

SPACEX PRIVACY POLICY

Last updated: January 1, 2020

In this Privacy Policy, we, Space Exploration Technologies Corp., describe how we use personal information that we collect from you when you access or use our websites. This Privacy Policy does not apply to personal information that we collect offline, except where we expressly refer to this Privacy Policy in supplemental privacy notices.

If you are a resident of **California**, please also see our ***Supplemental CCPA Privacy Policy***.

If you have a visual disability, you may be able to use a screen reader or other text-to-speech or text-to-Braille tool to review the contents of this Privacy Policy.

TABLE OF CONTENTS

1. What Personal Information Do We Collect?
2. How Do We Collect Personal Information?
3. How We Use Personal Information
4. With Whom Do We Share Personal Information?
5. How Do We Protect Personal Information?
6. How Do We Use Cookies?
7. Your Privacy Rights
8. Links to Other Websites
9. Contact Us

1. What Personal Information Do We Collect?

Depending on how you interact with our website, we may collect the following personal information about you, which we have grouped together as follows:

- **Identity Data**, which may include your first name, last name, title.
- **Contact Data**, which may include your delivery/service address, email address and telephone numbers.
- **Technical Data**, which includes your internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, and operating system and platform.
- **Usage Data**, which includes information about how you use our website.
- **Marketing and Communications Data**, which includes your preferences in receiving marketing and non-marketing communications from us.

If you are under 13 years of age, please do not access or use our website. We do not knowingly collect or maintain personal information from persons under 13 years of age. If we learn that personal information of persons under 13 has been collected on or through our website, we will take appropriate steps to delete this information.

2. How Do We Collect Personal Information?

We may collect, and our third-party service providers may collect on our behalf, personal information about you from the following sources:

- **From you**, such as when you subscribe to our services or publications, request marketing to be sent to you, enter a promotion, complete a survey, or correspond with us by any means. As you interact with our website, we will also automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. Please see the section “How Do We Use Cookies” below for more information.
- **Publicly available sources**, such as information that you or your organization make publicly available online.

3. How We Use Personal Information

We have set out below a description of the purposes for which we may use personal information. For each purpose, we identify the groups of personal information we use for that purpose (please refer to Section 1 above).

Purpose of Use	Group of Personal Information Concerned
To manage our relationship with you which will include: (a) Communicating with you about our services, including notifying you about changes to our terms or privacy policy (b) Asking you to take a survey	<ul style="list-style-type: none"> • Identity • Contact • Marketing and Communications
To enable you to participate in a recognition program, competition or complete a survey	<ul style="list-style-type: none"> • Identity • Contact • Profile • Usage • Marketing and Communications
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	<ul style="list-style-type: none"> • Identity • Contact • Technical
To understand what may be of interest to you, deliver relevant website content to you and measure or understand the effectiveness of the content we serve to you, in accordance with applicable law	<ul style="list-style-type: none"> • Identity • Contact • Technical • Profile • Usage • Marketing and Communications
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	<ul style="list-style-type: none"> • Technical • Usage

<p>To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute</p>	<ul style="list-style-type: none"> • Identity • Contact • Transaction • Technical • Profile • Usage • Marketing and Communications
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4. With Whom Do We Share Personal Information?

We may share your personal information with the following categories of third parties:

- **Our Service Providers:** We may transfer your personal information to our service providers, some of which may include our affiliates, as necessary for them to provide services to us in connection with our fulfillment of the purpose set out above. For example, we may rely on service providers to host and maintain our website, perform backup and storage services, process payments, collect debts, provide customer service, transmit communications, deliver products and prizes, and perform analytics services. For example, we may rely on service providers to host and maintain our website, perform backup and storage services, process payments, collect debts, provide customer service, transmit communications, deliver products and prizes, and perform analytics services. Our service providers are located and process personal information in the following countries: United States. Our service providers currently include Shopify.
- **Government Agencies, Regulators and Professional Advisors:** Where permitted or required by applicable law, we may also need to transfer your personal data to government agencies and regulators (e.g., tax authorities, courts, and government authorities) to comply with our legal obligations, and to external professional advisors as necessary to defend our legal interests.
- **Organizations Involved in Business Transfers:** In the event of a merger, reorganization, dissolution or similar corporate event, or the sale of all or substantially all of our assets, we expect that the information that we have collected, including personal information, will be transferred to the surviving entity in a merger or the acquiring entity. Such information will be transferred in accordance with applicable law.

