

## Storehouse 710 Studios Privacy Policy

### General

We at Storehouse 710 Studios LLC ("Storehouse", "we", "us") respect your privacy and want you to understand how we collect, use, and share data about you. This Privacy Policy covers our data collection practices and describes your rights to access, correct, or restrict our use of your personal data. Unless we link to a different policy or state otherwise, this Privacy Policy applies when you visit or use the Storehouse websites, whether located at <http://www.storehouse710studios.com> or elsewhere (the "Site"), APIs, or related services (individually and jointly, the "Services").

While our Site and Services are not intended for use by children, we are committed to complying with the Children's Online Privacy Protection Act of 1998 ("COPPA"). We recommend that parents discuss with their children restrictions regarding the online release of Personal Information (as defined below) to anyone they don't know.

**By using the Services, you agree to the terms of this Privacy Policy and the accompanying Terms of Use.** You may not use the Services if you don't agree with this Privacy Policy or any other agreement that governs your use of the Services.

### 1. Data We Collect

We collect certain data from you directly, like information you enter yourself, data about your consumption of content, and data from third-party platforms connected with Storehouse. We also collect some data automatically, like what parts of our Services you interact with or spend time using.

#### 1.1 Data You Provide to Us

We may collect different data from or about you depending on how you use the Services. Below are some examples to help you better understand the data we collect.

When you create an account and use the Services, including through a third-party platform, we collect any data you provide directly, including, without limitation:

##### **Username**

In order to use certain features (like accessing content), you may need to create a user account. When you create or update your account, we collect and store the data you provide, like your email address, password, phone number, and account settings and assign you a unique identifying label ("**Username**").

##### **Payment Data**

If you make purchases, we collect certain data about your purchase (by way of example, your name and ZIP code) as necessary to process your order. You must provide certain payment and billing data directly to our payment service

providers, including your name, credit card information, PayPal account info, billing address, and ZIP code. We may also receive limited information, like the fact that you have a new card and the last four digits of that card, from payment service providers to facilitate payments. For security, Storehouse does not collect or store sensitive cardholder data, such as full credit card numbers or card authentication data.

### **Communications and Support**

If you contact us for support or to report a problem or concern (regardless of whether you have created an account), we collect and store your contact information, messages, and other data about you like your name, email address, messages, location, user ID, refund transaction IDs, and any other data you provide or that we collect through automated means (which we cover below). We use this data to respond to you and research your question or concern, in accordance with this Privacy Policy.

The data listed above is stored by us and associated with your account.

## 1.2 Automated Data Collection

When you access the Services (including browsing content), we collect certain data by automated means, including:

#### **System Data**

Technical data about your computer or device, like your IP address, device type, operating system, unique device identifiers, browser, browser language, domain and other systems data, and platform types ("**System Data**").

#### **Usage Data**

Usage statistics about your interactions with the Services, including content accessed, time spent on pages or the Service, pages visited, features used, your search queries, click data, date and time, referring and exit pages, and other data regarding your use of the Site and Services ("**Usage Data**").

#### **Approximate Geographic Data**

An approximate geographic location, including information like country, city, and geographic coordinates, calculated based on your IP address.

The data listed above is collected through server log files and tracking technologies, as detailed in the "Cookies and Data Collection Tools" section below. It is stored by us and associated with your account.

We may retain information from accounts disabled for violations of our terms for at least one (1) year to prevent repeat abuse or other violations of our terms.

## 2. How We Get Data About You

We use tools like cookies, web beacons, and similar tracking technologies to gather the data listed above. Some of these tools offer you the ability to opt out of data collection.

## 2.1 Cookies and Data Collection Tools

We use cookies, which are small text files stored by your browser, to collect, store, and share data about your activities across websites, including on the Site. They allow us to remember things about your visits to the Site to make the Site easier to use. You can reject cookies by following the directions provided in your Internet provider's "help" file or clicking "don't allow" on our pop-up cookie notice. If you reject cookies, you may still visit the Site, but may not be able to use some areas of the Site and/or the Services.

Storehouse and service providers acting on our behalf (like Google Analytics and other third-party companies) use server log files and automated data collection tools like cookies, tags, scripts, customized links, device or browser fingerprints, and web beacons (together, "**Data Collection Tools**") when you access and use the Services. These Data Collection Tools automatically track and collect certain System Data and Usage Data when you use the Services.

