

LA MESA, CALIFORNIA

Side Hustle Local

The complete guide

What it is, how it works, what you get out of it, the rules and activity limits (and why they exist), plus How it works, Plans, the Terms of Use, and the Privacy Policy in full.

sidehustlelocal.com
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A note on this guide. This is Version 1.8 · Revised October 19, 2026; the online guide and the PDF always show the same version. It describes Side Hustle Local as of that date. Features, limits, and plans can change as the community grows. If anything here differs from the Terms of Use or Privacy Policy, those documents (Appendices C and D) are the ones that apply.

QUICK START

Side Hustle Local in one page

Offer something. Find help. Make a local connection. A marketplace for verified La Mesa neighbors, 18 and older.

If you need something

1. **Join and verify** your La Mesa address. It's private and takes one document (see Section 2).
2. **Browse or search** Hustlers, posts, and requests on Home.
3. **Tap Request help** and say what you need. Choose who can see it.
4. **Talk in Messages** with Hustlers who reply or offer to help.
5. **Recommend** the people you hire, and mark helpful replies.

If you have a hustle

1. **Add a Hustler profile** from your account: a short bio and photo.
2. **Create a listing** with photos, a price or "Ask for a quote," and an audience.
3. **Reply to requests** in your categories. With Hustler Pro, tap "I can help."
4. **Answer messages quickly** and ask happy customers to recommend you.
5. **Keep listings fresh.** Everything is free during our launch (see Plans).

Stay safe

- Agree on price, scope, and timing in Messages before anyone pays.
- Never pay by wire transfer, gift card, or cryptocurrency, or share a verification code.
- Block or report anything that feels off. We'll tell you the outcome (Section 8).

Good to know

- Your street address, email, phone, and birth date are never shown to other members.
- Activity limits pause high-volume activity for a while. Reaching one never hurts your reputation (Section 9).
- Questions? Email hello@sidehustlelocal.com.

SECTION 1

What Side Hustle Local is

Side Hustle Local is a neighbors-only marketplace for La Mesa, California. It's where verified neighbors find each other for the things big platforms aren't built for: a poster printed by Friday, a sourdough loaf, a dog walker for next week, help hanging shelves, a birthday cake, a lesson.

Every member is 18 or older and has verified a La Mesa address, so the person you're talking to really lives nearby. There are no anonymous strangers, no third-party ad networks, and no bidding wars for leads.

Built for local connections

Side Hustle Local helps neighbors find, hire, and buy from people in their own community. Share what you offer, ask for what you need, or introduce a neighbor to someone who can help.

Posts should focus on local services, goods, and requests for help. General status updates, unrelated discussions, political debates, and neighborhood grievances belong elsewhere. Questions and friendly conversation are welcome when they help people make a connection or arrange the details.

Side Hustle Local is

- Services: printing, pet care, repairs, lessons, beauty, tech help, moving help
- Goods you make or sell regularly: baked goods, crafts, art, prints
- Requests for help with something specific
- Introductions and recommendations between neighbors

Side Hustle Local isn't

- A garage-sale board for one-off secondhand items or giveaways
- A place for general announcements, lost and found, or status updates
- A forum for political posts, debates, or neighborhood grievances

  These limits apply to member posts. Our team may publish announcements about Side Hustle Local and relevant local service alerts.
- A payment service, employer, or background-check company

Who it's for

Neighbors

Anyone in La Mesa who needs something done or wants to buy local. Asking for help, messaging, following, and recommending are free for every verified neighbor, always.

Hustlers

Neighbors with a side hustle or small business: makers, bakers, printers, pet sitters, tutors, handypeople, artists. Every Hustler is also a neighbor, with a Hustler profile added to their regular account.

What people get out of it

Neighbors get

- **Real neighbors, not strangers.** Everyone has a verified La Mesa address, and you can see their neighborhood and what other neighbors say about them.
- **One place to ask.** Post a request once. Hustlers who work in that category can reply, and other neighbors can suggest someone they trust.
- **Honest signals.** Recommendations come only from neighbors who have hired, bought from, or worked with a Hustler, and the "I hired them or bought from them" checkbox shows who actually did business together.
- **Privacy by default.** Your street address, ZIP, email, phone, and birth date are never shown to other members.

Hustlers get

- **Customers who live minutes away**, without paying per lead or bidding against other businesses.
- **The right to promote themselves.** Hustlers can reply directly to requests and, with Hustler Pro, add themselves to a request with "I can help." Offering your own services is how the site is meant to work.
- **A reputation that builds.** Recommendations, badges, and a growing profile follow you, and Insights show whether the site is bringing you business.

The community gets

- Money that stays in La Mesa, neighbors who know each other's names, and a friendlier place to ask for help.

Words we use

Neighbor	Any verified member.
Hustler	A neighbor who has added a Hustler profile to offer services or goods.
Hustler Post	A listing: a service or product a Hustler offers.
Neighbor Request	A post asking for help with something specific ("Request help").

Recommendation	A public thumbs-up from a neighbor who has personally hired, bought from, or worked with a Hustler.
Suggestion	A neighbor introducing a Hustler for someone else's request.
"I can help"	A Hustler Pro member adding themselves to a request.
Standing	A private 0–100 score our team uses to run the community. Members never see the number.

SECTION 2

Getting started and verifying your address

1. Join

Sign up with your first name and last initial (for example, "Maya R."), your email, a password of at least 8 characters, and your birth date. You must be 18 or older and agree to the Terms of Use and Privacy Policy. Your birth date is never shown to other members; it confirms you're an adult and powers an optional cake badge on your birthday.

2. Verify your La Mesa address

Enter your street address, ZIP code, and neighborhood, then upload a photo or PDF of a document that shows your name and that address (JPG, PNG, WEBP, HEIC, or PDF). Right now we serve La Mesa ZIP codes 91941, 91942, 91943, and 91944. P.O. boxes can't be verified.

> **Why we verify.** So everyone you meet is a real neighbor. It's the single biggest thing that keeps scammers, spammers, and out-of-town lead sellers off the site.

Documents that work

- A utility bill (electric, gas, water, trash, internet, phone)
- A lease or rental agreement that lists you
- A bank, credit card, or loan statement
- Car registration or an insurance card or policy
- Mail from a government agency (DMV, IRS, county, city)
- A California driver license or ID that shows your current address
- A voter information guide or sample ballot addressed to you
- A recent paycheck stub or W-2 showing your address

Use a current document: dated within the last 90 days, or still in effect, like a lease, registration, or ID. Files can be up to 8 MB.

What you can cover up

Keep these visible so we can assess the document:

- **Your name** and **the street address**
- **The date** it was issued or the statement date
- **Who issued it:** the company, agency, or landlord (a logo or letterhead is enough)
- **Any expiration date or lease term**, for IDs, registrations, insurance, and leases

Feel free to cover or blur everything else before you upload: account and policy numbers, balances, charges, ID numbers, your photo on an ID, barcodes, and signatures. If we can't see something we need, we'll ask for a new copy rather than reject it. Only our address-review team can see the document. We delete it as soon as we approve or reject your submission. If we ask for a correction, we keep it until you upload a replacement, or for up to 30 days if you don't respond; then we delete it automatically and close that submission.