5. How Do We Protect Personal Information?

We maintain physical, administrative and technological safeguards intended to prevent personal information from accidental or unauthorized loss, alteration access or use. We have put in place procedures to deal with any suspected breach of personal information and will notify you and any applicable regulator of a breach where we are legally required to do so.

6. How Do We Use Cookies?

We, or third-party service providers acting on our behalf, put small files (known as cookies) onto your computer to collect information about how you interact with our website. We describe below the cookies we use, what they are for, when they expire, and your choices regarding our use of cookies.

Functional Cookies

We use “functional cookies” to enhance your experience on our website and for various internal operational purposes, including to collect aggregated information about how users of our website interact with it, remember choices you make while using our website, and allow us to test different design ideas for particular pages. We use the following functional cookies:

Shopify: We use Shopify’s cookies to see where in the world your IP address is located, what pages you view and for how long, and from what page you visited a SpaceX webpage. We do not link this data to any other information you give us. Shopify’s information on how it collects and uses data:

<https://www.shopify.com/legal/cookies>

How to control our use of cookies

You can delete, restrict and block cookies from being set on your device via the settings of your browser. To do so, please refer to the Help function within your browser, or you may wish to visit www.allaboutcookies.org, which contains comprehensive information on how to disable cookies on a wide variety of desktop browsers.

7. Your Privacy Rights

Under applicable laws, you may have rights to access, update, rectify, port or erase certain personal information that we have about you or restrict or object to certain activities in which we engage with respect to your personal information. If you have such rights and your request complies with the requirements under applicable laws, we will give effect to your rights as required by law.

To exercise any rights you may have under applicable privacy laws, please contact us using the details in the “Contact Us” section below. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

If you are a resident of California, please also see our Supplemental CCPA Privacy Policy.

8. Links to Other Websites

Our website may contain links to other websites, which may have privacy policies or notices that differ from ours. We are not responsible for the collection, processing or disclosure of personal information collected through other websites.

We are also not responsible for any information or content contained on such websites. Links to other websites are provided solely for convenience. Your usage and browsing on any such website is subject to that website’s own policies. Please review the privacy notices posted on other websites that you may access through our website.

We may provide you with additional or different privacy notices in specific instances which describe how your personal information is collected and used for a specific service.

9. Contact Us

You may contact us using the following details:

Email address: privacy@spacex.com

Postal address: ATTN: Privacy/Legal, Space Exploration Technologies Corp., 1 Rocket Road, Hawthorne, CA 90250

SUPPLEMENTAL CCPA PRIVACY POLICY

The privacy laws of California, including the California Consumer Protection Act of 2018 (“**CCPA**”), require us, Space Exploration Technologies Corp., to provide certain information about our data processing practices to California residents in addition to the disclosures in our SpaceX Privacy Policy. If you have a visual disability, you may be able to use a screen reader or other text-to-speech or text-to-Braille tool to review the contents of this Privacy Policy.

TABLE OF CONTENTS

1. Scope
2. Right to Know about Personal Information Collected, Disclosed or Sold
3. Right to Request Deletion of Personal Information
4. Right to Opt-Out of the Sale of Personal Information
5. Right to Non-Discrimination for the Exercise of a Consumer’s Privacy Rights
6. Right to Be Informed of Financial Incentives
7. Authorized Agent
8. Contact for More Information

1. Scope

If you are a resident of California and not part of our workforce, this Supplemental California Privacy Policy applies to you.

