

ta-da! Privacy Policy

Effective Date: 8/17/2026

1. Who We Are

"ta-da!," "we," "us," and "our" refer to TADA From To Do to Done, LLC, a California limited liability company. This Privacy Policy explains how we collect, use, disclose, retain, and delete personal information when you use the ta-da! mobile apps, the ta-da! web app, and hellotada.com (together, the "Platform").

By using the Platform, you confirm that you have read and understood this Privacy Policy, together with the ta-da! Terms and Conditions (together, the "Agreement"). This Privacy Policy is incorporated into, and forms part of, the Terms and Conditions.

2. Scope of This Policy

This Policy applies to everyone who uses the Platform, including:

- "Clients" - Users who post wishes and request services;
- "Genies" - Independent Contractors who complete wishes, including any pickup of items from stores or other third-party vendors ("Merchants");
- Visitors to hellotada.com and users who contact ta-da! support or admin operations.

3. Information We Collect

We collect the following categories of information, directly from you, automatically through your use of the Platform, or from service providers acting on our behalf:

Account information

Name, email address, phone number, password/authentication identifiers, and account role (Client or Genie).

Profile information

Profile photo, service area, skills, availability, and other Genie profile details.

Contact and address information

Pickup, drop-off, and task/wish addresses, saved addresses, and other stop details.

Payment and transaction information

Stripe customer and payment-method identifiers, payment and payout session data, wish payments, refunds, Genie payouts, wallet ledger entries, and Stripe Connect account status. Full payment card numbers are processed and stored by Stripe, not by ta-da!.

Identity and verification (KYC) information

Government-issued ID document images, date of birth, identity-verification status, and for Genies - background-check status and results, where permitted by applicable law.

Location data

Approximate and precise location, including live and background location for Genies, as described in Section 5 below.

User content

Wish descriptions and notes, in-app chat messages, uploaded images, proof-of-completion photos, and dispute-related materials.

Ratings and reviews

Ratings, written reviews, and related moderation or admin flags.

Device and notification data

Push notification tokens, device and browser details, IP address, operating system, app version, and notification preferences.

Usage and diagnostics

App interactions, logs, error reports, and security or fraud-detection events.

Communications

Support emails, transactional emails, SMS, calls, push notifications, and in-app messages between you and ta-da! or between Users.

4. How We Use Your Information

- To operate, maintain, and improve the Platform;
- To connect Clients with Genies and facilitate completion of wishes;
- To process payments and Genie payouts;
- To verify identity and, for Genies, to conduct background checks as permitted by applicable law;
- For fraud prevention and to maintain a safe, secure Platform;
- To provide customer support and resolve disputes;
- To personalize your experience and analyze use of the Platform;
- To send transactional communications, and only with any consent required by law, marketing communications;
- To enforce the Terms and Conditions; and
- To comply with applicable law.

5. Location Data, Including Background Location

- Clients may provide pickup, drop-off, and task locations when creating a wish.
- Genies may share precise location while available, matched to a wish, en route, performing, or completing a wish.

- Genie location may be collected in the background, even when the app is closed, while the Genie is online/available or actively completing a wish.
- We use location data for matching, ETA and route display, safety, fraud prevention, dispute review, and wish completion.
- A Client with an active, matched wish may see the Genie's live or last-known location during that wish.
- ta-da! admin and support staff may access location data for safety, support, fraud, and dispute-handling purposes.
- Map and routing service providers process location data to provide maps, geocoding, routing, and ETA features.
- You can stop location sharing at any time by going unavailable, changing your device's OS location permissions, or completing or canceling an active wish, subject to any limitations needed to complete an active wish safely.

6. Photos, Identity Verification, and User Content

Identity-verification documents, background-check results, and proof-of-completion photos are collected and used solely for verification, safety, fraud prevention, and dispute resolution. They are not used for marketing or promotional purposes.

7. Payments and Payouts

All payments are processed by Stripe. ta-da! does not store full payment card numbers. Genie payouts are made through Stripe Connect.