If the document isn't in your name

- **Try a document in your own name first.** Bank statements, car registration, insurance, a driver license, or any official mail addressed to you at that address all work, even if the bills are in someone else's name.
- **If you rent,** a lease or rental agreement that lists you as a tenant or occupant works.
- **If everything is in a spouse's, partner's, parent's, roommate's, or landlord's name,** upload their document together with anything addressed to you at that address (a single photo or PDF showing both). If that isn't possible, upload what you have; our admin may ask for one more item.

How review works

- A member of our address-review team (authorized Address Reviewers and Administrators) reviews every submission. We aim to review within 2 business days, often sooner.
- You'll get a notification and an email when you're approved. If something needs fixing, you'll get a note explaining what, and you can upload a new document from the same page.
- If we can't verify your address, you can submit again with a different document, or reply to our email to ask for another look.
- Verification confirms an address only. It isn't a background check and doesn't vouch for anyone's work.

3. What you can do before you're verified

Visitors and members waiting for verification can browse Hustlers and read posts shared with *Everyone*. Posting, replying, messaging, recommending, and seeing *Verified neighbors only* posts open up once you're verified.

4. Find your way around

On a phone

The tab bar at the bottom has **Home**, **Hustlers**, **Request help** (the orange + in the middle), **Messages**, and **Me**. The bell at the top shows notifications. When you're logged in, the header shows the speech-bubble mark and your city.

On a computer

Wide screens show three columns: navigation and the Request Help / Offer a Service buttons on the left, the feed in the middle, and sponsored posts plus the newest Hustlers on the right. Search sits across the top.

Founding members

The first 100 neighbors to verify their address earn the permanent **Founding Neighbor** badge (admins don't use a spot). Founding Neighbors who add a Hustler profile during the launch period become **Founding Hustlers**. These are recognition badges; any special pricing for early Hustlers will be announced before paid plans begin.

SECTION 3

Your account, moving, and leaving

Forgot your password?

On the Log in page, tap **Forgot password?** and enter your email. We'll send a link that works once, for 1 hour. If you can't reach that email anymore, write to us from your new address. To protect your account, details anyone could see on your profile aren't enough: we'll notify the email on the account, ask you to verify your address again through the site, and wait at least 14 days for any objection. Waiting without an objection doesn't qualify an account for recovery by itself: after the waiting period, the site owner reviews everything and makes the change only if satisfied that the account is yours. If so, your old password and any sign-ins stop working, and you'll get a link at the new address to set a new password. The temporary account we ask you to create for this is the one exception to our one-account rule. If the recovery succeeds, we close the temporary account. If ownership can't be confirmed, the site owner may approve keeping the temporary account as your regular account, and the original account stays as it is.

Change your email or password

Go to **Account** → **Sign-in and address** (on a phone, tap **Me** in the bottom bar; on a computer, **Account** in the left menu). Either change needs your current password. When you change your email, we send a notice to both the old and new addresses, just in case.

Moved within La Mesa?

Go to **Account** → **Sign-in and address** and tap **Update address**, then enter the new address and upload a document for it there. Please never email a document. You stay verified at your old address until our team approves the new one, and your profile, recommendations, and badges stay with you.

Moved outside La Mesa?

Let us know and we'll close your account. You're welcome back when Side Hustle Local opens in your area.

Delete your account

Email us and we'll delete it. Your profile, listings, photos, requests, messages, recommendations, and badges are removed, and conversations with you disappear for both members. Copies may remain in backups for a limited time.

Notifications and emails

Turn new-message emails and the daily "Hustlers you follow" email on or off in **Account** → **Settings**. In-app notifications (the bell) are kept for 90 days.

SECTION 4

For neighbors: finding and asking for help

The Home feed

Home shows what's happening in La Mesa, newest first: Hustler Posts, Neighbor Requests, and introductions from New Hustlers. Posts are ordered by when they were first posted, so edits and recommendations never push an old post back to the top.

- **Filters:** All updates · Hustler Posts · Neighbor Requests, plus *Following* once you follow a Hustler.
- **Categories:** Printing, Pets, Food, Home & Repair, Art & Crafts, Lessons, Labor & Moving, Beauty, Tech Help, and Other.
- **Search posts and requests:** finds posts and requests whose title or description contains every word you type, within your current filter and category.
- 20 items load at a time; tap *Show more* for the next batch. Filled and expired requests drop out automatically.

Browse Hustlers

Browse every Hustler's listings by category, sorted by *Most recommended* or *Recently updated* (new listings and listings bumped this week). Each profile shows the Hustler's bio, photo, listings, badges, and recommendations.

Request help

Tap **Request help** and describe what you need:

- A short title (8 to 160 characters), like “Need a 24×36 poster printed by Friday.”
- A category, optional details (up to 1,500 characters), an optional photo, and an optional “needed by” date within the next 90 days.
- **Who can see this?** Choose *Verified neighbors only* (the default for requests) or *Everyone*, including visitors without an account. Only verified neighbors can respond either way.

Your request stays open until you mark it filled or close it, or until the needed-by date passes. Without a date, it stays open for 14 days. Two days before it closes, we’ll send a **“Still need help?”** reminder, and you can keep it open 14 more days with one tap. You can have up to 5 open requests at a time.

What happens next

1. **Hustlers reply.** Each Hustler can send one initial reply, which starts a private conversation in Messages. You get a notification and an email.
2. **Hustlers offer to help.** Hustler Pro members can add themselves with “I can help.” Their card appears on the request, labeled *Offered to help*. Up to 5 offers show at a time. Message anyone in one tap, or hide offers you don’t want shown: hiding one (or a Hustler withdrawing theirs) frees the spot for another Hustler.
3. **Neighbors suggest someone.** Any verified neighbor can tap *Suggest a Hustler* and add a short note. You and the Hustler are each told once. Suggestions are introductions, not reviews.
4. **You hire someone** and mark the request filled.

Messages

Conversations are private between two members. You’ll see when your message has been read. Keep your phone and address out of messages until you choose to share them; anything you send can be seen by the person you send it to. If a message mentions a common scam tactic, like a gift card or a verification code, the person receiving it sees a safety tip.

Give back: recommend, mark helpful, follow

- **Recommend** Hustlers you’ve personally hired, bought from, or worked with, from their profile, with an optional note. Tick “I hired them or bought from them” when you did; those recommendations count toward the Neighbor Recommended badge. One recommendation per Hustler; you can edit or remove it.
- **Helpful:** tap *Helpful* on a reply or message that helped you. Each neighbor counts once toward the Helpful Neighbor badge.
- **Follow** a Hustler to see their new listings on Home and your Following page, with an optional daily email. Following is private: Hustlers never see who follows them or how many people do.

Personal flags

Tap the small flag on someone's photo to cycle it: **Green** (someone you enjoy or found helpful), **Red** (someone to approach cautiously), or **White** (no preference). Flags are private notes for you alone. No one else sees them, and they never affect anyone's Standing, badges, or visibility.

Notifications (the bell)

The bell collects things worth knowing: a Hustler replied to your request, someone offered to help or suggested a Hustler, your request is about to close, you earned a badge, your verification was decided, the outcome of a report you sent, or a note from our team. Hustlers also get alerts about new requests in their categories (with Hustler Plus or Pro), recommendations, and suggestions. New messages stay in Messages.