2. Right to Know About Personal Information Collected, Disclosed, or Sold

This Supplemental CCPA Privacy Policy describes the personal information we generally collect, use, disclose and sell about California residents. You have the right to request that we disclose what personal information we collect, use, disclose and sell about you specifically (“**right to know**”). To submit a request to exercise the right to know, please submit a request by mail to ATTN: Privacy/Legal, Space Exploration Technologies Corp., 1 Rocket Road, Hawthorne, CA 90250, or submit an email request to privacy@spacex.com and include “California Request to Know” in the subject line. Please specify in your request the details you would like to know, including any specific pieces of personal information you would like to access.

We may ask that you provide certain information to verify your identity. If you have a password-protected account with us, we may verify your identity through our existing authentication practices for your account. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue. We will respond to your request in accordance with the CCPA. If we deny your request, we will explain why.

Collection of Personal Information

We have set out below the categories of personal information we have collected about California residents in the preceding 12 months and, for each category of personal information collected, the categories of sources from which that information was collected, the business or commercial purposes for which the information was collected, and the categories of third parties with whom we shared the personal information.

Category of personal information	Corresponding reference to category of personal information under CCPA definition of personal information (Cal. Civ. Code § 1798.140(o)(1))	Category of source from which information was collected	Business or commercial purposes for which information was collected	Category of third parties with whom we shared the personal information
Name	(A) Name	From you	<ul style="list-style-type: none"> • To register and create your account; • To process and deliver your order; • To manage our relationship with you; • To enable you to participate in a prize draw, competition or complete a survey; • To administer and protect our business and this website; • To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve you, in accordance with applicable law; and • To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute. 	Service providers that process personal information solely on our behalf and which are subject to data security measures
Title	(A) Name	From you	Same as above	Same as above
Username or similar	(A) Unique personal	From you	Same as above	Same as above

identifier	identifier			
Account password	(B) Signature	From you	Same as above	Same as above
Delivery/service address	(A) Postal Address	From you	Same as above	Same as above
Email address	(A) Email address	From you	Same as above	Same as above
Telephone number	(B) Telephone number	From you	Same as above	Same as above
Billing address	(B) Financial information	From you	<ul style="list-style-type: none"> • To process and deliver your order; and • To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute. 	Same as above
Payment card details	(B) Credit card number, debit card number	From you	Same as above	Same as above
Details of products and services you have purchased from us	(D) Records of products or services purchased	From you	<ul style="list-style-type: none"> • To process and deliver your order; • To manage our relationship with you; • To enable you to participate in a prize draw, competition or complete a survey; • To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you, in accordance with applicable law; and • To comply with legal obligations that apply to us, monitor and 	Same as above

			ensure compliance with our terms, and defend our legal interests in the event of a potential dispute.	
IP address	(A) Internet Protocol address	From you	<ul style="list-style-type: none"> • To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data); • To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you, in accordance with applicable law • To use data analytics to improve our website, products/services, marketing, customer relationships and experiences; and • To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute. 	Same as above
Login data	(F) Internet or other electronic network activity information, including interaction with an Internet Web site	From you	Same as above	Same as above
Browser type and version	(F) Internet or other electronic network	From you	Same as above	Same as above

	activity information			
Time zone setting and location	(F) Internet or other electronic network activity information	From you	Same as above	Same as above
Browser plug-in types and versions	(F) Internet or other electronic network activity information	From you	Same as above	Same as above
Operating system and platform	(F) Internet or other electronic network activity information	From you	Same as above	Same as above
Interests, preferences, feedback and survey responses	(D) Tendencies (H) Electronic information	<ul style="list-style-type: none"> • From you • We may also collect such information from sources where you or your organization make such information publicly available, such as your organization's public website 	<ul style="list-style-type: none"> • To manage our relationship with you; • To enable you to participate in a prize draw, competition or complete a survey; • To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you, in accordance with applicable law; and • To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute. 	Same as above
Information about how you use our website, products and services	(F) Internet or other electronic network activity information	From you	<ul style="list-style-type: none"> • To enable you to participate in a prize draw, competition or complete a survey; • To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or 	Same as above

