

PRIVACY POLICY

The LCP Group, L.P.

Website: lcpgroup.com

Effective Date: April 20, 2026 **Last Updated:** April 20, 2026

1. Introduction

The LCP Group, L.P. (“we,” “our,” or “us”) respects your privacy and is committed to transparency about how we collect, use, and share information when you visit our website at lcpgroup.com (the “Website”). This Privacy Policy describes our data practices and explains your rights under applicable law, including the California Consumer Privacy Act, as amended by the California Privacy Rights Act (“CCPA/CPRA”).

By using the Website, you acknowledge that you have read and understood this Privacy Policy. **No non-essential tracking technologies will be activated on the Website unless and until you affirmatively consent through our cookie consent banner.**

2. Information We Collect

2.1 Information You Provide Directly

When you voluntarily submit information through the Website — for example, by filling out a contact form, requesting information about investment opportunities, or signing up for communications — we may collect your name, email address, phone number, mailing address, and any other information you choose to provide.

2.2 Information Collected Automatically

When you visit the Website, certain technical information may be collected automatically by our web server and, if you consent to non-essential tracking, by the third-party services described below. This information may include your Internet Protocol (IP) address, browser type and version, operating system, device identifiers, referring URL, pages visited, time and date of your visit, and similar technical data.

This information is collected through cookies, tracking pixels, and similar technologies that are standard in the operation of modern websites. As described in Section 4, no non-essential tracking technologies will activate unless you affirmatively opt in through our cookie consent banner.

2.3 Third-Party Services and Their Data Practices

When you consent to non-essential tracking, the following third-party services may collect information about your visit. Each of these providers processes the data it receives in accordance with its own terms of service and privacy policy — not under this

Privacy Policy. We do not control how these third parties use, retain, or share the information transmitted to them. We encourage you to review their policies directly:

Google Analytics and Google Ads — We use Google Analytics to understand how visitors interact with the Website and Google Ads to measure the performance of our advertising campaigns. When these tools are active, they collect your IP address, browser and device information, pages visited, and interaction data. Google uses data received from partner sites for its own purposes, including ad personalization, product improvement, and cross-site analytics. Google acts as an independent data controller for this information, not as a processor subject to our instructions.

Google Terms of Service: <https://policies.google.com/terms>

Google Privacy Policy: <https://policies.google.com/privacy>

Meta (Facebook) Pixel — We use the Meta Pixel to measure the effectiveness of our Facebook advertising and to understand how visitors interact with our Website after viewing our ads. When active, the Meta Pixel transmits your IP address, browser and device information, and page interaction data to Meta. Meta uses data received through the Pixel for its own advertising ecosystem, including to personalize ads, build audience profiles, and provide measurement and analytics services. Meta collects and uses this information even from visitors who do not have a Meta account. Meta acts as an independent data controller for information received through the Pixel.

Meta Terms of Service: <https://www.facebook.com/terms/>

Meta Privacy Policy: <https://www.facebook.com/privacy/policy/>

LinkedIn Insight Tag — We use the LinkedIn Insight Tag to measure the performance of our LinkedIn advertising campaigns and to understand professional demographics of our Website visitors. When active, the Insight Tag transmits your IP address, browser and device information, and page interaction data to LinkedIn. LinkedIn uses data received through the Insight Tag for its own advertising platform, analytics, and product improvement purposes. LinkedIn acts as an independent data controller for this information.

LinkedIn User Agreement: <https://www.linkedin.com/legal/user-agreement>

LinkedIn Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>

HubSpot — We use HubSpot as our customer relationship management (CRM) platform to manage investor inquiries and communications. The HubSpot tracking code collects your IP address, browser information, and pages visited to help us understand how visitors engage with our Website and to facilitate follow-up with prospective and existing investors. For data collected through our Website and processed through the HubSpot Subscription Service, HubSpot generally acts as a data processor on our behalf under its Customer Terms of Service and Data Processing Agreement. However, HubSpot's own data practices — including its enrichment products and advertising partnerships — are governed by HubSpot's own privacy policy.

HubSpot Terms of Service: <https://legal.hubspot.com/terms-of-service>

HubSpot Privacy Policy: <https://legal.hubspot.com/privacy-policy>

PixelYourSite — PixelYourSite is a WordPress plugin installed on our Website that manages the deployment and configuration of the tracking pixels described above (such as the Meta Pixel and Google Ads tags). PixelYourSite is an internal tool that operates within our Website infrastructure; it is not a separate third-party data recipient. PixelYourSite is gated behind our cookie consent banner and will not execute any tracking scripts without your consent.

3. Purposes of Data Collection

We use the information collected through the Website, including through the third-party tracking technologies described above, for the following purposes:

- **Analytics:** To understand how visitors use the Website, including which pages are visited, how visitors arrive at the Website, and how we can improve the user experience.
- **Advertising measurement:** To evaluate the performance of our advertising campaigns on platforms including Google, Facebook, and LinkedIn, and to understand which campaigns drive visitor engagement.
- **Customer relationship management:** To manage investor inquiries, track engagement with our communications, and facilitate follow-up with prospective and existing investors through our HubSpot CRM integration.
- **Website functionality:** To ensure the Website operates correctly, maintain security, and deliver essential features.

