

GOOD KARMA BROADCASTING LLC

PRIVACY POLICY

Effective Date: March 2026 | **Last Reviewed:** March 2026

1. Introduction

This Privacy Policy explains how Good Karma Broadcasting LLC ("Good Karma," "we," "us," or "our") collects, uses, discloses, and safeguards personal information through www.goodkarmabrands.com and related promotional pages (collectively, the "Site"). By using the Site, you agree to the practices described in this Policy.

If you do not agree with this Policy, please discontinue use of the Site.

2. Information We Collect

A. Information You Provide Directly

We collect personal information when you enter contests, submit contact forms, apply for employment, register for events, or otherwise interact with us. This may include:

- Name, mailing address, email address, and phone number
- Date of birth (e.g., for age-verified promotions)
- Employment history, resume, and application materials
- Contest entries, survey responses, and listener communications
- Communication preferences and opt-in selections

We collect only the information reasonably necessary for the purposes described in this Policy.

B. Information from Third Parties

We may receive personal information about you from third-party sources, such as advertising partners, social media platforms, promotion co-sponsors, or data analytics providers. We may combine this information with data we collect directly from you.

C. Sensitive Personal Information

We do not intentionally collect sensitive personal information such as precise geolocation, health or medical data, biometric identifiers, or financial account numbers through this Site. If such information is required for a specific program or promotion, we will provide separate notice and obtain your consent at the time of collection.

3. Automatically Collected Information

When you visit the Site, we automatically collect limited technical data, including:

- IP address and approximate location (city/region level)
- Browser type and version
- Device type and operating system
- Pages visited, links clicked, and time spent on pages
- Referring URLs and exit pages
- Date and time of access

This data is used for site security, performance monitoring, and aggregate analytics. We use Google Analytics to understand how visitors interact with the Site. We do not use this data to identify you individually without additional information.

4. Cookies and Tracking Technologies

A. Types of Cookies We Use

Type	Purpose	Can Be Disabled?
Strictly Necessary	Core site functionality; session management	No
Analytics	Aggregate usage data (e.g., Google Analytics)	Yes
Advertising/Measurement	Ad campaign effectiveness tracking	Yes
Preference	Remembering your settings and choices	Yes

B. Your Choices

You may manage or disable non-essential cookies through your browser settings. Disabling certain cookies may affect site functionality. You may also opt out of Google Analytics data collection via [Google's opt-out browser add-on](#).

C. Global Privacy Control (GPC)

We do **not** honor Global Privacy Control (GPC) browser signals. Residents of California, Colorado, Connecticut, and Oregon may have the right to opt out of certain data sharing; please see Section 13 for information on exercising your state privacy rights.

D. Do Not Track (DNT)

Our Site does not currently respond to browser Do Not Track (DNT) signals. We will update this Policy if our practices change.

E. Third-Party Cookies

Third-party advertising and analytics partners may place their own cookies on your device subject to their own privacy policies. We do not control third-party cookies.

5. How We Use Your Information

We use personal information to:

- Administer contests, promotions, and events, including contacting and announcing winners
- Respond to listener inquiries, contact form submissions, and feedback
- Process employment applications and communicate with applicants
- Send marketing and promotional communications (with opt-out available)
- Operate, maintain, and improve the Site
- Measure advertising effectiveness and understand audience interests
- Comply with legal obligations, including FCC regulatory requirements
- Detect, prevent, and respond to fraud, security incidents, or misuse

We do not sell your personal information to third parties. We do not engage in cross-context behavioral advertising, except as may be disclosed in our cookie disclosures above.

6. Sharing of Personal Information

We may share personal information in the following circumstances:

- **Service Providers:** With vendors who perform services on our behalf (e.g., email delivery, cloud hosting, analytics, contest administration). We require service providers to protect personal information and prohibit them from using it for their own independent purposes.
- **Promotion Sponsors and Co-Sponsors:** With named sponsors of specific contests or events, as disclosed at the time of entry.
- **Advertising Partners:** We may share aggregated or pseudonymized audience data with advertisers. This data is processed in a manner designed to prevent re-identification of individuals.
- **Legal and Regulatory Authorities:** When required by law, court order, or regulatory process, including FCC requirements.
- **Business Transfers:** In connection with a merger, acquisition, reorganization, or sale of assets, personal information may be transferred as part of that transaction.
- **Safety:** To protect the rights, property, or safety of Good Karma, our users, or the public.

We do not sell personal information.

7. Automated Decision-Making and AI Tools

We may use automated tools, including artificial intelligence and machine learning technologies, to assist with certain operational functions. These may include, but are not limited to, personalizing content and recommendations, screening contest or promotion entries for eligibility, detecting and preventing fraudulent activity, measuring the effectiveness of advertising campaigns, and supporting FCC compliance and broadcast operations where applicable. These tools may process personal information to generate predictions, recommendations, or operational decisions in support of our Site and services.

Where automated processing produces decisions that have a meaningful impact on you — such as determining eligibility for a contest or promotion — you may have the right to:

- Request a human review of the decision

- Understand the general logic behind the automated process
- Opt out of profiling used for automated decisions, where applicable under your state's law

We do not use fully automated decision-making that produces legal or similarly significant effects about individuals without human oversight. Automated tools are used to assist, not replace, human judgment in consequential decisions.

