



DISCLOSURE MATERIALS

Certified B Corporations must complete a Disclosure Questionnaire to identify potentially sensitive issues related to the company (e.g. historical fines, sanctions, material litigation, or sensitive industry practices).

This component does not affect the company's score on the B Impact Assessment. If the company answers affirmatively to any items in the Disclosure Questionnaire and B Lab deems them to be material, the company must:

- 1) Be transparent about the disclosure issues identified on the company's public B Impact Report
- 2) Describe how the company has addressed this issue.
- 3) Demonstrate that management systems are in place to avoid similar issues from arising in the future.

In all cases, the Standards Advisory council reserves the right to refuse certification if the company is ultimately deemed not to uphold the spirit of the community.

In addition to the voluntary indication of sensitive issues in the Disclosure Questionnaire, companies pursuing Certification also are subject to background checks by B Lab staff. Background checks include a review of public records, news sources, and search engines for company names, brands, executives/founders, and other relevant topics.

Sensitive issues identified through background checks may or may not be within the scope of questions in the Disclosure Questionnaire, but undergo the same review process and are subject to the same possible review by the Standards Advisory Council, including ineligibility for B Corp Certification, required remediation, or disclosure.

This document contains a copy of the company's completed Disclosure Questionnaire and related disclosure documentation provided by the company.



DISCLOSURE QUESTIONNAIRE

Company Name: Makeena Inc.
Date Submitted: 12/19/2019

Industries & Products	Yes	No
Please indicate if the company is involved in production of or trade in any the following. Select Yes for all options that apply.		
Animal Products or Services		√
Biodiversity Impacts		√
Chemicals		√
Company Explanation Of Disclosure Item Flags		√
Disclosure Alcohol		√
Disclosure Firearms Weapons		√
Disclosure Mining		√
Disclosure Pornography		√
Disclosure Tobacco		√
Energy and Emissions Intensive Industries		√
Fossil fuels		√
Gambling		√
Genetically Modified Organisms		√
Illegal Products or Subject to Phase Out		√
Industries at Risk of Human Rights Violations		√
Monoculture Agriculture		√
Nuclear Power or Hazardous Materials		√
Payday, Short Term, or High Interest Lending		√
Water Intensive Industries		√
Other		√

Supply Chain Disclosures	Yes	No
Please indicate if any of the following statements are true regarding your company's significant suppliers.		
Business in Conflict Zones		√
Child or Forced Labor		√
Negative Environmental Impact		√
Negative Social Impact		√
Other		√

Other Disclosures	Yes	No
		√

Outcomes & Penalties	True	False
Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.		
Anti-Competitive Behavior		√
Breaches of Confidential Information		√
Bribery, Fraud, or Corruption		√
Company Explanation Of Disclosure Item Flags		√
Company has filed for bankruptcy		√
Consumer Protection		√
Financial Reporting, Taxes, Investments, or Loans		√
Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)		√
Labor Issues		√
Large Scale Land Conversion, Acquisition, or Relocation		√
Litigation or Arbitration		√
On-Site Fatality		√
Penalties Assessed For Environmental Issues		√
Political Contributions or International Affairs		√
Recalls		√
Significant Layoffs		√
Violation of Indigenous Peoples Rights		√
Other		√

Practices	True	False
Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "Yes." If false, select "No."		
Animal Testing		√
Company/Suppliers Employ Under Age 15 (Or Other ILO Minimum Age)		√
Company Explanation Of Disclosure Item Flags		√
Company prohibits freedom of association/collective bargaining		√
Company workers are prisoners		√
Conduct Business in Conflict Zones		√
Confirmation of Right to Work		√
Does not transparently report corporate financials to government		√
Employs Individuals on Zero-Hour Contracts		√
Facilities located in sensitive ecosystems		√
ID Cards Withheld or Penalties for Resignation		√
No formal Registration Under Domestic Regulations		√
No signed employment contracts for all workers		√
Overtime For Hourly Workers Is Compulsory		√
Payslips not provided to show wage calculation and deductions		√
Sale of Data	√	
Tax Reduction Through Corporate Shells		√
Workers cannot leave site during non-working hours		√
Workers not Provided Clean Drinking Water or Toilets		√
Workers paid below minimum wage		√
Workers Under Bond		√
Other		√



B Corp Certification - Disclosure Questionnaire Documentation

PROVIDED BY: Makeena Inc.

UPDATED AS OF: 12/19/2019

DISCLOSURE QUESTIONNAIRE CATEGORY	Selling or Providing Access to Consumer or User Data
TOPIC	Sharing User Data to Advertising Partners and Third Parties
SUMMARY OF ISSUE	<p>Company shares some user data - collected through cookies and similar technology such as web beacons and embedded scripts -to third parties. The information shared is both aggregated Non-Identifying Information and Personal Information. Third parties include brand, merchant, retail and other partners for the purpose of marketing of their services and for the purpose of marketing their partners' products and services. Examples of personal information collected include, but are not limited to user names, email addresses, postal addresses, social security numbers and phone numbers.</p> <p>Information may also be shared in some instances for the following reasons - to Service Providers, for Legal and Investigative Purposes and for Internal and Business Transfers.</p> <p>The company shares information with service providers to perform services related to the Company Application and/or Site.</p> <p>More information is available on the company's website: https://makeena.com/privacy-policy/</p>
SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)	<p>Data is collected from users who use the websites - www.makeena.com and www.commonkindness.com - as well as through the application "Makeena" available on both Android and iOS.</p> <p>As of December 2019, the data of any user who unlocks a brand on Makeena's app is shared with the brand that the user unlocks. The data of a user who only signs up for the Makeena app and doesn't engage with the app is not shared with any third party.</p>
IMPACT ON STAKEHOLDER(S)	<p>Users must give consent for Makeena to be able to share their user data by accepting the online cookie policy. https://makeena.com/cookies-policy/</p> <p>Once cookies have been accepted by a user, they can be placed on a user's device to track and monitor behavior that can be used by third parties for targeted advertising. When a user does not accept cookies, they will see generic non-targeted advertising.</p> <p>They must also give consent to the information collection, disclosure and use practices outlined in the Privacy Policy when registering an account.</p>

**IMPLEMENTED MGT
PRACTICES**

Makeena has implemented measures to ensure that user's data is protected.

Some companies that Makeena works with are members of the Network Advertising Initiative (NAI) or the Digital Advertising Alliance (DAA) Self Regulatory Program for Online Behavioural Advertising.

There is more information on targeted advertising at the following link: http://www.networkadvertising.org/managing/opt_out.asp

Makeena has also taken steps to further protect user data by encrypting access to the site using industry-standard transport layer security technology (TLS). They also encrypt the transmission of certain sensitive information using secure socket layer technology (SSL).

The company also provides users the "opt in or opt out" option for users prior to the sharing of personal information with third parties for direct marketing purposes. The company welcomes any queries or concerns at the following address: privacy@makeena.com