SECTION 5

For Hustlers: offering your services and goods

Become a Hustler

From your account, tap **Offer a Service** or *Become a Hustler*. Write a short bio (20 to 1,000 characters), add a profile photo if you like, and agree to the Hustler guidelines. Then create your first listing.

Listings (Hustler Posts)

- **What belongs here:** services and goods you offer on an ongoing basis. One-off secondhand items and giveaways aren't a fit.
- **Title** 4 to 120 characters; **description** 10 to 2,000 characters.
- **Price:** a fixed price, a starting price ("From $25"), or "Ask for a quote."
- **Photos:** up to 5 per listing (JPG, PNG, or WEBP, under 12 MB each). Reorder them; the first is the cover. Location data (GPS) is removed automatically.
- **Who can see this?** Listings default to *Everyone*, so visitors can find you too. Choose *Verified neighbors only* if you prefer.
- **Pause** a listing anytime to hide it without deleting it. How many listings can be active at once depends on your plan.

"Help me write this" turns a few rough notes into a polished draft you can edit. It's a suggestion only; nothing is saved until you review it and tap Save. You can use it 10 times in any 24 hours.

Replying to requests

Your dashboard lists open requests in the categories you list in. Every Hustler, on every plan, can send one initial reply per request (10 to 1,000 characters), which opens a private conversation. There's no waiting period: once your address is verified, you can reply right away.

"I can help" (Hustler Pro)

On an open request, add yourself with an optional note (up to 280 characters). Your card, with your photo, name, newest listing, and note, appears on the request for everyone who can see it, labeled *Offered to help* and kept separate from neighbor suggestions. One offer per Hustler, and up to 5 showing per request; if the neighbor hides an offer or a Hustler withdraws one, the spot opens up again. The neighbor who asked is notified and can message you. You can remove your offer anytime.

Get noticed

- **Weekly bump** (Hustler Pro): move your listings to the top of "Recently updated," once every 7 days.
- **Insights** (Hustler Pro): totals for profile views, contact clicks, and inquiries over 7, 30, or 90 days, counted once per viewer per day. You never see who viewed or tapped.
- **New-request alerts** (Hustler Plus and Pro): a notification the moment a neighbor asks for help in one of your categories.
- **Sponsored posts** (any plan, once they open and you're eligible): a place in the sponsored rotation, always labeled "Sponsored." See Section 7.

Your responsibilities

- Describe your own work honestly, with photos you have the right to use.
- Handle any licenses, permits, insurance, and taxes your hustle needs (for example, California cottage food registration for home-baked goods).
- If you require payment or a deposit up front, say so in your listing or in Messages before the neighbor pays, along with your refund policy, and then deliver what you agreed to.
- Keep contact details out of listings. Use Messages until you choose to share.

SECTION 6

Plans for Hustlers

Neighbors never pay. Hustlers choose how much they want to offer.

Free during our launch. Right now every Hustler gets all Hustler Pro features at no cost. The prices below are our planned pricing, shared now so you can plan ahead. They may change before paid plans

begin; we'll give at least 30 days' notice, and no one is ever charged unless they choose a paid plan.

	HUSTLER	HUSTLER PLUS	HUSTLER PRO
Price (planned)	Free	$9.99/month	$19.99/month
Active listings	1	3	6
Reply to neighbors' requests	✓	✓	✓
New-request alerts in your categories	–	✓	✓
"I can help" on requests	–	–	✓
Insights	–	–	✓
Weekly bump	–	–	✓
Can buy sponsored posts (once they open)	✓	✓	✓

Good to know

- Every Hustler can reply privately to any open request, on any plan.
- No one can recommend themselves or suggest themselves for a request, on any plan.
- If you move to a plan with fewer listings, or when the launch period ends, your newest extra listings are paused, never deleted, and you get a notification.
- **Founding Rate:** the first 50 Hustlers to start a paid plan get 50% off their monthly price for as long as their subscription stays active (even if they switch plans). It applies to subscriptions only, not sponsored posts.

Why plans? Running a verified neighborhood marketplace with no third-party ad networks costs money. A free plan keeps it open to every casual baker and dog walker, while busy Hustlers who get more out of it help keep the lights on. It's a flat monthly price: no per-lead fees, no bidding.

SECTION 7

Trust, recognition, Standing, and

sponsored posts

Badges and awards

Badges recognize helping out, being recommended, and showing up. Tap any badge on the site to see what it means. Levels go Bronze, Silver, then Gold. You can choose one badge to show beside your name.

BADGE	HOW IT'S EARNED
Founding Neighbor	One of the first 100 members to verify a La Mesa address. Permanent.
Founding Hustler	A Founding Neighbor who adds a Hustler profile during the launch period. Permanent.
Helpful Neighbor	Different neighbors tap "Helpful" on your replies or messages. Bronze 5, Silver 15, Gold 30.
Neighbor Recommended	Neighbors recommend you and confirm they hired or bought from you. Bronze 5, Silver 15, Gold 30.
Community Regular	Visit while signed in during different weeks (not necessarily in a row). Bronze 4, Silver 12, Gold 26 weeks.
Reliable Responder	Reply within 48 hours to at least 90% of new conversations, with at least 10 in the last 90 days. Shows only while you keep meeting it.
Login Streak	Visit every day: 30, 60, or 120 days in a row. Private unless you choose to show it.
Birthday cake	Appears beside your name on your birthday. Your date and age are never shown; you can turn it off.
Verified · Admin · Moderator	Verified means the address was checked. Admin and Moderator tags mark our team. Report anyone who claims to be staff without the tag.

Standing

Standing is a private score from 0 to 100 for each Hustler. Members never see the number, but the dashboard suggests ways to improve it. Our team uses it to run the community and decide who can be featured.

- **It rises with how you treat neighbors:** confirmed recommendations, replying to messages within 48 hours, replying to requests and recommending others, checking in regularly, and keeping listings fresh with photos and clear descriptions.
- **It falls when our team confirms you broke the rules:** for example, reports we uphold for spam, scams, harassment, or deliberately getting around limits.

- **Activity limits don't affect it** (see Section 9). Limits manage volume; Standing reflects how someone treats neighbors and whether they follow the rules. Reaching a limit just pauses that activity for a while.

Sponsored posts

Hustlers can put a listing in front of more neighbors as a sponsored post: in the right column on a computer, and mixed into the feed on a phone. They're always labeled "Sponsored," and sponsorship isn't a recommendation from us.

- **When they open:** once Side Hustle Local reaches 100 verified neighbors, so sponsored posts are seen by enough people to be worth paying for. We expect that about 3 months after launch and review progress every 30 days. The Plans page shows how close we are.
- **Who can buy one:** any Hustler on any plan, including the free plan, with a Standing of 75 or more, at least 30 days as a Hustler, and an active listing. A sponsored post pauses automatically if the Hustler no longer qualifies.
- **What you're buying:** a place in the sponsored rotation for the dates you choose, not an exclusive or permanently pinned spot. Each page shows up to 4 sponsored spots, and the posts that have been seen least that day go first, so everyone running gets a fair share. Each Hustler can run one sponsored post per day, and only so many can be booked site-wide for the same date so each one gets a meaningful share. We can't promise a number of views or customers. Sponsors see their views and clicks.
- **How to request one:** from your Hustler dashboard, choose a listing, a size, how long, and a start date. Our team arranges payment, and it joins the rotation once approved.

