

# EarthOMs Privacy Notice

Effective date: [01/01/2026]

**Company:** EarthOMs LLC, 229 Airport Rd STE 7 PMB 234, Arden NC 29704

Contact (privacy requests): ContactEarthOMs@gmail.com

## 1. Scope and who we are

- a. This Privacy Notice explains how EarthOMs (“EarthOMs,” “we,” “us,” “our”) collects, uses, discloses, and protects personal information when you use our websites, apps, and services (the “Platform”), including booking or hosting stays, participating in our EcoRating program and Integrity Ambassador audits, and purchasing products via Shop Your Stay.
- b. If you are a Host or Affiliate, additional terms in the Host Agreement and Affiliate Terms also apply. If you are located in a region with specific privacy rights (e.g., California, Colorado, Connecticut, Virginia, Utah, EU/UK), see Section 12.

## 2. The information we collect

- a. We collect information in three ways: you provide it, we collect it automatically, and we receive it from third parties.
- b. Information you provide
  - i. Account and profile: name, email, phone, country/state, preferred language, role (Guest/Host/Affiliate).
  - ii. Identity and compliance: government ID or selfie match (where required), date of birth, tax information (e.g., W-9/W-8 for payouts), STR permit IDs for Hosts.
  - iii. Booking and stay details: dates, guests in party, messages, house rules acknowledgments, incident reports.
  - iv. Payments and payouts: partial card tokens via our payment provider; bank/Plaid details for payouts; billing and shipping addresses for Shop Your Stay.
  - v. Reviews and content: photos, listing text, ratings, public reviews, support tickets.
  - vi. EcoRating/IA evidence (Hosts): safety attestations and time-stamped photos/videos of devices and features in guest-accessible areas.
- c. Information collected automatically
  - i. Device and usage data: IP address, device/OS, browser, app version, pages viewed, referring/exit pages, session timestamps, approximate location (derived from IP), interaction events.

- ii. Cookies and similar tech: cookies, SDKs, pixels, local storage used for authentication, preferences, analytics, fraud prevention, and advertising measurement.
  - iii. Fraud/abuse signals: device identifiers, risk scores, velocity and pattern signals to prevent spam, fraud, and platform abuse.
- d. Information from third parties
  - i. Payment processors and KYC providers: verification status, tokenized payment IDs, risk flags.
  - ii. Tax and regulatory data sources: permit status where supported.
  - iii. Logistics and commerce partners: order, shipment, and return statuses for Shop Your Stay.
  - iv. Marketing and referral partners: campaign performance, attribution, and affiliate IDs.
  - v. Social, mapping, and communications tools used within the Platform.
- e. We do not seek to collect sensitive personal information (e.g., health data). To the extent information could suggest sensitivities (e.g., fragrance-free preferences), we treat it as standard consumer preference data and minimize its use to providing requested features.

### **3. How we use information**

- a. We use personal information to:
  - i. Provide and improve the Platform: account creation, authentication, bookings, payouts, checkout, order fulfillment, and support.
  - ii. Safety and compliance: verify Host permits, run risk and fraud checks, enforce house rules and safety standards, conduct IA audits limited to guest-accessible areas, and maintain an incident log.
  - iii. EcoRating: calculate and display Listing badges based on disclosed and/or verified features; maintain an evidence history.
  - iv. Payments and tax: process payments and refunds, facilitate payouts, collect/remit occupancy or sales taxes where required or elected, and issue required forms (e.g., 1099-K/NEC).
  - v. Communications: send confirmations, updates, and service messages; respond to support requests; send marketing with your consent where required.
  - vi. Personalization and measurement: remember preferences; improve search and recommendations; measure and improve performance.
  - vii. Legal obligations and rights: maintain records, enforce terms, respond to lawful requests, and protect users, our company, and the public.
- b. Legal bases for EU/UK users: performance of a contract (bookings, payouts), legitimate interests (fraud prevention, platform security, product improvement), legal obligations (tax, accounting), and consent (certain cookies/marketing).

### **4. When we disclose information**

- a. We disclose information to:

- i. Service providers (processors): payment platforms, KYC/verification, cloud hosting, analytics, email/SMS, customer support tools, fraud and security vendors, evidence storage.
- ii. Transaction counterparties: Hosts receive Guest details needed to provide the stay; Guests receive Host contact/Listing details; for Shop Your Stay, the merchant of record receives shipping and order info.
- iii. Regulatory and tax authorities: where law requires, or to comply with lawful requests.
- iv. Business transfers: in connection with a merger, acquisition, or sale of assets.
- v. With your direction: when you link or use third-party integrations.
- b. We do not sell personal information for money. We may “share” limited identifiers and usage data for cross-context behavioral advertising as defined by some US state laws; see Section 7 for your choices.

