

Privacy Policy

This Privacy Policy details the information and data that we collect and process to support HoloShield®, QR Manager® and other products and features offered by AuthentiBrand® (collectively, “Products”). This Privacy Policy is for the purposes of helping you understand what information we collect and why we collect it.

The types of information that we collect.

We collect information to provide better services to our users. As such, the information we may collect, and how that information may be used, depends on how you use our Products.

Things you create or provide us.

When you create an AuthentiBrand account, you provide us with personal information that may include your name and password. You may have the opportunity to add a phone number or payment information to your account. Even if you aren’t signed in to an AuthentiBrand account, you may decide to provide us with certain information, like an email address that we may use to send you updates about our Products.

Information and content that you provide. We collect the content that you create, upload, view, or receive from others when using our Products, including but not limited to when you sign up for an account, create or share content, and more. As such, we can collect information contained in or related the content that you provide; for example, metadata about the content such as location and date of creation. We can also collect what you see while using the Products, such as cameras. We may automatically process content that you and others provide to, among other uses, analyze the context of the Products’ use.

Networks and connections.

We may collect information about the people, accounts, entities, services, and products that you interact with while using our Products.

We may also collect contact information if you choose to upload, sync, import, or create such information from a device.

Information we collect as you use our services.

We may collect information about how you use the Products. This may include, but is not necessarily limited to, the type of content that you view or engage with in the Products; the features that you use; the actions that you take within the Products; the people or accounts that you interact with within the Products; and the time, frequency, and length of your use of the Products. We may also collect information related to how you use certain features contained in the Products.

The information that we may collect include unique identifiers, device type and settings, application version number, operating system, browser type and settings, and mobile network information including but not limited to carrier name and phone number. We may also collect information related to the interaction of your apps, browsers, and devices with our Products, which may include, but is not necessarily limited to, IP addresses, cookies, system activity, crash reports, and/or the date, time, and URL of your request.

We may also collect this information when a Product on your device contacts our servers. This may include information such as carrier name, device type, which software applications you have installed on said device, and crash reports.

Information about transactions made with the Products.

If you make purchases or other financial transactions within our Products, we may collect information about the purchase or transaction. This includes payment information, such as credit and/or debit card numbers, other information about your payment card or account, other account and authentication information, as well as contact, billing, and shipping information.

Your information from third parties. We may also receive and analyze content, communications, and/or other information that third parties provide while using our Products. This may include information about you, if applicable.

Information from our partners.

Advertisers, developers, publishers, and third parties may send us information through the Products that they use. These third parties may provide information about your activities on or off of the Products, such as information about your device, which websites you have visited, the purchases you have made, the online advertisements that you've seen, and how you use their services. This applies whether or not you have an AuthentiBrand account or are logged into the Products.

These third parties may receive your data when you visit or use their services through third parties that they may work with. However, we require each of these third parties to have the lawful right and ability to collect, use, and share your data before they provide any such data to us.

How we use this information.

We may use the information that we have collected (as described above), in ways described below, and in an effort to provide and support the Products.

To provide, personalize, and improve the Products.

We may use the information that we've collected to deliver the Products. This may include personalizing features and content, as well as offering suggestions for you on and off of the Products. To do so, we may use information about your connections, preferences, interests, and activities based upon the data that we've collected pursuant to this policy. We may also use information about how you use and interact with the Products, as well as the entities, places, or things that you've interacted with on and off of the Products.

To provide analytics and other business services.

We may use the information that we have to help advertisers and other third parties measure the effectiveness and distribution of their ads and services, and to understand the types of people who use their services and how people interact with their websites, apps, and services.

To safely provide the Products.

We may use the information that we've collected to verify accounts and activity on the Products. We may also use the information that we've collected to recognize and prevent spam and other sub-optimal experiences on the Products, to maintain the Products' integrity, and to promote, to the best of our ability, safety and security on the Products.

To communicate with you.

We may use the information that we've collected to send you marketing communications, to communicate with you about the Products, and to let you know about updates to our policies. We may also use the data we've collected to respond to any requests that you've submitted to us.

How do we share your information?

Sharing on our Products

To share with third parties of your choosing.

You may choose to share and communicate various information with third parties while using our Products. We also may allow third party accounts see who has accessed, viewed, or shared their content on the Products.