SIZE (PLANNED LAUNCH PRICES)	1 DAY	7 DAYS	30 DAYS
Standard: regular listing height	$3	$15	$45
Large: double height with more of your description (uses two of the four spots)	$5	$25	$75

One day suits something timely, like "Two openings tomorrow" or a weekend special. These are planned prices and may change before sponsored posts open. Prices are the same for every Hustler.

> **Why there's a bar at all.** Sponsored posts are the most visible spots on the site. A short track record and good Standing mean neighbors can trust what they see there, while 30 days (not months) keeps it open to newer Hustlers.

SECTION 8

Safety, reports, and reviews

Before you pay or get paid

- Agree on the price, what you'll get, and when, in writing first. Messages works well.
- Paying in full or a deposit up front is normal for custom or made-to-order work. The Hustler should say so before you pay.
- Use a payment method that lets you dispute a charge. Never pay by wire transfer, gift card, or cryptocurrency, and never share a verification code.
- Meet in a safe place when you exchange goods.

Side Hustle Local doesn't process payments, isn't a party to any deal, and can't guarantee anyone's work. Phrases often used in scams (like "wire transfer," "gift card," or "verification code") can't be used in public posts such as listings, requests, and profiles. They aren't blocked in private messages, so neighbors can still talk about or report a scam; instead, the person receiving the message sees a safety tip.

Respect for every neighbor

We don't accept hate speech, sexual harassment, bullying, threats, or discrimination of any kind, on the site or in how members treat each other in person. Content can be removed, and members can be suspended or permanently removed. Serious cases are handled right away, without a warning.

What isn't allowed

- Member posts that aren't about services, goods, or a request for help, such as general announcements, one-off secondhand sales, political posts or debates, and neighborhood grievances. Our team may publish announcements about Side Hustle Local and relevant local service alerts.
- Alcohol, cannabis, tobacco and vapes, weapons, prescription drugs, adult services, counterfeit goods, and live animal sales.
- Anything illegal, unsafe, stolen, or that infringes someone else's rights.
- Scams, spam, fake accounts, and fake recommendations.
- Trying to get around limits, reports, blocks, or verification.

Block and report

- **Block** anyone from their profile or a conversation. It's instant: you won't see each other's profiles, listings, or requests, and neither of you can message the other. Unblock anytime from your account.
- **Report** a profile, listing, request, or message for spam, a scam, someone who isn't a La Mesa neighbor, threats or harassment, sharing private information like a phone number or address, or anything else.

Reports are private. Content reported by several neighbors may be hidden automatically until our team reviews it.

- If you're ever in danger, call 911.

What happens after you report

Our team reviews every report. When we're done, you'll get a notification telling you the outcome: we removed it, we asked the member to make a change, or we didn't find a rule broken. When the problem is personal information such as a phone number or address, the post stays hidden until the member fixes it and our team confirms the fix. Reports about a job or purchase that seemed deceptive, like a deposit taken with nothing delivered, are investigated, so it helps to include dates and what was promised. To protect everyone's privacy, we don't share the details of any action or who else reported it.

Asking us to take another look

If you disagree with a decision about your address verification, a post we removed, a warning, or a suspension, reply to the email we sent or write to hello@sidehustlelocal.com within 30 days. Tell us what happened and include anything that helps. A different member of our team from the one who made the decision reviews it; if no one else is available, the site owner does. We'll let you know the result. We don't keep verification documents after a decision, so for a verification appeal we may ask you to upload a fresh copy through the site, or you can simply submit a different document.

SECTION 9

Activity limits, and why they exist

Activity limits apply to everyone equally. They keep the feed useful, keep spam and scams out, and make sure no one can flood their neighbors. Reaching a limit simply pauses that activity for a while; it never lowers your Standing or reputation. Deliberately trying to get around limits, or confirmed spam, is what counts against someone.

How limits are counted.

- **"Per day"** means any rolling 24 hours, not midnight to midnight. Each action counts for 24 hours from when you did it.
- **"Per hour"** means any rolling 60 minutes.
- **Weekly bump** becomes available again 7 days after your last bump.
- **No waiting period** for new members: once your address is verified, you can reply to requests and offer help right away.
- When you reach a limit, a message tells you the time you can try again (La Mesa time).

Membership

WHAT	LIMIT	WHY
Age	18 or older	Members meet in person and do business together.
Where you live	La Mesa ZIP codes 91941–91944	Keeps it truly local. Nearby areas will open as La Mesa grows.
Accounts	One per person	Recommendations and badges only mean something if each account is a real neighbor.
Verification	A short wait after many submissions in a row; the site tells you when you can resubmit	Keeps the review queue moving for everyone.
Sign-ups and logins	A short pause after repeated failed logins or many sign-ups; the site tells you how long to wait	Protects accounts from bots and password guessing.
Password reset emails	A short pause after several requests; each link works once, for 1 hour	Keeps reset links from being used against your account.

Requests and replies

WHAT	LIMIT	WHY
Open requests	5 at a time; 5 new per day	Keeps the feed from filling with one person's posts.
Request length	Title 8–160, details up to 1,500 characters; needed by within 90 days	Clear, current requests get better replies.
Request lifetime	Until filled, the needed-by date, or 14 days; renew for 14 more from the reminder	Old requests drop off so Hustlers see what's still needed.
Replies to a request	One initial reply per Hustler	The conversation continues privately in Messages, so requests don't become comment threads.

Messages

WHAT	LIMIT	WHY
New conversations	10 per day	Prevents cold-messaging lots of neighbors. Existing conversations aren't affected.
Messages	60 per hour; 2,000 characters each	Stops floods while allowing normal back-and-forth.

Hustler tools

WHAT	LIMIT	WHY
Active listings	1, 3, or 6 by plan	Keeps listings focused and fair to every Hustler.
Listing photos	5 per listing, under 12 MB each	Enough to show your work; keeps pages fast.
Weekly bump	Once every 7 days (Hustler Pro)	A fair, predictable way to stay visible.
“I can help”	One per request; 5 showing per request; 20 per day	Neighbors get real options without being swamped. Hidden or withdrawn offers free a spot.
“Help me write this”	10 drafts per day	The writing helper has real costs; this keeps it available to everyone.

Community

WHAT	LIMIT	WHY
Recommendations	One per Hustler; 5 new per day; note up to 500 characters	Protects against fake or traded recommendations. Editing yours doesn’t count. Removing one and adding it back later counts as a new one, and removing doesn’t give back that day’s allowance.
Suggestions	20 per day; note up to 280 characters	Encourages thoughtful introductions.
Reports	No cap; our team reviews every report	Someone who finds a batch of scams can report them all. Safeguards keep reports from being used to target a member.
Scam phrases	Not allowed in public posts; a safety tip in messages	Wire transfers, gift cards, and verification codes are classic scam tools.

Limits may change as the community grows.

