free Number: [424-256-1992]

General Contact: try@somethingnew.rsvp

2. SCOPE

This Policy applies to Personal Information collected through:

- (a) our website(s), landing pages, and related online services;
- (b) event registration pages, ticketing pages, and RSVP forms;
- (c) in-person events, workshops, conferences, activations, and similar experiences;
- (d) email, phone, text, and other communications with us; and
- (e) other interactions related to our services, programs, and business activities.

This Policy does not apply to information processed by third parties that are not acting on our behalf and that maintain their own privacy practices, except as expressly described in an event-specific or collection-specific notice.

3. DEFINITIONS

For purposes of this Policy:

"Personal Information" means information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household, as applicable under California law.

"Sensitive Personal Information" means Personal Information that is treated as sensitive under applicable California law.

"Sell," "Sale," "Share," "Sharing," "Service Provider," "Contractor," "Third Party," and similar capitalized terms have the meanings assigned by applicable California law where those terms are used in this Policy.

4. NOTICE AT COLLECTION

At or before the point at which we collect Personal Information, we provide or make available notice of:

- (a) the categories of Personal Information collected;
- (b) the purposes for which the categories are collected or used;
- (c) whether the categories are sold or shared, if applicable; and
- (d) the retention period for each category, or if that is not possible, the criteria used to determine retention.

A summary of those practices appears in Schedule A and Schedule B to this Policy.

If you submit information through a webform, RSVP form, ticketing page, event registration page, offline sign-up form, or similar collection point, you should review any notice presented there because it may supplement this Policy.

5. CATEGORIES OF PERSONAL INFORMATION WE COLLECT

We may collect the categories of Personal Information listed in Schedule A, which may include, where applicable:

- (a) identifiers and contact information;
- (b) professional or employment-related information;
- (c) customer communications and correspondence;
- (d) transaction and payment-related information;
- (e) internet or other electronic network activity information;
- (f) device and browser information;
- (g) event registration, attendance, participation, and engagement information;
- (h) survey, feedback, and preference information;
- (i) geolocation information derived from IP address or device settings;
- (j) audiovisual information such as event photos, videos, or recordings; and
- (k) inferences drawn from the above categories.

6. SOURCES OF PERSONAL INFORMATION

We may collect Personal Information:

- (a) directly from you;
- (b) automatically when you interact with our website, emails, or online services;
- (c) from service providers acting on our behalf;
- (d) from event partners, co-hosts, or sponsors, where disclosed;
- (e) from payment processors and ticketing or event-management platforms;
- (f) from analytics, advertising, or marketing providers;
- (g) from publicly available sources; and
- (h) from other third parties as described in Schedule A.

7. PURPOSES FOR WHICH WE COLLECT, USE, AND DISCLOSE PERSONAL INFORMATION

We may collect, use, retain, and disclose Personal Information for the purposes described in Schedule A, including to:

- (a) provide, operate, maintain, and improve our website, services, and events;
- (b) process registrations, RSVPs, waitlist entries, purchases, and transactions;
- (c) communicate about events, services, updates, and customer support;
- (d) administer promotions, surveys, and offers;
- (e) measure website traffic, usage, and performance;
- (f) detect, prevent, and respond to fraud, abuse, security incidents, and unlawful activity;
- (g) comply with legal obligations and enforce our policies and agreements;
- (h) maintain records and internal business operations;
- (i) personalize content, analyze marketing performance, and build audience segments; and
- (j) carry out other disclosed purposes that are reasonably necessary and proportionate to the context of collection or otherwise permitted by law.

8. DISCLOSURE OF PERSONAL INFORMATION

We may disclose Personal Information to the following categories of recipients:

- (a) service providers and contractors that process Personal Information on our behalf;
- (b) payment processors, event-management platforms, ticketing platforms, and communications providers;
- (c) professional advisers, auditors, insurers, and financing or transaction counterparties;
- (d) law enforcement, regulators, courts, and governmental authorities where required or appropriate;
- (e) parties involved in an actual or proposed merger, acquisition, financing, reorganization, bankruptcy, or similar transaction; and
- (f) analytics, advertising, marketing, sponsor, co-host, or event-partner recipients as specifically described in this Policy, Schedule A, or a collection-specific notice.

For certain events, we may disclose attendee registration or participation information to an event partner, co-host, sponsor, or organizer where such disclosure is described at registration or in an event-specific notice. If California law requires an opt-out or other choice mechanism for that disclosure, we will provide it through the applicable registration flow or other legally sufficient method.