Public information. Certain information marked as "public" may be seen by anybody, either on or off of our Products. This may also occur if a third party does not have an AuthentiBrand account. This may include, but is not necessarily limited to, your username; any information that you've chosen to share with a public audience; information in your public profile; as well as all content you've shared on a public forum. You, third parties using the Products, and we may provide access to or send public information to any third parties, either on or off of our Products, including, but not necessarily limited to, search results or via other tools and APIs. Public information may also be accessed, reshaped, or downloaded through third party services (for example only, search engines, APIs, and TV, as well as by applications, websites, and other services that we may allow to integrate with our Products).

Content about you that third parties share.

You should carefully consider who you choose to share with on our Products, because third parties who may be able to see your activity on our Products may also be able to share it with others on and off of the Products. This can

include entities outside of the audience that you've initially decided to engage with.

Third parties may also be able to use the Products to create and share content about you with the audience of their choice. If you are uncomfortable with information that third parties have shared about you on our Products, you may be able to report such content to us for moderation in our sole and exclusive discretion.

Applications, websites, and third parties integrating with the Products.

When you make the decision to use third party applications, websites, and/or other services that use or integrate with our Products, such third parties may be able to receive information about your activity on our Products. Such third parties may also be able to access your public profile and/or any other information that you've decided to share with them.

New ownership.

If the ownership or control of all or part of our Products, or the assets thereof, changes, as it may from time to time, we may transfer and/or otherwise share your information to any such new owner.

Sharing with third parties.

We reserve the right to work with third-party partner to help us provide and improve the Products, or who use the Products to grow their business. This makes it possible to operate and provide the Products. For example, here are some types of third parties that we may share information that we've collected with:

Partners using our analytics services.

We may provide aggregated statistics and insights to allow third parties to understand how people engage with their content on and off of our Products. For example, third parties may receive information about the number of accounts who viewed, reacted to, or commented on their content. This may also include information about aggregate demographics and other insights to help third parties understand the interactions that occur with their accounts.

Advertisers.

We may provide advertisers with reports reflecting who sees their advertisements and how their advertisements perform. For example, we may provide general demographic and interest information to advertisers to better their understanding of the audience that they reach. We may also confirm the path that led you to make any purchases or take any action with a third-party advertiser.

Measurements.

We may share information about you that we've collected with third parties that will aggregate such information to provide analytics and measurement reports to our third-party partners.

Sales information on our Products.

If you make any purchase or subscription from a third party in our Products, such seller may receive your public information and any other information that you've chosen to share with them. Further, such third parties may receive all information necessary to complete the transaction, which may include your shipping and contact information.

Vendors/Service Providers.

We may provide, in our sole and exclusive discretion, any and all information and content that we've collected to vendors and/or service providers who support our businesses. This may include, but is not necessarily limited to, providing technical infrastructure services, facilitating payments, conducting surveys, and/or analyzing how our Products are used.

Law enforcement.

We may share the information that we've collected to law enforcement, or in response to certain legal requests, with no notice to you. For example, in response to legal request such as a warrant, court order, or subpoena, when we have a good faith believe that the law requires us to do so. This may also include responding to such legal requests from jurisdictions outside of the United States of America, when we have a good faith belief that we are required to do so and when such a request is consistent with internationally recognized standards.

The information that we collect and/or receive can be accessed and/or preserved for an extended period of time when it is subject to a legal request

or obligation, government investigation, or an investigation into possible violation of our terms or policies, or when doing so is otherwise used to prevent harm.

California Privacy Notice

This California Privacy Notice (“Notice”) is for California residents and is supplemental to our Privacy Policy. This Notice is used to explain how we collect, use, and share your Personal Information, as well as how you may exercise your rights under the California Consumer Privacy Act (“CCPA”).

“Personal Information”, as used in this Notice, means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you. Personal Information does not include information that is aggregated or information that cannot be reasonably linked to you.

How we collect, use, and share Personal Information.

To provide the Products, as defined in the Privacy Policy incorporated by reference herein, we must process certain information about you. This includes, but is not necessarily limited to, Personal Information, whether or not you are registered and/or logged in to the Products. Subject to any limitations set forth in our Privacy Policy, we reserve the right to share your Personal Information for our business purposes with restrictions on how our partners can use and disclose the data that we collect and provide, at your direction, or in ways otherwise allowed by the CCPA.

To better understand the type of information that we collect, and how we use such information, you should review our Privacy Policy in detail. Below is a summary of the CCPA-related categories of Personal Information that we reserve the right to collect about your over the past 12 months. This can depend on how you use the Products, as well as how we use the Personal Information and with whom we share it.

