

Branch and CCPA

On January 1, 2020, the California Consumer Privacy Act of 2018 (CCPA) took effect. Building on the privacy foundation established through our GDPR compliance efforts, Branch is committed to ensuring that our services comply with CCPA.

We have created this CCPA resource page to help you understand the steps that Branch has taken regarding its own CCPA compliance, and the tools available to our customers to enable the use of Branch's services in a CCPA-compliant way.

In this guide, we have capitalized terms [defined by CCPA](#) so you can easily identify them.

The role of Branch under CCPA

How does CCPA apply to the relationship between Branch and its customers?

If you are using Branch services as a customer, there is an agreement between you and Branch that describes the services that Branch provides to you. This agreement may include order forms, exhibits, or addenda, and serves as your instruction to Branch to process personal data as part of Branch's performance of our services. For the purposes of CCPA, the data that Branch collects on behalf of its customers may include Personal Information.

In this context, if you are subject to CCPA, you are a Business and Branch is your Service Provider. Your sharing of Personal Information related to your end users with Branch, and Branch's collection of Personal Information related to your end users, are done to facilitate Branch's performance of its services that you contracted for.

Branch Will Never Sell Personal Information

Branch does not Sell Personal Information of your end users as defined under CCPA, or under any other circumstances. Pursuant to the terms of your agreement with Branch, you pay fees or other valuable consideration only in return for the services that Branch performs on your behalf. Branch does not receive from you, and you do not pay Branch, any monetary or other valuable consideration for making Personal Information available to Branch.

How Branch supports CCPA compliance for our customers

CCPA Addendum

Branch has updated its terms to codify our position as your Service Provider (as defined by CCPA). We've made our CCPA addendum available for review, which reflects our CCPA standards. This [California Privacy Addendum](#) supplements our agreement with you and confirms our commitment to not Sell Personal Information.

[California Privacy Addendum](#)

Handling Consumer Rights Requests

As a Business, it is your responsibility under CCPA to respond to requests relating to the Personal Information of your end users. It is at your sole discretion whether to accept or deny any request, and how to respond to the end user.

Verifiable Consumer Requests

When your end users exercise their rights under CCPA to obtain access to or delete certain Personal Information that Branch processes, Branch is committed to working with you to fulfill these requests, provided the request comes directly from you.

Branch will follow your instructions to delete Personal Information following a Verifiable Consumer Request as required under CCPA, unless Branch concludes that it is necessary for Branch to maintain such Personal Information for one or more permitted purposes under the CCPA (e.g., to detect fraudulent or illegal activity, or to prosecute those responsible for these activities), or Branch does not consider the information to be "Personal Information" (e.g., because it has been de-identified).

To submit a CCPA end-user request to our team, reach out to us through our data subject request portal and we will work with you to fulfill your end user's request. Please include in that request the end-user's advertising identifier (e.g., IDFA/GAID), and the date you received the end-user's request. For further information about how to submit CCPA requests to Branch on behalf of your end users, please click [here](#).

[Submit Request](#)

CCPA-Updated Privacy Policy

Branch's [privacy policy](#) reflects applicable disclosure requirements under CCPA. If you have any questions related to Branch's CCPA compliance efforts, please contact our Privacy Team at: privacy@branch.io.

How to make a request to Branch under CCPA

If you are a California resident and wish to exercise your CCPA rights, please click below to submit your request.

[Submit Request](#)

Other Resources

Data collected by Branch

Read our Privacy Policy for full details on the types of data Branch collects, and how we use each one to provide our services.

[Privacy Policy](#)

List of third-party vendors

We maintain a list of vendors that process personal data on Branch's behalf, and the purpose for which we share data with each of these vendors.

[Third Party Vendors](#)

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