9. SALE, SHARING, TARGETED ADVERTISING, AND SIMILAR PROCESSING

We may disclose certain categories of Personal Information, such as identifiers, device information, online activity information, and similar information, to analytics, advertising, or marketing partners in ways that may constitute a sale or sharing under California law.

If you are a California resident, you may opt out of the sale or sharing of your Personal Information by:

- (a) using our “Privacy Requests” link at www.somethingnew.rsvp;
- (b) submitting a request using the methods in Section 14; and/or

(c) using a recognized opt-out preference signal that we process as described in this Policy.

10. COOKIES AND SIMILAR TECHNOLOGIES

We and our partners may use cookies, pixels, tags, web beacons, SDKs, local storage, and similar technologies for the following purposes:

- (a) site functionality and security;
- (b) analytics and measurement;
- (c) advertising, campaign attribution, and audience development;
- (d) and fraud prevention and site integrity

You may manage cookie preferences through www.somethingnew.rsvp where available. You may also control certain technologies through browser or device settings. Where we are required to provide an opt-out of sale or sharing, we provide that opt-out through the methods described in Section 9 and Section 14 and not solely through cookie settings.

11. RETENTION

We retain Personal Information for the periods set out in Schedule B or, if a fixed period cannot reasonably be stated in advance, according to the retention criteria stated in Schedule B.

We do not retain Personal Information for longer than is reasonably necessary and proportionate to the disclosed purpose for which it was collected, unless a longer retention period is required or permitted by law.

12. SECURITY

We maintain administrative, technical, organizational, and physical safeguards designed to protect Personal Information against unauthorized access, disclosure, alteration, and destruction.

No method of transmission or storage is completely secure. Accordingly, we cannot guarantee absolute security.

13. CALIFORNIA PRIVACY RIGHTS AND HOW TO EXERCISE THEM

If you are a California resident, and subject to applicable exceptions, you may have the right to:

- (a) know the categories of Personal Information we have collected about you;
- (b) access specific pieces of Personal Information we maintain about you;
- (c) correct inaccurate Personal Information;
- (d) request deletion of Personal Information;
- (e) opt out of the sale or sharing of Personal Information, if applicable;
- (f) limit the use or disclosure of Sensitive Personal Information, if applicable; and
- (g) not be discriminated against for exercising your privacy rights.

To exercise applicable rights, you or your authorized agent may submit a request by:

Email: try@somethingnew.rsvp

Webform: www.somethingnew.rsvp

Toll-Free Number: [424-256-1992]

Mail: 1108 15th Street, Santa Monica, CA 90403

14. RESPONSE TIMING

We will confirm receipt of a request to know, correct, or delete within 10 business days, unless we have already responded substantively.

We will respond to a verifiable request to know, correct, or delete within 45 calendar days of receipt. If reasonably necessary, we may extend the response period once by an additional 45 calendar days and will notify you if we do so.

We will process requests to opt out of sale or sharing as required by California law.

15. VERIFICATION AND AUTHORIZED AGENTS

For requests to know, correct, and delete, we will use a reasonable verification process based on the nature of the request and the sensitivity of the information involved.

We will try to verify your request by matching information you provide with information we already maintain. We will request additional information only if reasonably necessary to verify your identity or prevent fraud.

We do not require you to create an account to submit a privacy request.

For requests to opt out of sale or sharing, we do not require a verifiable consumer request, although we may ask for the information reasonably necessary to apply the request.

You may use an authorized agent to submit a request on your behalf. We may require proof that the agent is authorized to act for you and may also require you to verify your identity directly with us or confirm that you authorized the agent.

16. MARKETING COMMUNICATIONS

You may opt out of promotional emails by using the unsubscribe link in the email or by contacting us at [marketing@domain.com] or [privacy@domain.com]. Opting out of promotional messages will not prevent us from sending transactional, service, or event-related communications where permitted by law.

17. CHILDREN AND MINORS

Our website and services are not directed to children under 13, and we do not knowingly collect Personal Information online from children under 13 except as permitted by law.

If we have actual knowledge that we sell or share the Personal Information of a consumer under 16 years of age, we will do so only with the affirmative authorization required by California law.

If you believe we have collected Personal Information from a child contrary to applicable law, please contact us.

18. THIRD-PARTY SITES AND SERVICES

Our website or communications may link to or integrate with third-party sites, services, tools, or platforms. We are not responsible for the content, security, or privacy practices of third parties that are not acting on our behalf. We encourage you to review their privacy notices.

19. CHANGES TO THIS POLICY

We may update this Policy from time to time. If we make a material change, we will provide notice in a manner appropriate to the significance of the change and, where required by law, obtain any required consent.