Categories of Personal Information that we reserve the right to collect may include: (I) Identifiers; (II) Data with special protections, if you have decided to provide it to us; (III) Commercial information, if you have decided to provide it to us; (IV) Audiovisual, photographic and other imaging materials, if you or

others decide to provide it to us; (V) Information related to Internet and electronic network activity, if you have decided to provide it to us; (VI) Professional or employment information, if you have decided to provide it to us; (VII) Educational information, if you have decided to provide it to us; (VIII) Financial information, if you have decided to provide it to us; and, (IX) Information that we derive from other Personal Information about you, including but not limited to your preferences, interests, and other information used to personalize the Products' experiences.

Examples of how Personal Information is used includes, but is not limited to, the following: (I) Providing, improving, and personalizing the Products; (II) Facilitating financial transactions, providing measurements, and providing authentication of goods; (III) analytics, advertising, and other business services; (IV) Promoting the safety, security, and reputational and operational integrity of the Products; (V) Communicating with you; and, (VI) Researching and innovating.

Parties with whom we may share each category of Personal Information with include, but are not limited to, the following: (I) Individuals, entities, and accounts that you have decided to share and/or communicate with; (II) Individuals, entities, and accounts that third parties may share or reshare information about you with; (III) Third party software, websites, and other integrations that integrate with and/or use the Products; (IV) New ownership, in the event of an ownership or control change relating to one or more of the Products and/or their assets; (V) Third party partners, including partners who use our analytic services, advertisers, measurement partners, partners offering goods and/or services via the Products, vendors and service providers, and/or researchers and academics; (VI) Law enforcement or other third party entities in connection with certain legal requests; and, (VIII) other companies subsidiary to or related to Authentic Brand.

To learn more about how we process the information that we collect, including other types of Personal Information that we may collect, please refer to our Privacy Policy.

Sources of Personal Information

We may receive Personal Information from the information that you or third parties provide to use, from your device(s), and from other third parties. The

categories of sources from which we may collect or receive Personal Information include:

You. We may collect content, communications, and other information that you decide to provide to us when you use the Products. This may include when you sign up for an account, create or share content via the Products, and message or otherwise communicate with third parties. We may collect information about the individuals, entities, accounts, hashtags, and groups that you may be connected to, as well as how you interact with each of the same across the Products. We may also collect information related to your use of the Products, including advertisements that we serve to you on and off of the Products, the types of content you view or engage with, the features you use, your actions, the individuals, entities, and/or accounts that you interact with, as well as the time, frequency, and length of such activities.

Third Parties. We may also receive and analyze information, communications, and/or other content about you that third parties provide to use when they use the Products.

Your device(s). We may collect information from and about the computers, phones, tablets, wearable computers, connected televisions, routers, and other web-connected devices that you decide to use to access or integrate with our Products. We may also combine this information across different devices that you may use.

Related companies. We may receive information from other AuthentiBrand Companies to help us provide you with a relevant, consistent, quality, and safe experiences across the Products. We may also process information about you across the AuthentiBrand Companies for related purposes, as allowed by applicable law and according to the relevant terms and policies.

Third party partners. Advertisers, software developments, publishers, and other types of partners may decide to send certain information to us for purposes relating to business, including social plug-ins, logins, APIs and SDKs. Such partners may provide information about your activities outside of the Products, including information about your device(s),

websites that you visit, things you do on third party services, and purchases that you've made. We may also receive information about your online and offline activities, purchases from third-parties who have the rights to provide us such information. Partners may receive your data when you visit or use their services, or via third parties that such partners may decide to work with. We require each such partner to have the right to collect, share, and use your data or information before they provide any such data or information to us.

Exercising your rights under the CCPA.

You have the following rights under the CCPA:

The right to know. You have the right to request that we disclose to you the Personal Information that we have collected, used, or disclosed. You similarly have the right to request information about our data practices.

The right to request deletion of information. We have the right to request that we delete the Personal Information that we may have collected from you.

The right to non-discrimination. We cannot and will not discriminate against you if you exercise any of these rights.

To exercise your "right to know" and/or your "right to request deletion", please send an email to CCPA@AuthentiBrand.com.

Please understand that, in an effort to protect your information as well as our Products' integrity, we may request to verify your identity before we can process any such request(s). In certain situations, we may need to collect additional information from you in order to verify your identity, such as your government-issued ID.

Under the CCPA, you may decide to exercise these rights yourself. You may also designate an authorized agent to make these requests on your behalf. Generally, we will facilitate your requests through automated tools which are available via your AuthentiBrand account.

If you have additional questions about this Notice, or about how you may exercise your rights under the CCPA, please contact us as CCPA@AuthentiBrand.com.

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