8. Notifications and Communications

We may contact you by email, SMS, push notification, or in-app message for transactional purposes (such as wish updates, safety notices, and account or security notices) and, where you have opted in and applicable law requires consent, for marketing purposes. Message and data rates may apply, and message frequency may vary. You may manage notification preferences in your device or account settings.

9. How We Share Information

Service providers

We share information with vendors who process it on our behalf and under our instructions. See Section 10 for the specific providers we use.

Other Users

We may share limited contact information with another User, or their authorized representative, to resolve a dispute or investigation arising from an interaction on the Platform.

Legal obligations

We may disclose information to comply with law or respond to lawful requests from courts, regulators, or law enforcement, or where necessary to protect the rights, property, or safety of ta-da!, our Users, or the public.

Business transfers

We may share information in connection with a proposed or actual merger, acquisition, financing, or sale of assets.

No sale of personal information

ta-da! does not sell your personal information, and we do not "share" your personal information for cross-context behavioral advertising, as those terms are defined under the California Consumer Privacy Act (CCPA) and other applicable law. We do not currently use advertising cookies or tracking technologies for third-party ad targeting. If this changes in the future, we will update this Privacy Policy, implement any required opt-out mechanisms (such as a "Do Not Sell or Share My Personal Information" link), and provide notice consistent with applicable law before doing so.

10. Service Providers

We use the following categories of service providers. We will keep this list current as our vendor stack changes:

- Supabase: authentication, database, storage, realtime, and edge functions;
- Stripe: payment processing, payment methods, Stripe Connect payouts, and payment-fraud compliance;
- Checker: Genie identity verification and background checks;
- Mapping/routing provider (e.g., Mapbox and/or Google Maps): maps, routing, geocoding, and directions;
- Push notification provider (Apple Push Notification service / Firebase Cloud Messaging): push delivery;
- Email provider (e.g., Resend): transactional email;
- Hosting and infrastructure providers (e.g., Netlify, Cloudflare, Supabase): application hosting;

DECISION NEEDED: Confirm this list against the actual, current vendor stack (including any analytics/crash-reporting tool) before submission — it must match the Apple App Privacy and Google Play Data Safety declarations @exactly.

11. Cookies, Analytics, and Advertising

ta-da! does not currently use advertising cookies, tracking pixels, or similar technologies for third-party behavioral advertising, and we do not currently participate in the EU-U.S. Data Privacy Framework (DPF) or its UK extension.

The Platform may use limited cookies or similar technologies that are strictly necessary for it to function, such as keeping you logged in or remembering your preferences during a

session. These are not used to track you across other websites or apps, and no opt-in or opt-out mechanism is required for their use.

If we begin using advertising cookies, third-party ad tracking, or cross-context behavioral advertising in the future, we will update this Privacy Policy, provide any legally required notice and opt-out mechanisms, and update our declarations with the Apple App Store and Google Play at the same time.

12. Data Retention

We retain personal information only as long as necessary to provide the Platform and fulfill the purposes described in this Policy, including our legal, accounting, and safety obligations. When information is no longer needed, we delete it or de-identify it so it can no longer be used to identify you.

Data Category	Typical Retention	Deletion Treatment
Account / profile data	Until account deletion or an extended period of inactivity	Deleted or anonymized unless legally required to retain
Payment / transaction records	As required for tax, accounting, fraud prevention, refunds, and chargebacks	Retained as legally required, then deleted or anonymized
KYC / background-check data (Genies)	As required for identity verification and legal or safety obligations	Deleted or access-restricted once no longer needed
Location history	A short operational window, unless needed for an active wish, dispute, safety issue, or legal reason	Deleted or anonymized when no longer needed
Chat messages, photos, and other wish content	While the account or wish is active, or as needed for support, disputes, or legal obligations	Deleted or anonymized on account deletion unless a retention exception applies
Push notification / device tokens	Until logout, token expiry, or account deletion	Deleted when no longer needed
Support and dispute records	As needed to resolve the matter and meet legal or safety obligations	Retained as required, then deleted or anonymized

Editorial note: Counsel should confirm and, where useful, replace the general descriptions above with specific retention periods (e.g., a fixed number of days or years) for each category.