The "Last Updated" date at the top of this Policy indicates when the current version became effective.

20. CONTACT US

If you have questions or concerns about this Policy or our privacy practices, contact us at:

Something New LA LLC

1108 15th Street Santa Monica CA 90403

Email: try@somethingnew.rsvp

Webform: www.somethingnew.rsvp

Toll-Free Number: 424-256-1992

SCHEDULE A

DATA MATRIX

A-1. Identifiers and Contact Information

Examples: name, email address, telephone number, mailing address, account or registration ID.

Sources: directly from you; website forms; customer communications; event and promotional sign-up forms.

Purposes: registrations; communications; marketing; customer support; partnership inquiries; sponsorship inquiries; event-related administration.

Recipient Categories: service providers; communications providers; analytics providers; advertising partners; customer relationship management and outreach platforms.

Sold or Shared: Yes. Certain identifiers may be disclosed to advertising and analytics partners for advertising attribution, audience measurement, audience development, and similar marketing purposes.

Retention: See Schedule B, Item B-1.

A-2. Professional or Business Information

Examples: employer, title, professional role, business contact data.

Sources: directly from you; business communications; publicly available sources; B2B data providers; Clay and similar enrichment services.

Purposes: networking; partnership evaluation; sponsorship evaluation; business development; marketing and outreach communications.

Recipient Categories: service providers; outreach platforms; communications providers.

Sold or Shared: No.

Retention: See Schedule B, Item B-2.

A-3. Transaction and Payment Information

Not Currently Collected.

A-4. Internet or Other Electronic Network Activity

Examples: IP address, browser type, pages viewed, referring URL, site interactions, session data, cookie identifiers.

Sources: automatically from your device or browser; cookies and similar technologies.

Purposes: website operation; analytics; fraud prevention; website performance measurement; advertising attribution; audience measurement; retargeting and marketing.

Recipient Categories: analytics providers; hosting providers; advertising partners; marketing technology providers.

Sold or Shared: Yes. Certain online activity information may be disclosed to analytics and advertising partners in ways that may constitute sharing under California law.

Retention: See Schedule B, Item B-4.

A-5. Device and Approximate Geolocation Information

Examples: device type, operating system, browser settings, approximate location derived from IP address.

Sources: automatically from your device or browser.

Purposes: analytics; security; fraud prevention; website optimization; localization.

Recipient Categories: hosting providers; analytics providers; advertising partners.

Sold or Shared: Yes. Certain device and related information may be disclosed to analytics and advertising partners for advertising attribution and audience measurement.

Retention: See Schedule B, Item B-5.

A-6. Registration, Participation, and Engagement Information

Examples: form submissions, game participation information, sign-up activity, marketing preferences, consent selections, survey responses.

Sources: directly from you; website forms; event staff.

Purposes: administration of experiences and promotions; communications; audience engagement; marketing; follow-up communications.

Recipient Categories: service providers; communications providers; co-hosts, sponsors, or partners where consent has been provided.

Sold or Shared: No, except where information is disclosed pursuant to your consent.

Retention: See Schedule B, Item B-6.

A-7. Communications and Correspondence

Examples: emails, inquiries, messages, support requests, and related communications.

Sources: directly from you.

Purposes: customer support; business communications; recordkeeping; legal compliance.

Recipient Categories: communications platforms; service providers; internal personnel.

Sold or Shared: No.

Retention: See Schedule B, Item B-7.

A-8. Audiovisual Information

Examples: photographs, video recordings, event footage, and promotional content.

Sources: directly from you; photographers; videographers; production vendors.

Purposes: marketing; promotion; documentation; archival purposes; social media and website content.

Recipient Categories: production vendors; hosting providers; marketing vendors.

Sold or Shared: No.

Retention: See Schedule B, Item B-8.

A-9. Inferences and Audience Segments

Examples: engagement indicators, audience segments, likely interests, inferred preferences, marketing audiences.

Sources: derived from website activity, communications, registrations, analytics data, and advertising platform data.

Purposes: business analytics; audience development; marketing optimization; campaign measurement.

Recipient Categories: analytics providers; advertising partners.

Sold or Shared: Yes. Certain inferred audience information may be disclosed through advertising and marketing technologies.

Retention: See Schedule B, Item B-9.

SCHEDULE B

RETENTION SCHEDULE

B-1. Identifiers and Contact Information

Retention Period: 24 months after the last meaningful interaction.

Criteria Alternative: Length of business relationship; unresolved inquiry; legal obligation; legal hold.