SECTION 10

Your privacy at a glance

What neighbors can see

- Your first name, last initial, and neighborhood
- What you post, to the audience you choose
- Recommendations you give and receive
- Badges you've earned, and the one you choose to show
- Your messages, only to the person you're talking with

Private: not shown to other members

- Your street address, ZIP, email, phone, birth date, and age
- Who you follow, and who follows a Hustler
- Personal flags you set
- Who viewed a Hustler's profile or tapped to contact them
- Anyone's Standing number

When our team can see it

- Our address-review team sees your address and document to verify you. The document is deleted when we approve or reject it, or, during a correction, when you upload a replacement or after 30 days.
- Moderators and administrators see content and messages that are reported to them.
- Administrators can see account details when needed to handle a problem or a request, or to keep someone safe.
- A short internal log of staff actions (with your member number, never your documents or messages) is kept for 2 years, even after an account is deleted.

What you choose to share

- Posts shared with *Everyone* can be seen by visitors without an account.
- If you send your phone, email, or address in a message, the person you send it to will have it.
- Your profile photo and bio appear on your Hustler profile and offers.

- We don't sell your information, use ad trackers, or share data with advertisers. One cookie keeps you signed in.
- Location data is removed from photos when you upload them.
- We count visits to see how the site is used: pages, how people found us, phone or computer, and approximate city and state. No cookies, no IP addresses stored, visitors counted once a day with a code that can't be traced back to you, and administrators see only totals.

- Abuse-prevention records are deleted after about 30 days, notifications after 90 days, individual page views after 2 days, and Hustler insight counts and daily visit totals after 13 months.
- You can ask for a copy of your information, a correction, or account deletion at any time.

The full Privacy Policy is in Appendix D.

SECTION 11

Questions

Does it cost anything?

Asking for help, messaging, following, and recommending are free for every verified neighbor, always. Hustlers can use the free Hustler plan, and during the launch period every Hustler gets Hustler Pro features free. Planned prices for paid plans and sponsored posts are on the Plans page so you can plan ahead; they may change before they start, we'll give at least 30 days' notice, and no one is charged unless they choose a paid plan or buy a sponsored post.

Can I sell my old couch or post about a lost cat?

Not here. Side Hustle Local is for services, goods you offer regularly, and requests for help. One-off secondhand sales, giveaways, lost and found, and general announcements belong elsewhere.

I live outside La Mesa. Can I join?

Not yet. Nearby neighborhoods will open as La Mesa grows.

Can I recommend myself or suggest myself for a request?

No, on any plan. But you can reply to any open request, and with Hustler Pro you can add yourself to a request with "I can help." Those are clearly your own offers, not someone else's endorsement.

Can I recommend someone I haven't hired?

Only if you've personally worked with them or bought from them. Recommendations should come from real experience. Leave the "I hired them or bought from them" box unticked unless you did.

What if a Hustler doesn't deliver?

Deals are between members, and Side Hustle Local doesn't handle payments, so first try to work it out in Messages. Pay with a method that lets you dispute a charge. If someone is dishonest or unsafe, report them; our team reviews every report and can remove content or accounts.

Who sees my posts?

You choose each time you post: Everyone (including visitors) or Verified neighbors only. Requests start as Verified neighbors only and listings start as Everyone. Only verified neighbors can respond either way.

What happens to my listings when the launch period ends?

You keep everything. If your plan includes fewer active listings than you have, your newest extra listings are paused, not deleted, and you can pause a different listing to switch which ones are active.

How do I get the site on my phone's home screen?

Open sidehustlelocal.com in your phone's browser and choose "Add to Home Screen." It opens like an app, with the Side Hustle Local launch screen.

APPENDIX A · AS SHOWN AT SIDEHUSTLELOCAL.COM/HOW-IT-WORKS.PHP

How Side Hustle Local works

A place for La Mesa neighbors to find, hire, and recommend each other.

Offer something. Find help. Make a local connection.
Keep posts focused on services, goods, or something you need help with. Use Messages to discuss the details.

If you need help

1. Browse Hustlers by category, or tap **Request help** to post what you need.
2. Hustlers in that category can send one initial reply, then you continue the conversation in Messages.
3. Hired someone great? Recommend them so other neighbors can find them too.

If you have a Hustle

Everyone starts with a regular account. Add a Hustler profile anytime from your account.

1. Create listings for services or goods, with up to 5 photos each. How many can be active depends on your plan.
2. Send one initial reply to a neighbor's request, then continue in Messages.
3. With Hustler Pro, use your weekly bump to move your listings to the top of "Recently updated," or tap "I can help" to add yourself to a neighbor's request.

Neighborly rules

- Members must be 18 or older.
- Every member verifies a La Mesa address. Your street address and anything marked Private are never shown to other members. Only our team sees what's needed to verify addresses and keep the community safe.
- Be kind, be honest, and do what you said you'd do.
- When you post, choose who can see it: Everyone, or Verified neighbors only. Only verified neighbors can respond either way.
- Know someone who could help with a request? Tap "Suggest a Hustler" to introduce them. We'll let both of them know.
- No hate speech, sexual harassment, or bullying. Members who do this can be suspended or permanently removed.
- Tap the little flag on someone's photo to mark them green (someone you enjoy or find helpful) or red (someone to approach cautiously). It's a private note: only you can see it.
- No spam: limits on listings, replies, and new messages apply to everyone. Reaching a limit just pauses that activity for a while; trying to get around limits isn't allowed.
- Recommend only people you've personally hired, bought from, or worked with. Tick "I hired them or bought from them" when you did.
- Report anything that seems off. Our team reviews every report and lets you know when we've looked into it.

Listing guidelines

- List the services and goods you offer: services, labor, lessons, homemade food, crafts, art, and other goods you make or sell regularly.
- Not a fit for Side Hustle Local: one-off secondhand sales and giveaways, lost and found, general neighborhood announcements, political posts or debates, and neighborhood grievances. Questions and friendly conversation are welcome when they help arrange a job or a sale. Our team may publish announcements about Side Hustle Local and relevant local service alerts.
- Active listings depend on your plan (1 with Hustler, 3 with Hustler Plus, 6 with Hustler Pro). Use honest photos of your own work and a clear price, or "Ask for a quote."
- You're responsible for any permits or licenses your Hustle needs, like California cottage food registration for home-baked goods.
- Don't put your street address, phone number, or email in listings. Keep contact in Messages until you choose to share.

- Not allowed: alcohol, cannabis, tobacco and vapes, weapons, prescription drugs, adult services, counterfeit goods, and live animal sales.

Badges and awards

Badges recognize helping out, being recommended, and showing up. Tap any badge to see what it means and how it's earned.


Founding Hustler



Helpful Neighbor
Bronze



Neighbor Recommended
Bronze



Community Regular
Bronze


Reliable Responder



Login Streak
Bronze

- Badges with levels go Bronze, Silver, then Gold, and always show their number.
- Permanent milestones stay earned. Reliable Responder shows only while you keep meeting it.
- Your Login Streak is private unless you choose to show it.
- On your birthday, a cake badge appears beside your name for the day. Your birth date and age are never shown, and you can turn the cake off in Settings.
- Admin and Moderator mark our team. If someone claims to be staff without this tag, please report them.
- Verified neighbor means the member's La Mesa address was verified. It isn't a background check and doesn't guarantee the quality of their work.

