

Notice of Financial Incentive

Peninsula Publishing, LLC · DBA The Local Palate · Effective 8/24/26

Under the CCPA, a “financial incentive” is any offer of money, a discount, free goods or services, or a different level or quality of goods or services, in exchange for the collection, retention, sale, or sharing of personal information. If any program below sounds like something The Local Palate currently runs, it likely triggers this notice requirement:

- A discount or coupon offered in exchange for completing a survey, quiz, or profile
- Free or exclusive content (e.g., a bonus recipe guide, early access to an issue, etc.) in exchange for signing up with more than just an email address, or in exchange for answering profiling questions
- A loyalty or rewards program tied to the Marketplace where points or perks are earned partly through data sharing (e.g., referrals, social sharing, profile completion)
- A sweepstakes/contest entry that asks for more personal information than needed to notify a winner, in exchange for entry

California law requires this notice to be presented before or at the point a consumer opts in, and to include: a plain-language description of the incentive, the categories of personal information implicated, the incentive's material terms, a good-faith estimate of the value of the personal information to the business (and the method used to calculate it), and how the consumer can opt in and withdraw. Use the table below once per qualifying program.

Element	What CCPA Requires	[Fill in for this program]
Program name	A clear, plain-language name consumers will recognize	The Local Palate & Big Green Egg, Inc. 2026 Giveaway
Incentive offered	The discount, free content, or other benefit	one (1) Large Big Green Egg, one (1) Pizza Oven Wedge for Large Egg, one (1) \$50 gift card to The Local Palate Marketplace, two (2) bottles of AR's Hot Honey, one (1) year-long subscription to The Local Palate magazine and one (1) year-long subscription to members-only The Local Palate Cookbook Club.
Data requested	Categories of personal information collected to grant the incentive	Name, Email Address, Social Media Handles, Shipping address (only if selected winner)
Material terms	How to participate, how long the incentive lasts, any limits	(a) Voting in the pizza bracketing competition on The Local Palate website, submitting a valid email address through the official Sweepstakes Landing Page, or by commenting on the collaboration post on Instagram, Facebook (Meta), or TikTok. (b) Entrant must be following each sponsor's social handles on Instagram, Facebook (Meta), and TikTok. (c) Agreeing to the applicable terms and privacy policies presented on the Terms and Conditions Landing Page
Good-faith value estimate	A reasonable estimate of the value of the data to the business, and the method used to calculate it	Approximate Retail Value (ARV) of the prize package \$2,244.97 USD

Right to opt in	Must be an affirmative, freely given choice — not a precondition of using the core site/service	if the entrant chooses, they may opt- in on any optional, additional marketing selections presented on The Local Palate website, but these are not necessary to enter the giveaway
Right to withdraw	Consumers may withdraw at any time; describe how	To withdraw, entrants can email info@thelocalpalate.com
Effect of withdrawal	What happens to previously collected data and future incentive eligibility	If an entrant withdraws, their data will be removed from the incentive opportunity

Once the table above is filled in, the consumer-facing notice typically reads like this — adapt per program:

The Local Palate & Big Green Egg, Inc. 2026 Giveaway

Users who participate by voting in the pizza bracket competition are entered to win a giveaway in partnership with Big Green Egg.

- What we collect: name, email address, social media handles, shipping address (for winner only)
- What you get: one (1) Large Big Green Egg, one (1) Pizza Oven Wedge for Large Egg, one (1) \$50 gift card to The Local Palate Marketplace, two (2) bottles of AR's Hot Honey, one (1) year-long subscription to The Local Palate magazine and one (1) year-long subscription to members-only The Local Palate Cookbook Club.
- Estimated value of your information to us: \$0.35 per person
- How to opt in: Submit your name and email for voting, or submit a comment on one of the social media channels (Facebook (Meta), Instagram, TikTok)
- How to withdraw: email info@thelocalpalate.com
- **Participation is voluntary. You do not have to join this program to subscribe to The Local Palate, shop the Marketplace, or otherwise use our site, and declining will not affect your access to any of our other content or services.**

This Notice Should Appear

- At or before the point of data collection for the specific program (e.g., directly above the survey submit button, or on the loyalty program sign-up page) — not buried only in the general Privacy Policy
- Linked from the general Privacy Policy's financial incentive section for consumers who want the full picture
- Re-presented if the program's terms change materially