

PRIVACY POLICY: NICHE, LLC

Last Updated: January 27, 2026

This Privacy Policy describes how **Niche, LLC** (“we,” “us,” or “our”), located at **2600 71st St., North Bergen, NJ 07047**, collects, uses, and discloses your personal information in connection with the Niche, LLC World Cup Giveaway (the “Sweepstakes”) and our marketing services. By participating in the Sweepstakes or using our website, you agree to the terms of this Privacy Policy.

1. INFORMATION WE COLLECT

We collect several categories of information to administer the Sweepstakes and provide marketing updates:

- **Entrant Information:** Name, residential address (NJ or PA only), email address, mobile phone number, date of birth, and the unique access code from Niche, LLC product packaging.
- **Winner Verification Data:** For participants selected as potential winners, we collect government-issued identification to verify age and residency.
- **Sensitive Tax Information:** In compliance with federal law, winners of prizes exceeding \$600.00 are required to provide a completed **IRS Form W-9**, which includes their **Social Security Number (SSN)** or Taxpayer Identification Number (TIN).
- **Usage Data:** IP addresses, browser types, and interaction data collected via cookies and tracking pixels on our entry portal.

2. DATA SHARING (THE "ONE-WAY" POLICY):

- **Shared Data:** We share your **Name and Email Address** with our authorized brand and retail partners so they may provide you with news, product drops, and promotions.
- **Protected Data:** We **do not share your phone number** with any third-party partners. Your phone number is retained internally by Niche, LLC and is used only for manual calls or direct emails regarding your status in the Sweepstakes.
- **Tax Data:** Social Security Numbers are never shared with marketing partners and are disclosed only to the Internal Revenue Service (IRS) and relevant state tax authorities as required by law.

3. MANDATORY MARKETING OPT-IN

By entering the Sweepstakes, you provide your **express written consent** to be added to the Niche, LLC marketing database. You agree to receive email and SMS/text marketing messages.

You may opt-out of these communications at any time by clicking "Unsubscribe" in emails or replying "STOP" to SMS messages; however, you acknowledge that valid contact information must be maintained throughout the Sweepstakes Period to remain eligible for prize drawings.

4. PROTECTION OF SENSITIVE INFORMATION (W-9 DATA)

Niche, LLC treats Social Security Numbers and tax documentation as **Highly Sensitive Information**.

- **Storage:** SSNs are stored in an encrypted environment with restricted access limited to authorized compliance and accounting personnel.
- **Transmission:** Tax forms are collected via secure, SSL-encrypted portals.
- **Retention:** We retain tax-related information only for as long as required by the Internal Revenue Service (IRS) and state tax authorities.

5. DATA LIFECYCLE FOR WINNERS

The following diagram illustrates the secure handling of winner data from the moment of selection through the final tax filing:

6. SHARING OF INFORMATION

We do not sell your personal information to third parties for their independent marketing purposes. We share information only with:

- **Service Providers:** Technical partners who manage our entry database and email/SMS delivery systems.
- **Brand Partners:** Your contact information (Name/Email/Phone) may be shared with our authorized brand partners for joint marketing efforts as disclosed in Section 3.
- **Government Authorities:** We disclose winner information to the IRS and state taxing authorities as required by law.

7. YOUR PRIVACY RIGHTS (NJ & PA RESIDENTS)

Under the **New Jersey Data Privacy Law (NJDPL)** and applicable Pennsylvania consumer protection statutes, you may have the following rights:

- **Right to Access:** You may request a copy of the personal data we hold about you.
- **Right to Correct:** You may request that we update inaccurate or incomplete information.
- **Right to Delete:** You may request the deletion of your data, subject to our legal obligations to retain records for the Sweepstakes and tax compliance.

8. DATA SECURITY

We implement industry-standard physical, technical, and administrative security measures to protect your data. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

9. CONTACT US

If you have questions regarding this Privacy Policy or wish to exercise your data rights, please contact our Compliance Officer at:

Niche, LLC Attn: Privacy/Compliance 2600 71st St. North Bergen, NJ 07047 Email: [Insert Compliance Email Address]

ON-SITE DISCLOSURE (ABOVE "SUBMIT" BUTTON)

Use this exact text to ensure you have the legal right to share the emails with your partners.

I am 21+ and a resident of NJ or PA.

By clicking "Enter Now," I agree to the [Official Rules] and [Privacy Policy]. I provide express consent for Niche, LLC to share my name and email address with its brand partners for marketing purposes. I understand Niche, LLC will use my phone number only to call me if I am a potential winner. I can opt-out of emails at any time.