

LA MARZ & CO

NOTICE AT COLLECTION

California Consumer Privacy Act (CCPA) / California Privacy Rights Act (CPRA) — Required Notice for California Residents

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This document is legally binding. Please read it carefully before purchasing or using any La Marz & Co product.

whop.com/la-marz-co | lamarzco.com

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■ NOTICE AT COLLECTION — CALIFORNIA RESIDENTS

This Notice at Collection is provided to California residents pursuant to the California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act of 2020 (CPRA), Cal. Civ. Code §1798.100 et seq. This notice describes the categories of personal information La Marz & Co collects, the purposes for which it is collected, and your rights as a California consumer. First published: May 2026 · Last updated: October 2026.

1. Who This Notice Applies To

This Notice at Collection applies to California residents who visit, access, or interact with La Marz & Co's website (lamarzco.com), Whop store (whop.com/la-marz-co), or any other La Marz & Co operated channel.

La Marz & Co is a Norwegian sole trader selling digital products globally. Although we are not established in California or the United States, we respect the privacy rights of California residents and provide this notice as a matter of good practice and to comply with the CCPA/CPRA to the extent it applies to our operations.

2. What This Notice Is

Under the CCPA/CPRA, businesses that collect personal information from California residents must provide a Notice at Collection — a clear statement of what personal information is collected and why — at or before the point of collection.

This notice is a summary. For full details of our data practices including your complete rights, data retention schedules, and breach notification procedures, please refer to our full Privacy Policy at lamarzco.com/privacy.

3. Categories of Personal Information We Collect

La Marz & Co collects the following categories of personal information, as defined under Cal. Civ. Code §1798.140:

Category	Examples	Collected?	Source
A — Identifiers	Name, email address, IP address	YES	Directly from you (including through our website contact form); automatically from your device; via Whop platform
B — Personal records	Purchase records, order history, messages you send us through our website contact form	YES	Via Whop platform at point of purchase; directly from you via our website contact form
C — Protected classification characteristics	Age (18+ verification only)	LIMITED	Implied by purchase (adults only)
D — Commercial information	Products purchased, transaction history	YES	Via Whop platform
E — Biometric information	Fingerprints, facial recognition	NO	Not collected
F — Internet / network activity	Browsing behaviour on lamarzco.com	YES (anonymised)	Automatically via Lovable platform analytics
G — Geolocation data	Precise GPS location	NO	Not collected. Country-level only via analytics.
H — Sensory data	Audio, visual recordings	NO	Not collected
I — Professional / employment information	Occupation, employer	NO	Not collected

Category	Examples	Collected?	Source
J — Education information	Educational records	NO	Not collected
K — Inferences	Profiles, preferences, behaviour	NO	Not derived
L — Sensitive personal information	See Section 7	NO	Not collected

Website contact form. When you use the contact form on lamarzco.com, we collect your name, email address and the content of your message (Categories A and B). We also store a scrambled (non-reversible) version of your IP address with your message, used only to prevent spam. Contact form messages are kept for 12 months from receipt and then deleted automatically.

4. Purposes for Collection & Use

La Marz & Co collects personal information for the following business and commercial purposes under Cal. Civ. Code §1798.140(e) and (f):

Purpose	Category of PI Used
Fulfilling your order and delivering digital products	A, B, D
Processing and managing payments (via Whop)	A, B, D
Providing customer support and responding to enquiries (including website contact form messages)	A, B
Preventing spam and abuse of our website contact form	A (scrambled IP value only)
Detecting and preventing fraud and security incidents	A, F
Analysing website usage to improve our services	F (anonymised only)
Complying with legal obligations and record-keeping	A, B, D
Enforcing our Terms of Service and EULA	A, B, D

We do not use personal information for automated decision-making or profiling that produces legal or similarly significant effects on consumers.

5. How Long We Retain Your Information

Data Type	Retention Period
Order and transaction records	Up to 7 years (Norwegian Accounting Act)
Customer support communications	Up to 3 years from last contact
Website contact form messages	12 months from receipt, then automatically deleted
Analytics data	Anonymised — retained per Lovable platform settings
IP address logs	Up to 90 days for security purposes
Cookie consent records	Up to 3 years

6. Do We Sell or Share Personal Information?

■ WE DO NOT SELL OR SHARE PERSONAL INFORMATION

La Marz & Co does NOT sell personal information to third parties. La Marz & Co does NOT share personal information with third parties for cross-context behavioural advertising purposes. We have not sold or shared personal information in the preceding 12 months.

We share personal information only with:

- Whop Marketplace Inc. — as a service provider for order processing and delivery
- Lovable — as a service provider for website hosting and analytics, storing website contact form messages, and sending contact form notification emails to us
- Law enforcement or regulators — where required by law

All service providers are contractually prohibited from using your personal information for their own purposes beyond providing services to us. This sharing is not a 'sale' or 'share' under the CCPA/CPRA.