To exercise these rights or to ask questions about our use of automated tools, please contact us at privacy@goodkarmabrands.com.

8. Marketing Communications

You may receive marketing communications from Good Karma about our stations, events, contests, and programming. Advertiser communications may require a separate opt-in where required by applicable law. You may opt out at any time by following the unsubscribe instructions in any communication or by contacting us directly.

9. Children's Privacy

The Site is not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13. If we become aware that we have collected personal information from a child under 13 without verifiable parental consent, we will take steps to delete that information. If you believe we have inadvertently collected such information, please contact us at privacy@goodkarmabrands.com.

10. FCC Public File Disclosure

As a broadcast licensee, Good Karma is required by the Federal Communications Commission (FCC) to maintain a Public Inspection File for each licensed station. Certain correspondence relating to station programming submitted by members of the public may be placed in the applicable station's Public Inspection File as required by law. These files are accessible to the public through the FCC's online database at publicfiles.fcc.gov. Individuals who submit written correspondence regarding programming should be aware that such correspondence may become part of the public record.

11. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration, or destruction. However, no method of internet transmission or electronic storage is completely secure, and we cannot guarantee absolute security. If you have reason to believe your interaction with us is no longer secure, please contact us immediately at privacy@goodkarmabrands.com.

Data Breach and Incident Notification

In the event of a data security incident that affects your personal information, we will notify affected individuals and applicable regulatory authorities as required by applicable state and federal law. Notification will be provided in the time and manner required by law, which in most states is within 30–60 days of discovery of the breach. Notification may be provided by email, postal mail, or conspicuous posting on our website, depending on the nature of the incident and applicable legal requirements. If you have reason to believe your personal information has been compromised, please contact us immediately at privacy@goodkarmabrands.com.

12. Data Retention

We retain personal information only as long as reasonably necessary for the purposes for which it was collected and to comply with our legal obligations. General retention guidelines by category:

- **Contest and promotion data:** Approximately 2 years following the conclusion of the promotion, or as required by applicable law or sponsor agreements
- **Employment applications (unsuccessful):** Approximately 1 year from the date of application
- **Contact and inquiry records:** Approximately 2 years from last interaction
- **Website analytics data:** Per Google Analytics data retention settings; anonymized aggregate data may be retained indefinitely

After the applicable retention period, data is securely deleted or anonymized.

13. Your State Privacy Rights

Depending on your state of residence, you may have some or all of the following rights with respect to your personal information:

- **Access:** Request a copy of the personal information we hold about you
- **Correction:** Request that we correct inaccurate personal information
- **Deletion:** Request that we delete your personal information, subject to certain exceptions
- **Portability:** Receive a copy of your personal information in a structured, portable format
- **Opt-Out of Sale or Sharing:** We do not sell personal information
- **Opt-Out of Targeted Advertising:** Residents of Colorado, Connecticut, Texas, Virginia, and other applicable states may opt out of processing for targeted advertising purposes
- **Opt-Out of Profiling:** See Section 7 regarding automated decision-making
- **Non-Discrimination:** We will not discriminate against you for exercising any of these rights

California Residents — Additional Rights Under CPRA

If you are a California resident, you have additional rights under the California Privacy Rights Act (CPRA), in addition to the rights listed above:

- **Right to Limit Use of Sensitive Personal Information:** You have the right to direct us to limit our use and disclosure of sensitive personal information (as defined under CPRA) to uses necessary to perform the services you requested or as otherwise permitted by law. To submit a request, contact us at privacy@goodkarmabrand.com.
- **Right to Correct:** You have the right to request that we correct inaccurate personal information we maintain about you.
- **Shine the Light:** California Civil Code Section 1798.83 permits California residents to request information about our disclosure of personal information to third parties for their direct marketing purposes. We do not share personal information with third parties for their own direct marketing purposes.

- **Authorized Agent:** California residents may designate an authorized agent to submit privacy rights requests on their behalf. We may require proof of the authorized agent's permission and may verify your identity directly.

To submit a California privacy rights request, contact us at privacy@goodkarmabrand.com or by mail at the address in Section 17. We will respond within 45 days as required by law, with a possible 45-day extension. We will not discriminate against you for exercising your California privacy rights.

To submit a privacy rights request for all other state rights, contact us at privacy@goodkarmabrand.com or by mail at the address below. We will respond within the timeframe required by applicable law (generally 45 days, with a possible 45-day extension). We may need to verify your identity before processing your request.

14. Links to Third-Party Sites

The Site may contain links to third-party websites, platforms, or services that are not operated by Good Karma. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies independently.

15. International Users

The Site is operated in the United States. If you are accessing the Site from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States, where data protection laws may differ from those in your jurisdiction. By using the Site, you consent to this transfer and processing.

16. Changes to This Policy

We may update this Privacy Policy at any time. When we make material changes, we will post the revised Policy with an updated effective date. A summary of material changes will be noted at the top of the revised Policy. Continued use of the Site following the posting of changes constitutes your acceptance of the revised Policy.

17. Contact Us

For questions, concerns, or privacy rights requests, please contact:

Privacy Administrator Good Karma Broadcasting LLC 301 W. Wisconsin Avenue, Suite 200
Milwaukee, WI 53203 privacy@goodkarmabrands.com