Categories of Personal Information We Collect

Category of Personal Information	Examples of Category
Identifiers	Username, Email, Address, Phone number, Financial Information, IP Address, Cookies, Profile Information
Commercial information	Records of the services you use
Internet or other electronic network activity information	Log Information (device, browser, language, date & time, operating system, etc), Usage Information
Geolocation data	Approximate location based on IP Address, Precise location if posts/photos are uploaded with location data from your mobile phone
Audio, electronic, visual or similar information	Uploaded media
Inferences we make	Internal marketing metric
Legally protected classifications	Gender
Other information that identifies or can be reasonably associated with you	User-generated content

Business & Commercial Purposes for Collecting Personal Information

Providing you with the Services

Communicating with you (e.g., sending you administrative communications and other kinds of emails)

Developing new Services or improving or enhancing the Services

Personalizing the service (e.g., presenting you with new posts relevant to what you've like, providing you with better search results, and showing you advertising more relevant to your interests)

Targeted advertising

Improving search results

Measuring the effectiveness of our advertising or email

Identifying trending or popular content

Protecting the Services (e.g., fighting spam, malware, identity theft, and generally keeping our users and community safe).

Legal and safety reasons (e.g., complying with legal or regulatory requirements, enforcing our Terms of Service and the Privacy Policy, detecting fraud or trust & safety or other technical issues, responding to support requests, and protecting us, our users, third parties, and the public)

Where We Collect Personal Information

Source of Personal Information	Categories of Information Collected	Examples of Where We Collect this Information
Information collected directly from a person	Identifiers Geolocation data Audio, electronic, visual, or similar information Legally protected classifications Other information that identifies you	We collect your username and email address when you sign up for an account. We collect your phone number when you enable two-step authentication. We collect pictures, videos, and other user-generated content you upload to Tumblr and any location data included with those uploads.
Information collected automatically by our systems	Identifiers Internet or other electronic network activity information Geolocation data Inferences we make	We collect information from cookies we set in your browser. For example, your stored preferences for opting out of personalized ads. We collect information your browser provides us about your device and operating system in our server logs. We collect your approximate location in our logs based on the IP address you connect to us from. We collect information about how you interact with our products.
Information collected from third parties	Identifiers Legally protected classifications	We partner with third party services that may provide information about you. Such information could include, for example, your gender, if you have disclosed that information to that third party and made it available for Tumblr to access.

Third Parties To Whom We Disclose Personal Information

Categories of Third Party with Whom We Share Information*	Categories of Information We Share	Examples of How We Share this Information
Third party vendors	Identifiers Internet or other electronic network activity information Geolocation data Audio, electronic, visual, or similar information	We may share information with vendors that help us fight spam, customer chat and email support services that help us communicate with you, analytics providers that help us understand and improve our services, and vendors that assist with our marketing efforts, and third-party consultants who may have access to information in the process of improving our processes and technology.

Third parties with your consent	Identifiers Internet or other electronic network activity information Geolocation data Audio, electronic, visual, or similar information	You can share information that you provide to us, like blog posts, with Third Party Services (for example, by sharing posts to Twitter or Facebook).
The public	Identifiers Audio, electronic, visual, or similar information User generated content	When you share user content or perform native actions (e.g., liking, reblogging, or replying to a post), that information is generally available to the public
Ad partners	Identifiers Geolocation data	We may share unique identifiers, cookie information, and your IP address with our ad partners (but not personally identifying information like your name or email address).**

Personal information could also be shared with our parent company and other properties owned by Automattic, with independent contractors that work with us to provide services, or with the relevant third party business in the event that our business was acquired. Additionally, personal information could be shared if we received a valid law enforcement or legal process request in line with the Legal Guidelines described at https://www.tumblr.com/privacy/en.

**This may be considered a sale of data under the CCPA.*