Questions

Does it cost anything?

Asking for help, messaging, following, and recommending are always free for neighbors. Hustlers can use a free plan, and during our launch every Hustler gets Hustler Pro features free. If paid plans begin, we'll announce pricing in advance, and no one is charged unless they choose a paid plan. See Plans.

Why do I have to verify my address?

So everyone you meet here is a real neighbor. Your street address, ZIP, email, phone, and anything else marked Private are never shown to other members. Only our address-review team (authorized Address Reviewers and Administrators) sees your document. It's deleted when we approve or reject it, or, if we ask for a correction, when you upload a replacement or after 30 days. Neighbors see your first name, last initial, and neighborhood.

What happens when I report or block someone?

Reports are private; the member never sees who sent one. Our team reviews every report, anything reported by several neighbors is hidden until we do, and we'll send you a notification with the outcome. Blocking is instant: you won't see each other's profiles, listings, or requests, and neither of you can message the other. You can unblock anytime from your account page.

How long do requests stay up?

Until you mark them filled or your "needed by" date passes. If you didn't set a date, they close after 14 days. Two days before, we'll remind you, and you can keep it open 14 more days.

I live outside La Mesa. Can I join?

Not yet. We'll open nearby neighborhoods as La Mesa grows.

APPENDIX B · AS SHOWN AT SIDEHUSTLELOCAL.COM/PLANS.PHP

Plans for Hustlers

Asking for help, messaging, following, and recommending neighbors are always free. Hustlers choose how much they want to offer.

Free during our launch. Right now every Hustler gets all Hustler Pro features at no cost. The prices below are our planned pricing, shared now so you can plan ahead. They may change before paid plans begin; we'll give at least 30 days' notice, and you'll never be charged unless you choose a paid plan.

Hustler

Free

- ✓ 1 active listing
- ✓ Reply to neighbors' requests
- – Alerts when a neighbor asks for help in your categories
- – "I can help": add yourself to a request so neighbors see you
- – Insights: profile views, contact clicks, and inquiries
- – Weekly bump to the top of "Recently updated"
- ✓ Can buy sponsored posts (when they open)

Hustler Plus

$9.99 / month · planned

- ✓ 3 active listings
- ✓ Reply to neighbors' requests
- ✓ Alerts when a neighbor asks for help in your categories
- – "I can help": add yourself to a request so neighbors see you
- – Insights: profile views, contact clicks, and inquiries
- – Weekly bump to the top of "Recently updated"
- ✓ Can buy sponsored posts (when they open)

Hustler Pro

$19.99 / month · planned

- ✓ 6 active listings
- ✓ Reply to neighbors' requests
- ✓ Alerts when a neighbor asks for help in your categories
- ✓ "I can help": add yourself to a request so neighbors see you
- ✓ Insights: profile views, contact clicks, and inquiries
- ✓ Weekly bump to the top of "Recently updated"
- ✓ Can buy sponsored posts (when they open)

Founding Rate

The first 50 Hustlers to start a paid plan get **50% off** their monthly price for as long as their subscription stays active, even if they switch plans.

Sponsored posts

Put one of your listings in front of more neighbors, labeled "Sponsored." Any plan can take part, including the free Hustler plan.

SIZE	1 DAY	7 DAYS	30 DAYS
Standard Regular listing height	$3	$15	$45
Large Double height, with more of your description; uses two of the four sponsored spots	$5	$25	$75

- You're buying a place in the sponsored rotation for the dates you choose, not an exclusive or permanently pinned spot. Each page shows up to 4 sponsored spots, and the posts seen least that day go first, so everyone running gets a fair share.
- One day is great for something timely ("Two openings tomorrow," a weekend special); 7 or 30 days build steady visibility.
- One sponsored post per Hustler per day, and only so many can be booked site-wide for the same date, so each one gets a meaningful share. We can't promise a number of views; sponsors see their views and clicks.
- You'll need a Standing of 75 or more, 30 days as a Hustler, and an active listing.

Good to know

- Every Hustler can reply privately to any open request. A reply goes only to the neighbor who asked.
- "I can help" offers appear on the request for everyone who can see it, labeled "Offered to help." They're separate from neighbor suggestions and aren't reviews or recommendations. Up to 5 per request, and the neighbor who asked can hide any offer.
- No one can recommend themselves or suggest themselves for a request, on any plan.
- If you change to a plan with fewer listings, we pause your newest extra listings. Nothing is deleted.

APPENDIX C · AS SHOWN AT SIDEHUSTLELOCAL.COM/TERMS.PHP

Terms of Use

Effective October 19, 2026

The short version: Side Hustle Local is a place for verified La Mesa neighbors, 18 and older, to find and recommend each other. We introduce neighbors. We don't handle payments, we don't employ Hustlers, and we can't guarantee anyone's work, so use good judgment. Be honest, be kind, keep it legal, and keep it local.

1. Agreeing to these terms

By creating an account or using sidehustlelocal.com ("Side Hustle Local," "we," "us"), you agree to these Terms and our Privacy Policy. If you don't agree, please don't use the site.

2. Who can join

- You must be at least 18 years old.
- You must live in an area we serve. Right now that's La Mesa, California, ZIP codes 91941, 91942, 91943, and 91944.
- One account per person. The only exception is a temporary second account that our team asks you to create during an account recovery. If the recovery succeeds, we close the temporary account. If it doesn't, we may let you keep the temporary account as your regular account, and the original account stays as it is. Use your real first name and last initial, and give us accurate information, including your birth date and address.
- You're responsible for keeping your password private and for everything that happens under your account.

3. Address verification

To keep the community local, we verify each member's address. You may be asked to upload a document showing your name and address. Only our address-review team (authorized Address Reviewers and Administrators) sees it. We delete it when we approve or reject your submission. If we ask for a correction, we keep it until you upload a replacement, or for up to 30 days, then delete it automatically. Verification confirms an address only. It is **not** a background check, an identity guarantee, or an endorsement of anyone's skills or character.

4. What Side Hustle Local is, and isn't

We provide a place for neighbors to post what they offer, ask for help, message each other, and leave recommendations. Any deal you make is between you and the other member. We are not a party to it, we don't process payments, and we aren't an employer, agent, broker, or licensing body for anyone on the site. We don't inspect, insure, or guarantee any service, product, listing, or member.

Please use good judgment. Agree on the price, what you'll get, and when, in writing before anyone pays (Messages works well). It's normal for custom or made-to-order work to be paid in full or with a deposit up front. Pay with a method that lets you dispute a charge if something goes wrong, and never pay by wire transfer, gift card, or cryptocurrency. Meet in safe places when you exchange goods.

5. Hustlers

- Your listings must be honest and describe your own work or goods, with photos you have the right to use.
- You're responsible for any licenses, permits, insurance, and taxes your Hustle needs, such as California cottage food registration for home-baked goods.
- If you require payment or a deposit before you start, say so in your listing or in Messages before the neighbor pays, along with your refund policy, and then deliver what you agreed to.
- Posting limits apply to everyone (for example, the number of active listings, photos, weekly bumps, and new conversations). They may change as the community grows.
- If you use the "Help me write this" tool, review the draft carefully. You're responsible for what you publish.