13. Account Deletion and Data Deletion

You can request account deletion in either of the following ways:

- In the app, from Account/Profile Settings; or
- Online, at hellotada.com/account-deletion, without needing to open the app.

Once we receive and verify your request, we will delete or de-identify your personal information within 30 days, except for information we are permitted or required to retain, such as:

- payment and payout records needed for tax, accounting, or legal purposes;
- fraud, safety, and security records;
- dispute, insurance, and support records; and
- transaction history needed to protect other Users or comply with law.

Retained information is minimized, access-restricted, or de-identified wherever possible. We will send you confirmation once your deletion request has been processed. Account deletion does not undo already-completed transactions, chargebacks, or disputes.

14. Your Privacy Rights and Choices

All U.S. residents

Subject to applicable law, you may have the right to access the categories and specific pieces of personal information we hold about you, correct inaccurate information in your account, delete your personal information (subject to Section 13), and not be discriminated against for exercising these rights. To exercise these rights, submit a request at hellotada.com/privacy-rights.

California residents

If you are a California resident, the California Consumer Privacy Act (CCPA), as amended, gives you the following additional rights:

- Right to know - the categories and specific pieces of personal information we've collected about you, the categories of sources, the business purpose for collecting it, and the categories of third parties we've disclosed it to.
- Right to delete - request deletion of your personal information, subject to the retention exceptions described in Section 13.
- Right to correct - request that we correct inaccurate personal information we maintain about you.
- Right to opt out of sale or sharing - as described in Section 9, ta-da! does not sell personal information or share it for cross-context behavioral advertising.
- Right to limit use of sensitive personal information - ta-da! only uses sensitive personal information (such as government ID or background-check information) as necessary to provide the Platform and is not required to offer an additional opt-out.
- Right to non-discrimination - we will not deny services, charge different prices, or provide a different level of service because you exercised any of these rights.

- Right to appeal - if we deny your request, you may appeal by replying to our denial notice or submitting a new request at hellotada.com/privacy-rights indicating you'd like to appeal.

To exercise any of these rights, submit a request at hellotada.com/privacy-rights or contact us at privacy@hellotada.com. We may need to verify your identity before processing your request, using information such as your account email and recent account activity. You may also designate an authorized agent to submit a request on your behalf, subject to our ability to verify both your identity and the agent's authority to act for you.

15. Children and Age Eligibility

The Platform is not directed to children under 13, and Users must be at least 18 years old (or the age of majority in their jurisdiction) to use the Platform, consistent with the Terms and Conditions. We do not knowingly collect personal information from children. If a parent or guardian believes a child has provided us with personal information, please contact us at privacy@hellotada.com so we can delete it.

16. Security

- Data is transmitted using HTTPS/TLS encryption.
- Internal access controls restrict who can view account, payment, and identity data.
- Payment card details are handled directly by Stripe; ta-da! does not store full card numbers.
- KYC documents and uploaded media are stored with restricted access.
- No security system is perfect, but we use administrative, technical, and physical safeguards designed to protect your information.

17. International Transfers

ta-da! currently operates only in the United States. We store and process personal information on servers located in the United States, and we do not transfer personal information internationally. If we expand operations outside the United States in the future, we will update this Privacy Policy to describe any applicable cross-border transfer safeguards before doing so.

18. Changes to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you by email or through the Platform. The "Effective Date" at the top of this Policy indicates when it was last revised. Your continued use of the Platform after changes take effect constitutes acceptance of the updated Policy.

19. Contact Us

If you have questions about this Privacy Policy or our privacy practices, contact us at:

Email: privacy@hellotada.com

Mail: TADA From To Do to Done, LLC, 28 Geary St., Ste. 650, San Francisco, CA 94108