4. Cookies, Tracking Technologies, and Your Consent

We use a cookie consent management platform (currently CookieYes) to obtain your affirmative consent before activating any non-essential tracking technologies. When you first visit the Website, you will see a consent banner that describes the tracking technologies in use and asks you to accept or reject non-essential cookies and tracking.

Opt-in required: No non-essential tracking scripts, pixels, or tags will execute in your browser unless and until you click “Accept All” or otherwise affirmatively opt in. If you click “Reject All” or take no action, only essential cookies required for basic website functionality will be used.

Withdraw consent: You may withdraw your consent at any time by adjusting your cookie preferences through the cookie settings link available on the Website. Upon withdrawal, non-essential tracking will cease.

Essential cookies: Certain cookies are strictly necessary for the Website to function (for example, cookies that remember your consent preferences). These cookies do not

collect personal information for marketing or analytics purposes and do not require your consent.

5. Categories of Personal Information Collected (CCPA/CPRA Disclosure)

In the preceding twelve (12) months, we have collected the following categories of personal information, as defined by the CCPA/CPRA:

- **Identifiers:** Name, email address, phone number, mailing address (when provided by you); IP address and device/browser identifiers (collected automatically upon consent).
- **Internet or other electronic network activity information:** Browsing history on our Website, search history, and information regarding your interaction with the Website, including pages visited, time on site, and referral source.
- **Geolocation data:** Approximate location as inferred from your IP address.

6. Sharing of Personal Information

We do not sell your personal information. We do not receive monetary consideration in exchange for your personal data.

We share your personal information with the following categories of third parties for the purposes described in this Privacy Policy:

- **Analytics and advertising platforms:** Google, Meta, and LinkedIn, as described in Section 2.3 above, for the purposes of analytics and advertising measurement. As described in Section 2.3, these providers act as independent data controllers and use the data they receive for their own purposes, including ad personalization and product improvement. Under the CCPA/CPRA, the transmission of IP addresses and device identifiers to these providers for cross-context behavioral advertising may constitute “sharing” of personal information, even though we do not receive monetary consideration for it. You may opt out of this sharing by declining non-essential tracking through our cookie consent banner.
- **CRM provider:** HubSpot, as described in Section 2.3, for purposes of managing investor communications and inquiries. HubSpot generally acts as a data processor on our behalf for CRM data collected through our Website.
- **Service providers:** Third parties who assist us in operating the Website, conducting our business, or providing services to you, subject to contractual obligations to use your information only for the purposes for which it was disclosed.

7. Your California Privacy Rights

If you are a California resident, you have the following rights under the CCPA/CPRA:

- **Right to Know:** You have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources from which that information was collected, the business or commercial purpose for collecting or sharing it, and the categories of third parties with whom we share it.
- **Right to Delete:** You have the right to request that we delete personal information we have collected from you, subject to certain exceptions.
- **Right to Correct:** You have the right to request that we correct inaccurate personal information that we maintain about you.
- **Right to Opt Out of Sharing:** You have the right to opt out of the “sharing” of your personal information for cross-context behavioral advertising. You may exercise this right through our cookie consent banner by declining non-essential tracking.
- **Right to Limit Use of Sensitive Personal Information:** We do not collect information that qualifies as “sensitive personal information” under the CCPA/CPRA.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your CCPA/CPRA rights.

To submit a request to exercise your rights, please contact us using the information provided in Section 12 below. We will verify your identity before processing your request and will respond within 45 days, as required by law.

8. Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes for which it was collected, comply with our legal obligations, resolve disputes, and enforce our agreements. Information collected through third-party tracking technologies is subject to the retention policies of each respective third-party provider, as described in their privacy policies linked in Section 2.3.

9. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect the personal information we collect. These measures include SSL/TLS encryption for data in transit, web application firewall protection, DDoS mitigation, malware scanning, and brute force protection. However, no method of transmission over the internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

10. Do Not Track and Opt-Out Preference Signals

Our Website is configured to respect opt-out preference signals. If your browser transmits a Global Privacy Control (“GPC”) signal or similar opt-out preference signal, we will treat that signal as a valid request to opt out of the sharing of your personal information for cross-context behavioral advertising, as required by the CCPA/CPRA.

11. Children’s Privacy

The Website is not directed to individuals under the age of 18, and we do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a child, please contact us immediately and we will take steps to delete that information.

12. Contact Information

If you have questions about this Privacy Policy, wish to exercise your California privacy rights, or have concerns about our data practices, please contact us at:

The LCP Group, L.P.

50 Main St., Suite 1410

White Plains, NY 10606

Email: privacy@lcpgroup.com

Phone: **914-289-0059**

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or for other operational or legal reasons. When we make material changes, we will update the “Last Updated” date at the top of this policy. We encourage you to review this Privacy Policy periodically.