6. What's not allowed

Side Hustle Local is for local services, goods, and requests for help. These aren't allowed:

- Member posts that aren't about services, goods, or a request for help, such as general announcements, one-off secondhand sales or giveaways, political posts or debates, and neighborhood grievances. (Our team may publish announcements about Side Hustle Local and relevant local service alerts.)
- Alcohol, cannabis, tobacco and vape products, weapons, prescription drugs, adult services, counterfeit goods, and live animal sales.
- Anything illegal, unsafe, stolen, or that infringes someone else's rights.
- Scams, spam, fake accounts, fake recommendations, or asking for payment by wire transfer, gift card, or cryptocurrency.
- Hate speech, harassment, threats, discrimination, or sharing someone else's private information (see section 7).
- Trying to get around our limits, reports, blocks, or verification, or scraping or disrupting the site.

7. Respect for every neighbor

Side Hustle Local only works if everyone feels safe here. We don't accept:

- Hate speech, or attacks on anyone because of race, ethnicity, national origin, religion, sex, gender identity, sexual orientation, age, disability, or any other part of who they are.
- Sexual harassment of any kind, including unwanted advances, sexual comments, or explicit images.
- Bullying, threats, intimidation, or repeatedly contacting someone who has asked you to stop.

This applies to profiles, listings, requests, messages, recommendations, and reports, and to how you treat members you meet through the site. Members who break these rules may have content removed and may be suspended or permanently removed from Side Hustle Local. For serious cases we may act right away, without a warning. If you experience any of this, please block the member and report it. If you're ever in danger, call 911.

8. Your content

You own what you post: listings, photos, requests, messages, and recommendations. By posting, you give Side Hustle Local a non-exclusive, royalty-free license to host, display, and share it on the site and to show it to other members, as needed to run Side Hustle Local. This license ends when you delete the content or your account, except for backups we keep for a

limited time. When an account is deleted, its messages are removed for both members of the conversation.

Recommendations should reflect real experiences. Only recommend people you've personally hired, bought from, or worked with, and tick "I hired them or bought from them" only when you did.

9. Reports, moderation, and Standing

Members can report and block each other. Our admins and moderators review reports and may hide or remove content, send warnings, revoke badges, or suspend or delete accounts that break these Terms or put others at risk. Content reported by several members may be hidden automatically until we review it, and we may hide content temporarily while we investigate a report. We may also use a private "Standing" score, based on activity like recommendations, response times, and reports, to help us run the community and decide who can be featured. We aren't required to monitor everything and can't catch every problem. Reaching a posting limit doesn't affect Standing; confirmed rule-breaking, including spam or trying to get around limits, can.

If you report something, we'll let you know when we've reviewed it and whether we took action. If you disagree with a decision about your content, your address verification, or your account, reply to our email or contact us at hello@sidehustlelocal.com within 30 days, and a member of our team other than the one who decided will take another look (or, if no one else is available, the site owner will).

10. Badges, flags, and sponsored posts

When you post, you choose who can see it: Everyone (including visitors without an account) or Verified neighbors only. Only verified neighbors can respond either way. Suggesting a Hustler for someone's request is an introduction, not a review, recommendation, or endorsement, and the Hustler isn't obligated to take the job. Badges recognize participation and milestones. They aren't endorsements or guarantees, and we can change how they're earned. Some listings may appear as sponsored posts (see section 11). They're always labeled "Sponsored," and a sponsored post isn't a recommendation from us. Following a Hustler is private and only helps you see their new listings. Hustlers can see totals for their profile views, contact clicks, and inquiries, but never who viewed their profile or tapped to contact them. Personal flags (the green or red flag you can put on another member) are private notes for you alone: no one else sees them, and they don't affect anyone's Standing, badges, or visibility.

11. Plans and price

Asking for help, messaging, following, and recommending are free for every verified neighbor. Hustlers can use a free plan or, in the future, a paid plan with more listings and features (see Plans). During our launch period, every Hustler gets the features of our top plan at no cost. The prices on our Plans page are planned prices, shared so Hustlers can plan ahead. They may change before paid plans or sponsored posts begin; we'll give at least 30 days' notice before charging for anything, and you'll never be charged unless you choose a paid plan or buy a sponsored post. The Founding Rate described on the Plans page applies as described there.

Sponsored posts. Once we open them, any Hustler who meets our standards (currently a Standing of 75 or more, 30 days as a Hustler, and an active listing, on any plan) can buy a sponsored post for the dates and size they choose. You're buying participation in the sponsored rotation for those dates, not an exclusive, guaranteed, or permanently pinned position: sponsored spots are shared among the posts running that day, and we don't promise a number of views, clicks, or customers. We may limit how many run at once, decline a request, or choose where sponsored spots appear. Payment is arranged before a sponsored post starts. A sponsored post must follow these Terms like any listing; if we remove it, or it stops showing because you no longer qualify, the remaining days aren't refunded. If we pause sponsored posts for reasons on our side, we'll extend your dates or refund the unused days.

If you move to a plan with fewer active listings, or when the launch period ends, we may pause your extra listings so you're within your plan. We won't delete them. Hustlers on plans that include "I can help" can add themselves to a neighbor's open request. These offers are labeled "Offered to help," are separate from neighbor suggestions, and aren't reviews, recommendations, or endorsements by us. The neighbor who asked can hide any offer.

12. Ending your account

You can ask us to delete your account at any time by emailing hello@sidehustlelocal.com. We may suspend or close accounts that break these Terms, or if we stop operating in your area. Sections 4, 8, and 13 to 16 continue after your account ends.

13. No warranties

Side Hustle Local is provided "as is" and "as available." To the fullest extent the law allows, we make no warranties of any kind, including that the site will be uninterrupted or error-free, or about the accuracy of any listing, profile, recommendation, or member.

14. Limits on our liability

To the fullest extent the law allows, Side Hustle Local and the people who run it aren't liable for any indirect, incidental, special, or consequential damages, or for anything arising from your dealings with other members, including services performed, goods exchanged,

payments, injuries, or property damage. Our total liability for any claim relating to the site is limited to $100. Some places don't allow these limits, so they may not all apply to you.

15. Your responsibility

You agree to cover any claims, losses, or costs (including reasonable legal fees) brought against Side Hustle Local because of your content, your dealings with other members, or your breaking these Terms or the law.

16. Disputes

If you have a problem with us, please email us first. Most things can be fixed quickly. These Terms are governed by California law, and any dispute with us will be handled in the state or federal courts in San Diego County, California. Disputes between members are between those members.

17. Changes

We may update these Terms as Side Hustle Local grows. We'll post the new version here with a new effective date, and tell you by email or on the site about important changes. If you keep using the site after changes take effect, you accept the updated Terms.

18. Contact

Questions? Email hello@sidehustlelocal.com.

APPENDIX D · AS SHOWN AT SIDEHUSTLELOCAL.COM/PRIVACY.PHP

Privacy Policy

Effective October 19, 2026

The short version: neighbors see your first name, last initial, neighborhood, and what you choose to post. Your street address, ZIP code, email, phone, birth date, and anything else marked **Private** are never shown to other members. Our team sees them only when their role requires it, for example our address-review team when verifying your address. If you choose to share contact details in a message, the person you send it to will see them. We don't sell your information, and we don't use ad trackers.