B-2. Professional or Business Information

Retention Period: 36 months after the last meaningful interaction.

Criteria Alternative: Active business development cycle; suppression or opt-out obligations.

B-3. Transaction and Payment Records

Not Currently Collected.

B-4. Analytics Identifiers and Cookie-Linked Records

Retention Period: Up to 13 months.

Criteria Alternative: Vendor settings; legal requirements; operational needs.

B-5. Device and Approximate Geolocation Data

Retention Period: Up to 12 months.

Criteria Alternative: Security monitoring; fraud prevention; operational requirements.

B-6. Registration, Participation, and Engagement Records

Retention Period: 36 months after collection.

Criteria Alternative: Repeat-event operations; marketing relationship; legal obligations.

B-7. Communications and Support Records

Retention Period: 24 months after closure of the matter.

Criteria Alternative: Open inquiry; legal hold; unresolved issue.

B-8. Audiovisual Records

Retention Period: Until no longer needed for promotional, archival, or business purposes.

Criteria Alternative: Contractual obligations; legal obligations; archival requirements.

B-9. Suppression Lists and Privacy Preference Records

Retention Period: As long as reasonably necessary to honor the request and maintain compliance records.

Criteria Alternative: Ongoing obligation not to contact, market to, sell, or share information.

SCHEDULE C

COOKIES AND SIMILAR TECHNOLOGIES

C-1. Strictly Necessary Technologies

Providers: Website hosting providers, content delivery providers, security providers, and infrastructure service providers.

Purpose: Site functionality, website security, fraud prevention, load balancing, session management, troubleshooting, and maintenance of website operations.

Required for Operation: Yes.

Choices Available: Browser and device settings may affect functionality and availability of certain website features.

C-2. Analytics Technologies

Providers: Google Analytics; Google Tag Manager.

Purpose: Traffic measurement, website performance analysis, user engagement analysis, site improvement, troubleshooting, conversion measurement, and reporting.

Required for Operation: No.

Choices Available: Browser settings, device settings, privacy controls, and applicable privacy rights requests submitted through the methods described in this Policy.

C-3. Advertising and Attribution Technologies

Providers: Google Ads; Meta Pixel; Google Tag Manager; RB2B and similar advertising, marketing, and attribution technology providers.

Purpose: Advertising attribution, campaign measurement, audience development, audience segmentation, remarketing, retargeting, lead identification, conversion tracking, and marketing optimization.

Required for Operation: No.

Choices Available: Privacy requests submitted through the methods described in this Policy, browser settings, device settings, advertising platform controls, and other privacy controls that may be available through participating providers.

C-4. Event, Registration, and Lead Collection Technologies

Providers: Website form providers, customer relationship management platforms, communications providers, and marketing automation providers.

Purpose: Registration processing, lead collection, contact management, communications, marketing administration, consent management, and related business operations.

Required for Operation: Yes.

Choices Available: Individuals may choose not to submit information through forms, although certain features, communications, or opportunities may not be available as a result.

C-5. Other Similar Technologies

Providers: Clay and similar business intelligence, enrichment, and prospecting providers.

Purpose: Business development, partnership evaluation, sponsorship outreach, audience development, prospect research, lead enrichment, and professional networking activities.

Required for Operation: No.

Choices Available: Individuals may opt out of marketing communications as described in this Policy and may exercise applicable privacy rights using the methods described herein.

SCHEDULE D

CALIFORNIA SUPPLEMENT

California residents may have the rights described in Section 13 of this Policy.

Requests may be submitted using:

Email: try@somethingnew.rsvp

Webform: www.somethingnew.rsvp

Mail: Something New LA LLC 1108 15th Street Santa Monica, California 90403 United States

We may sell or share the categories of Personal Information identified in Schedule A in ways that may constitute a sale or sharing under California law. California residents may opt out by:

- (a) submitting a request using the methods listed above;
- (b) using any privacy controls, preference centers, or privacy-choice mechanisms that we may make available from time to time; and
- (c) where supported by our systems and required by applicable law, using a recognized opt-out preference signal.

We may disclose identifiers, internet or other electronic network activity information, device information, approximate geolocation information, and inferences to analytics, advertising, and marketing partners for advertising attribution, audience development, campaign measurement, and related commercial purposes.

We do not knowingly sell or share the Personal Information of consumers under sixteen (16) years of age without the affirmative authorization required by applicable law.

We do not currently collect or use Sensitive Personal Information for purposes that require offering a right to limit the use or disclosure of Sensitive Personal Information under California law.