## **5. Children’s privacy**

- a. The Platform is not directed to children under 13 (or under 16 in the EU/UK). We do not knowingly collect personal information from children in these age ranges. If you believe a child provided information to us, contact [ContactEarthOMs@gmail.com](mailto:ContactEarthOMs@gmail.com) so we can delete it.

## **6. Data retention**

- a. We keep information only as long as necessary for the purposes described or as required by law.
- b. Illustrative retention windows:
  - i. Account and booking records: while your account is active and up to 7 years afterward for tax/accounting.
  - ii. IA/EcoRating evidence: up to 24 months unless a safety or legal hold requires longer.
  - iii. Fraud logs and device signals: 12–24 months.
  - iv. Marketing contacts: until you unsubscribe or after 24 months of inactivity.
  - v. Cookies: per cookie type; see Cookie Controls for details.

## **7. Your choices and controls**

- a. Privacy controls
  - i. Access, correction, and deletion: submit a request via email [[contactEarthOms@gmail.com](mailto:contactEarthOms@gmail.com)]. We will verify your request and respond within applicable deadlines.
  - ii. Portability: request a copy of certain information in a portable format.
  - iii. Opt out of marketing: use unsubscribe links or change settings in your account.
  - iv. Opt out of sale/share for targeted advertising (US state laws): visit our main site and adjust Cookie Controls. We honor Global Privacy Control (GPC) signals where required.
  - v. Right to limit use of sensitive data (if collected): use the same portal or contact us.

- b. Cookie controls
  - i. Use our Cookie Controls to set preferences by category (required, functional, analytics, advertising). Some features may not work without certain cookies. For EU/UK users, we obtain consent for non-essential cookies.
- c. Appeals (where required by law)
  - i. If we deny your request, you may appeal by emailing us with “Appeal” in the subject. If you remain unsatisfied, you may contact your state Attorney General or, in the EU/UK, your data protection authority.

## **8. Security**

- a. We use administrative, technical, and physical safeguards appropriate to the nature of the information, including encryption in transit, access controls, least-privilege practices, and secure evidence storage with tamper-evident hashing. No system is perfectly secure; promptly notify us at [ContactEarthOms@gmail.com](mailto:ContactEarthOms@gmail.com) if you suspect unauthorized access to your account.

## **9. International transfers**

- a. If you are outside the United States, your information may be processed in countries with different data protection laws. For EU/UK transfers, we rely on appropriate safeguards such as Standard Contractual Clauses and supplementary measures with our processors.

## **10. Integrity Ambassador audits and EcoRating notes**

- a. IA audits occur only in guest-accessible areas unless the Host provides written consent otherwise.
- b. Evidence (e.g., photos of detectors) is retained for verification and compliance, not for marketing, and is stored in a restricted, encrypted repository.
- c. EcoRating badges reflect features verified at a point in time and are not medical or regulatory certifications.

## **11. Shop Your Stay**

- a. For product purchases, we disclose shipping and order details to the merchant of record, carrier, and returns processor as needed. Product pages state who the merchant of record is and link to the Returns/Warranty policy. We collect applicable sales taxes where required or elected.

## **12. Region-specific disclosures and rights**

- a. United States (CA, CO, CT, VA, UT)
  - i. Categories we collect (may vary by user role): identifiers (name, email, IP), commercial information (bookings, purchases), financial identifiers (tokenized payment IDs, bank payout details), internet activity (usage data), geolocation (approximate), inferences (preferences), and user content (reviews, messages).
  - ii. Purposes: see Section 3.
  - iii. Sources: you, your devices, service providers, partners.
  - iv. Disclosures: see Section 4.

- v. Sale/Share: we do not sell for money. We may “share” for cross-context behavioral advertising; opt out via Section 7.
- vi. Sensitive information: collected only as necessary for verification, fraud prevention, or payouts; not used to infer characteristics.
- vii. Non-discrimination: we will not discriminate against you for exercising privacy rights.
- viii. Authorized agents: you or your authorized agent can submit requests; we may require proof and verification.
- b. EU/UK GDPR
  - i. Controller: [EarthOMs LLC, 229 Airport Rd STE 7 PMB 234, Arden NC 29704.
  - ii. Representative (if appointed): [EU/UK rep details].
  - iii. Legal bases: performance of a contract, legitimate interests, legal obligations, consent (as described in Section 3).
  - iv. Your rights: access, rectification, erasure, restriction, portability, objection, and withdrawal of consent; lodge a complaint with your supervisory authority.
  - v. Automated decision-making: we do not make decisions with legal or similarly significant effects solely by automated means.

