

Espresso Club — Privacy Policy

Effective Date: January 29, 2026

1. INTRODUCTION

Month, Inc., a Delaware corporation, doing business as “Espresso Club” (“Espresso Club”, “we”, “our”, or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy describes our practices regarding the collection, use, sharing, and protection of your personal information for the Espresso Club mobile application, website, and related subscription services (collectively, the “Platform”). This Privacy Policy also tells you about the rights and choices you have with respect to your personal information.

By using the Platform and agreeing to this Privacy Policy, you acknowledge and understand that any information you provide will be used and accessed by both Espresso Club and the third-party coffee shops we partner with (the “Merchants”) solely for the purpose of facilitating your subscription and redemptions.

BY USING OR ACCESSING THE PLATFORM, YOU AGREE TO THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH OUR POLICIES OR PRACTICES, YOU SHOULD NOT USE THE PLATFORM.

2. PERSONAL INFORMATION WE COLLECT

We use the term “personal information” to refer to information that reasonably identifies, relates to, describes, or can be associated with you. The following are the categories of personal information we collect:

- **Identifiers:** Name, email address, phone number, and unique account identifiers.
- **Payment Information:** Billing ZIP code and partial credit card details (e.g., last four digits) processed via our payment processor, Stripe. **We do not store full credit card numbers.**
- **Commercial Information:** Your subscription purchase history, redemption activity, plan details, and dining/beverage preferences.
- **Device and Online Identifiers:** Internet protocol (IP) address, device identifiers (such as a mobile device ID), operating system, app version, and related log data. On our website, we may also collect data through cookies and similar technologies (see Section 8).
- **Internet Activity:** Interactions with our Platform, such as features you use, pages/screens you view, searches you perform, and other usage activity within the App and on our website.

3. HOW WE COLLECT YOUR INFORMATION

3.1 Information You Provide We collect information you provide directly to us, including:

- **Registration:** When you create an account or subscribe to a plan.
- **Support:** When you contact us via email or customer support channels.
- **Surveys & Promotions:** When you respond to surveys or enter contests.

3.2 Information We Collect Automatically

- **Usage Data:** We collect clickstream data to determine how you navigate the App, the features you use, and the time spent on the Platform.
- **Cookies (Website):** On our website, we use cookies and similar technologies to remember your login session, enhance performance, and improve user experience.
- **App Identifiers and SDKs (App):** In our App, we may collect device identifiers and app usage data (such as log data, crash reports, and analytics events) to operate, secure, and improve the Platform.
- **Location:** If permitted by your device settings, we collect location data to show you nearby Merchants.

3.3 Information From Third Parties

- **Service Providers:** We receive data from Stripe regarding the success or failure of payment transactions.
- **Merchants:** We receive confirmation data from Merchants when you redeem a subscription token (e.g., time of redemption, item redeemed).

4. HOW WE USE YOUR INFORMATION

We use your information for the following business purposes:

- **To Provide Services:** Operating the Platform, processing recurring subscription payments, verifying your active status with Merchants, and managing your account.
- **To Communicate:** Sending receipts, technical notices, updates, security alerts, and support messages.
- **For Analytics:** Understanding user behavior to improve the App, identifying popular Merchants, and optimizing our subscription tiers.
- **For Security:** Detecting and preventing fraud (such as subscription sharing or account takeovers), and ensuring the integrity of the Platform.
- **To Comply with Laws:** Fulfilling tax obligations and responding to legal requests.

5. HOW WE SHARE YOUR INFORMATION

We do not sell your personal information. We disclose information only as follows:

- **With Merchants:** We share limited information with participating Merchants strictly to verify your subscription redemption. This includes your name, active subscription status, and redemption confirmation. Merchants do not receive your payment information. Participating Merchants may use this information only to verify your subscription status

and fulfill redemptions, and may not use it for their own marketing unless you separately consent.

- **Service Providers:** We share information with trusted third parties who perform services on our behalf, including Stripe (payments), cloud hosting providers (data storage), and analytics services. They are prohibited from using your data for any purpose other than providing services to us.
- **Business Transfers:** If Espresso Club is involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.
- **Legal Compliance:** We may disclose information if required by law, subpoena, or to protect the rights and safety of Espresso Club, our users, or the public.

6. DATA RETENTION

We retain your personal information for as long as your account is active or as needed to provide you with the Services, comply with legal obligations, resolve disputes, and enforce our agreements. Payment transaction records may be retained for tax and accounting purposes.

7. YOUR CHOICES

- **Marketing Communications:** You may opt out of promotional emails by following the unsubscribe instructions in the email. You cannot opt out of transactional emails (e.g., purchase receipts, changes to terms).
- **Cookies (Website):** You can adjust your browser settings to refuse cookies, though some website features may not function properly. **App Controls (App):** You can manage certain app permissions through your device settings (for example, location permissions).
- **Account Deletion:** You may request the deletion of your account by contacting us at support@espressoclub.app.

8. CALIFORNIA PRIVACY RIGHTS (CCPA/CPRA)

If you are a California resident, you have specific rights regarding your personal information:

- **Right to Know:** You may request the specific pieces of personal information we have collected about you in the past 12 months.
- **Right to Delete:** You may request that we delete your personal information, subject to certain legal exceptions (e.g., tax records).
- **Right to Correct:** You may request that we correct inaccurate personal information.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your privacy rights.

Notice of Financial Incentive: The Espresso Club subscription model may be considered a "financial incentive" where we offer services (discounted coffee) in exchange for the collection of your personal information (subscription and redemption data). We believe the value of the

subscription service to you exceeds the value of the data provided. Participation is voluntary, and you may withdraw at any time by cancelling your subscription.

To exercise these rights, contact us at support@espressoclub.app.

9. NEVADA PRIVACY RIGHTS

Nevada residents have the right to opt out of the sale of certain personal information. Espresso Club does not sell your data. However, you may submit a verified request to support@espressoclub.app with the subject line "Nevada Do Not Sell Request."

10. CHILDREN'S PRIVACY

The Platform is not intended for children under 13 (or 16 in certain jurisdictions). We do not knowingly collect personal information from children. If we become aware that we have collected such data, we will take steps to delete it.

11. INTERNATIONAL DATA TRANSFERS

Your information may be processed in the United States, where privacy laws may be less stringent than those in your country. By using the Platform, you consent to the transfer and processing of your data in the United States.

12. CHANGES TO THIS POLICY

We may update this Privacy Policy periodically. We will notify you of material changes by updating the Effective Date or through an in-app notification. Your continued use of the Platform signifies acceptance of the changes.

13. CONTACT US

If you have questions about this Privacy Policy, please contact us at:

Email: support@espressoclub.app