7. Sensitive Personal Information

■ WE DO NOT COLLECT SENSITIVE PERSONAL INFORMATION

Under the CPRA, 'sensitive personal information' includes social security numbers, financial account details, precise geolocation, racial or ethnic origin, religious beliefs, biometric data, health information, and sexual orientation. La Marz & Co does not collect, process, or use any sensitive personal information as defined under Cal. Civ. Code §1798.140(ae). You do not need to submit a 'limit use of sensitive personal information' request.

8. Your California Privacy Rights

Right	What It Means	How to Exercise
Right to Know (§1798.100)	Know what personal information we collect, use, disclose, sell, or share	Submit a DATA REQUEST to contact@lamarzco.com
Right to Delete (§1798.105)	Request deletion of personal information we hold about you, subject to exceptions	Submit a DATA REQUEST to contact@lamarzco.com
Right to Correct (§1798.106)	Request correction of inaccurate personal information	Submit a DATA REQUEST to contact@lamarzco.com
Right to Opt-Out of Sale/Share (§1798.120)	Opt out of the sale or sharing of your personal information	Not applicable — we do not sell or share PI
Right to Limit Sensitive PI (§1798.121)	Limit use of sensitive personal information	Not applicable — we do not collect sensitive PI
Right to Non-Discrimination (§1798.125)	Not be discriminated against for exercising privacy rights	See Section 11
Right to Data Portability	Receive your personal information in a portable, machine-readable format	Submit a DATA REQUEST to contact@lamarzco.com

Verification: We will verify your identity before responding. Response time: acknowledgement within 10 business days, full response within 45 calendar days (extendable by further 45 days with notice).

9. How to Submit a Privacy Request

To submit any California privacy rights request:

- Email: contact@lamarzco.com — subject line: CALIFORNIA PRIVACY REQUEST
- Website contact form: lamarzco.com/contact

In your request, please include: your full name; the email address associated with your account or purchase; the specific right you wish to exercise; and any additional information that helps us identify your records.

10. Authorised Agent Requests

You may designate an authorised agent to submit a privacy request on your behalf. To use an authorised agent:

- Provide written permission signed by you authorising the agent to act on your behalf
- We may still contact you directly to verify your identity before processing the request
- The authorised agent must submit the request to contact@lamarzco.com with your written authorisation attached

11. Right to Non-Discrimination

La Marz & Co will not discriminate against you for exercising any of your CCPA/CPRA privacy rights. We will not: deny you goods or services; charge different prices or rates; provide a different level or quality of goods or services; or suggest that you may receive a different price, rate, or quality of goods or services as a result of exercising your privacy rights.

12. Financial Incentives

La Marz & Co does not currently offer any financial incentives, price differences, service differences, or other benefits in exchange for the collection, retention, sale, or sharing of personal information. No CCPA/CPRA financial incentive notice is required at this time.

13. Shine the Light Law — California Civil Code §1798.83

■ SHINE THE LIGHT DISCLOSURE

La Marz & Co does not disclose personal information to third parties for their direct marketing purposes. We therefore have no disclosures to make under California Civil Code §1798.83. If you have questions, contact us at contact@lamarzco.com with subject line: SHINE THE LIGHT REQUEST.

14. Minors — California Business & Professions Code §22581

La Marz & Co's services are directed exclusively at individuals aged 18 and over. We do not knowingly collect personal information from minors under 16.

Under California Business & Professions Code §22581, California residents under 18 who are registered users of our services may request removal of content they have publicly posted. Contact us at contact@lamarzco.com with subject line: MINOR CONTENT REMOVAL REQUEST.

We do not sell the personal information of consumers under 16 and do not have actual knowledge of selling personal information of consumers under 16.

15. Third-Party Platforms

When you purchase through Whop (whop.com/la-marz-co) or use our affiliate links to TradingView or Trade Nation, those platforms independently collect personal information subject to their own privacy notices and CCPA compliance obligations. La Marz & Co is not responsible for third-party platforms' data practices. Please review their privacy notices directly.

16. Contact — Designated Privacy Contact for California

For all California privacy rights requests and enquiries:

- Email: contact@lamarzco.com — Subject: CALIFORNIA PRIVACY REQUEST
- Website: lamarzco.com/contact
- Full Privacy Policy: lamarzco.com/privacy

We acknowledge California privacy requests within 10 business days and respond in full within 45 calendar days.

Regulatory contacts: California Privacy Protection Agency (CPPA) — cppa.ca.gov | California Attorney General — oag.ca.gov/privacy

17. Changes to This Notice

La Marz & Co will update this Notice at Collection whenever our data practices change materially or when California law requires additional disclosures. The 'Last Updated' date reflects the most recent revision.

■ SUMMARY — CALIFORNIA RESIDENTS

La Marz & Co collects limited personal information (name, email, order data, website contact form messages, anonymised analytics). We do not sell or share your personal information. We do not collect sensitive personal information. You have the right to know, delete, correct, and port your data. To exercise any right, email contact@lamarzco.com with subject: CALIFORNIA PRIVACY REQUEST.