			<p>understand the effectiveness of the advertising we serve to you, in accordance with applicable law;</p> <ul style="list-style-type: none"> • To use data analytics to improve our website, products/services, marketing, customer relationships and experiences; and • To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute. 	
Preferences in receiving non-marketing communications from us	(B) Information that relates to a particular individual	From you	<ul style="list-style-type: none"> • To process and deliver your order; • To manage our relationship with you; and • To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute. 	Same as above
Preferences in receiving marketing from us and our third-party business partners	(B) Information that relates to a particular individual	From you	<ul style="list-style-type: none"> • To manage our relationship with you; • To enable you to participate in a prize draw, competition or complete a survey • To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the 	Same as above

			<p>advertising we serve to you, in accordance with applicable law; and</p> <ul style="list-style-type: none"> To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute. 	
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Disclosure or Sale of Personal Information

Over the preceding 12 months, we have disclosed California residents’ personal information to service providers that process personal information solely on our behalf and which are subject to data security measures.

We do not, and will not, sell California residents’ personal information. We do not sell the personal information of minors under 16 years of age residing in California without affirmative authorization.

3. Right to Request Deletion of Personal Information

You have a right to request the deletion of personal information that we collect or maintain about you. To submit a request to delete personal information, please submit a request by mail to ATTN: Privacy/Legal, Space Exploration Technologies Corp., 1 Rocket Road, Hawthorne, CA 90250, or submit an email request to privacy@spacex.com please and include “California Request to Delete” in the subject line. Please specify in your request the personal information about you that you would like to have deleted, which can be all of your personal information as required by the CCPA.

We may ask that you provide certain information to verify your identity. If you have a password-protected account with us, we may verify your identity through our existing authentication practices for your account. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue. Once we have verified your identity, we will ask you to confirm that you wish to have your personal information deleted. Once confirmed, we will respond to your request in accordance with the CCPA. If we deny your request, we will explain why.

4. Right to Opt-Out of the Sale of Personal Information

You have the right to opt-out of the sale of your personal information by any business. We do not, and will not sell your personal information, so there is no need to opt-out.

5. Right to Non-Discrimination for the Exercise of a Consumer’s Privacy Rights

You have a right not to receive discriminatory treatment by us for the exercise of the privacy rights conferred by the CCPA.

6. Right to Be Informed of Financial Incentives

We do not currently offer any financial incentives in exchange for the retention or sale of California residents' personal information.

7. Authorized Agent

You can designate an authorized agent to make a request under the CCPA on your behalf if:

- The authorized agent is a natural person or a business entity registered with the Secretary of State of California;
- You sign a written declaration that you authorize the authorized agent to act on your behalf.

If you use an authorized agent to submit a request to exercise your right to know or your right to request deletion, please have the authorized agent take the following steps in addition to the steps described in Sections 2 and 3 above:

- (a) Mail a certified copy of your written declaration authorizing the authorized agent to act on your behalf to the address listed below; and
- (b) Provide any information we request in our response to your email to verify your identity. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue.

If you provide an authorized agent with power of attorney pursuant to Probate Code sections 4000 to 4465, it may not be necessary to perform these steps and we will respond to any request from such authorized agent in accordance with the CCPA.

8. Contact for More Information

If you have questions or concerns regarding our privacy policy or practices, you may contact us using the following details:

Email address: privacy@spacex.com

Postal address: ATTN: Privacy/Legal, Space Exploration Technologies Corp., 1 Rocket Road, Hawthorne, CA 90250