### **13. Third-party links and services**

- a. The Platform may link to third-party sites or integrate third-party services (maps, messaging, payments, insurance, product vendors). Their privacy practices are governed by their policies.

### **14. Changes to this Privacy Notice**

- a. We may update this Notice to reflect changes to our practices or the law. If changes are material, we will notify you (e.g., email or in-product notice). The updated Notice takes effect when posted, unless stated otherwise.

## **Contact**

Privacy requests and questions: [privacy@]

EarthOMs Guest Support: ContactEarthOMs@gmail.com

**Security reports:** [security@]

Legal notices: [legal@]

**Mail:** 1000 Brickell Avenue, Suite #715 Miami, Florida 33131

## **Summary of key points (non-contractual)**

1. We collect only what we need to run the marketplace, keep people safe, and handle payments and taxes.
2. You can access, delete, or correct your data and opt out of marketing and targeted ads.

3. We honor GPC signals where required and support US state privacy rights.
4. IA audits are limited to guest-accessible areas; evidence is stored securely with retention limits.
5. EcoRating badges are informational, not certifications.

# Cookie Controls

**Title:** Cookie Preferences

**Last updated:** 11/11/2025

We use cookies and similar technologies to make EarthOMs work, keep your account secure, measure performance, and (with your permission) personalize content and ads. You can change your choices anytime on the cookie pop-up of any page.

## Your choices

- We'll always use *strictly necessary* cookies to run core features (login, checkout, fraud prevention).
- For all other categories, you can allow or refuse below. Your choice applies to this browser. We honor Global Privacy Control (GPC) signals where required.

## Categories

1. **Strictly necessary** (always on)  
Purpose: sign-in, security, fraud protection, shopping cart, consent storage.  
Examples: auth token, load balancer, payment gateway.  
Legal basis: legitimate interests / service provision.
2. **Functional** (toggle)  
Purpose: remember preferences (language, currency), improve usability.  
If off: site still works, but some conveniences won't.
3. **Analytics** (toggle)  
Purpose: measure usage and improve the product (page performance, feature adoption).  
If off: your sessions won't be included in analytics.
4. **Advertising & measurement** (toggle + "Do Not Sell/Share")  
Purpose: show more relevant ads and measure marketing; may "share" identifiers with partners for cross-context behavioral ads (as defined by certain US state laws).  
If off: we stop this sharing/targeting in this browser and treat it as a "Do Not Sell/Share" request.

## How long we keep this

Your consent status is stored for up to 12 months (or until you clear cookies, revoke consent, or laws require otherwise).

## Buttons (labels)

- "Allow all cookies"
- "Save choices"
- "Reject non-essential"

**Contact**

Questions? Email [ContactEarthOms@gmail.com](mailto:ContactEarthOms@gmail.com).



# Do Not Sell or Share My Personal Information (CPRA/CCPA Page Stub)

**Title:** Do Not Sell or Share My Personal Information

**Last updated:** 11/11/2025

Some US state laws (like the California Privacy Rights Act) let you opt out of the “sale” or “sharing” of personal information for cross-context behavioral advertising. EarthOMs doesn’t sell your data for money, but we may “share” limited identifiers (like cookie IDs) with advertising and measurement partners when you allow the *Advertising & measurement* category.

## Quick opt-out (browser-level)

- **One-click:** Turn **Advertising & measurement Off** in our Cookie Preferences and click **Save choices**.
- **Automatic:** We honor **Global Privacy Control (GPC)** signals from your browser or extension. If we detect a valid GPC signal, we treat it as an opt-out for this browser.

## Account-level options (logged-in users)

- Apply your opt-out to your account across sessions/browsers: Sign in → *Privacy settings* → toggle “**Do Not Sell/Share**” to **On**.

## What the opt-out covers

- Stops sharing identifiers with ad partners for cross-context behavioral ads in this browser (and for your account if you enable the account-level option).
- Doesn’t affect cookies that are strictly necessary for security, payments, or core functionality, and doesn’t stop our own basic measurement that doesn’t “share” data with ad partners.

## Other privacy requests

- To access, delete, correct, or export your information, visit our **Privacy Requests Portal:** [link]. Authorized agents may submit requests there; we’ll verify identity as required.

## Appeals

- If we deny a request, you may appeal by emailing [privacy@\_\_\_] with the subject “**Privacy Appeal**.”

## Verification & scope

- We may need limited information to verify and honor your opt-out across devices or for your account.

- Your browser-level choice applies only to this browser. Clearing cookies may remove your opt-out—please revisit this page to set it again.

### **Non-discrimination**

- We won't treat you differently for exercising your privacy rights. Some features that rely on advertising cookies simply won't run if you opt out.

### **Contact**

- Email: [privacy@\_\_]
- Mail: [EarthOMs LLC, address]