What others can see

- Your first name and last initial, and your neighborhood.
- **Posts you share with Everyone** (a request or a listing) can be seen by anyone, including people without an account, along with your first name, last initial, and neighborhood, and any photos you attach. Choose **Verified neighbors only** when you post to limit it to verified La Mesa neighbors. Requests start as Verified neighbors only; Hustler listings start as Everyone. Hustler profiles can be seen by anyone.
- If someone suggests a Hustler for your request, the suggestion and its note are shown with your request, to the same audience.
- If you're a Hustler and use "I can help" on a request, your name, neighborhood, profile photo, your newest listing's title, and your note are shown with that request, to the same audience, until you remove the offer or the neighbor hides it.
- Your requests, and, if you're a Hustler, your profile, bio, photo, and listings.
- Recommendations you give (with your name and neighborhood) and receive.
- Badges you've earned, and the one you choose to show beside your name. Your Login Streak stays private unless you choose to show it. On your birthday, a cake badge appears by your name unless you turn it off. Your birth date and age are never shown.
- Messages, but only to the member you're talking with. If a message is reported, our admins and moderators can read that message to review it.
- **Not shown to other members:** who you follow. Hustlers don't see who follows them or how many people do.
- **Not shown to other members:** the personal flags you set on other members. Only you see them, and they aren't used for Standing, badges, or anything else.

What we collect

- **Account details:** display name, email, optional phone number, birth date, password (stored scrambled, never in plain text), your time zone, and, for Hustlers, which plan you're on.
- **Address verification:** your street address, ZIP code, neighborhood, and the document you upload. Only our address-review team can view the document. We delete it as soon as we approve or reject your submission. If we ask you for a correction, we keep it until you upload a replacement, or for up to 30 days if you don't respond. Then we delete it automatically and close that submission.
- **What you post:** listings, photos, requests, messages, recommendations, "helpful" marks, personal flags, reports, and blocks. We remove location data (EXIF/GPS) from photos when you upload them.
- **Activity:** which days you visit (for streaks, badges, and Standing), how quickly you reply to new conversations, who you follow, and posting counts used for our limits.
- **Hustler insights:** when someone opens a Hustler's profile or taps Message or "Ask about this," we count it once per viewer per day. Hustlers see only the totals, never who it was. To count each viewer once, we store a one-way code made from your account (or, for visitors, your connection), not your name or IP address, and we delete these records after 13 months.
- **Waitlist:** if you join our waitlist, your email address, ZIP code, and whether you'd use Side Hustle Local to find help, offer services, or both. We use these only to confirm your signup, to email you when Side Hustle Local opens in or near your area, and, as totals by ZIP code, to decide where to open next. Remove yourself anytime with the link in our confirmation email; otherwise we delete waitlist entries after 2 years.
- **Visit statistics:** to understand how the site is used, we count page views: which page, how you arrived (for example, from a search engine or a shared link), whether you're on a phone or computer, whether you're signed in, and your approximate city and state, which we look up from your connection without storing your IP address. Each visitor is counted once per day using a one-way code that changes daily, so visits can't be linked across days or traced back to you, and no cookies are used. Only administrators see these statistics, and only as totals. Individual page views are deleted after 2 days; daily totals are kept for 13 months.
- **Technical details:** your IP address and the time of certain actions (like sign-ups, logins, and reports), used to prevent spam and abuse. We delete these records after about 30 days.

How we use it

- To run the site: your account, Messages, listings, requests, and recommendations.
- To keep the community local and safe: verifying addresses, confirming members are 18 or older, enforcing limits, reviewing reports, and preventing scams.

- To calculate badges and a private Standing score that helps us run the community and decide who's eligible for sponsored posts. Hustlers never see their Standing number.
- To email you about your account, verification, replies to your requests, and new messages, and, if you turn it on, a daily note about new listings from Hustlers you follow. You can change these in Settings.
- To show you notifications on the site (the bell), such as replies to your requests, new requests in categories you list in, suggestions, recommendations, badges, and updates about your account. Notifications are only visible to you, and we delete them after 90 days.
- To show Hustlers total profile views, contact clicks, and inquiries, so they can see whether Side Hustle Local is helping their business.
- To count how often sponsored posts are shown and clicked, in total. These counts aren't used to build a profile of you.

Who we share it with

We don't sell or rent your personal information, and we don't share it with advertisers. We share it only:

- **With service providers that run the site for us:** our web host stores the site, database, and email. If a Hustler uses "Help me write this," the title and notes they type are sent to Anthropic's Claude service to draft the listing text. That's the only information sent, and no account details are included.
- **With our team, only as their role needs:** our address-review team (authorized Address Reviewers and Administrators) sees the address and document you submit for verification. Moderators see reported content. Administrators can also see the account details needed to handle problems and member requests. Everyone on the team is bound by confidentiality rules.
- **When required:** to comply with the law, respond to valid legal requests, or protect someone's safety.
- **If Side Hustle Local changes hands:** your information would move to the new owner, under this policy.

Cookies

We use one cookie to keep you signed in. It ends when you close your browser or log out. We don't use advertising, analytics, or tracking cookies.

How long we keep it

We keep your information while your account is open. Verification documents are deleted when we approve or reject a submission, or, while we're waiting on a correction, when you

upload a replacement or after 30 days, whichever comes first. Abuse-prevention records (such as IP addresses and the times of sign-ups, logins, and reports) are deleted after about 30 days. Individual page views for visit statistics are deleted after 2 days, and their daily totals after 13 months. Waitlist entries are deleted when you remove yourself, or after 2 years. When an account is deleted, we remove its profile, listings, photos, requests, messages, recommendations, and badges. Conversations with that member disappear for both sides. Copies may remain in backups for a limited time.

Staff records. Separately, our team keeps a short internal log of staff actions, such as suspensions, holds and warnings on content, account deletions, account recoveries, appeals, and requests you make to us. Each entry has the date, the staff member, the action, a one-line note, and your member number. We keep these entries for 2 years, even after an account is deleted, so we can handle appeals and disputes, show we honored requests like deletions, and investigate abuse or security problems. They never include your documents, messages, or password, and only administrators can see them.

Your choices and rights

- Edit your profile, listings, and settings anytime, and choose which badge (if any) appears by your name.
- Turn off new-message emails or the birthday badge in Settings.
- Block any member, and report anything that seems off.
- Ask for a copy of your information, ask us to correct it, or ask us to delete your account, by emailing hello@sidehustlelocal.com. California residents can make these requests under state privacy law, and we won't treat you differently for making them.

Security

We use secure connections, scrambled passwords, private storage for verification documents, and limits that slow down spam. No website is perfectly secure, so please use a unique password and tell us right away if you notice anything wrong.

Adults only

Side Hustle Local is for adults 18 and older. We don't knowingly collect information from anyone younger. If we learn that a member is under 18, we'll delete the account.

Changes

If we change this policy, we'll post the new version here with a new effective date and tell you about important changes by email or on the site.

Contact

Questions or requests? Email hello@sidehustlelocal.com.