## 2.2 Purpose of Data Collection

Storehouse uses the following types of Data Collection Tools for the purposes described:

- Strictly Necessary: These Data Collection Tools enable you to access the Site, provide basic functionality (like logging in or accessing content), secure the Site, protect against fraudulent logins, and detect and prevent abuse or unauthorized use of your account. These are required for the Services to work properly, so if you disable them, parts of the Site will break or be unavailable.
- Functional: These Data Collection Tools remember data about your browser and your preferences, provide additional site functionality, customize content to be more relevant to you, and remember settings affecting the appearance and behavior of the Services.

You can set your web browser to alert you about attempts to place cookies on your computer, limit the types of cookies you allow, or refuse cookies altogether.

## 3. What We Use Your Data For

We use your data for a variety of things, such as to provide our Services, communicate with you, troubleshoot issues, secure against fraud and abuse, improve and update our Services, analyze how people use our Services, ensure compliance with and enforce this Privacy Policy and our Terms of Use, and as required by law or necessary for safety and integrity.

For example, we use the data we collect to:

- Provide and administer the Services;

- To identify you when you sign in to your account;
- To respond to your requests;
- To process payments for purchases through the Site;
- To respond to your inquiries and contact you about changes to the Site and/or the Services;
- To send you notices (for example, in the form of emails, mailings, and the like) regarding products or services you are receiving, and for billing and collection purposes;
- To send you information we think you may find useful or that you have requested from us;
- To enhance and improve the Site or the Service, such as through personalized features and content;
- To analyze the use of the Site and the Service and the people visiting to improve our content and Site and the Service;
- To investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our policies, or as otherwise required by law;
- Improve our Services and develop new products, services, and features;
- Analyze trends and traffic, track purchases, and track usage data;
- For any other purposes disclosed at the time the information is collected or to which you consent;
- As required or permitted by law;
- As we, in our sole discretion, otherwise determine to be necessary to ensure the safety or integrity of our users, employees, third parties, the public, or our Services; or
- As otherwise specifically described in this Privacy Policy

#### 4. Who We Share Your Data With

We do not disclose your Personal Information to third parties for their direct marketing purposes. We, like many businesses, sometimes hire other companies to perform certain business-related functions. Examples include mailing information, maintaining databases, hosting services, and processing payments. When we employ another company to perform a function of this nature, we provide them with the information that they need to perform their specific function.

We may also share your data as needed for security, legal compliance, or as part of a corporate restructuring. Lastly, we can share data in other ways if it is aggregated or de-identified or if we get your consent.

We may share your data with third parties under the following circumstances or as otherwise described in this Privacy Policy:

- With Service Providers, Contractors, and Agents: We share your data with third-party companies who perform services on our behalf, like payment processing, fraud and abuse prevention, data analysis, email and hosting services, and customer services and support.
- To Power Social Media Features: The social media features in the Services (like the Facebook Like button) may allow the third-party social media provider to collect things like your IP address and which page of the Services you're visiting, and to set a cookie to enable the

feature. Your interactions with these features are governed by the third-party company's privacy policy.

- For Security and Legal Compliance: We may disclose your data to third parties if we (in our sole discretion) have a good faith belief that the disclosure is:
  - Permitted or required by law;
  - Requested as part of a judicial, governmental, or legal inquiry, order, or proceeding;
  - Reasonably necessary as part of a valid subpoena, warrant, or other legally-valid request;
  - Reasonably necessary to enforce our Terms of Use, Privacy Policy, and other legal agreements;
  - Required to detect, prevent, or address fraud, abuse, misuse, potential violations of law (or rule or regulation), or security or technical issues; or
  - Reasonably necessary in our discretion to protect against imminent harm to the rights, property, or safety of Storehouse, our users, employees, members of the public, or our Services.
  - We may also disclose data about you to our auditors and legal advisors in order to assess our disclosure obligations and rights under this Privacy Policy.
- During a Change in Control: If Storehouse undergoes a business transaction like a merger, acquisition, corporate divestiture, or dissolution (including bankruptcy), or a sale of all or some of its assets, we may share, disclose, or transfer all of your data to the successor organization during such transition or in contemplation of a transition (including during due diligence).
- After Aggregation/De-identification: We may disclose or use aggregated or de-identified data for any purpose.
- With Your Permission: With your consent, we may share data to third parties outside the scope of this Privacy Policy.

## 5. Security

We use appropriate security based on the type and sensitivity of data being stored. As with any internet-enabled system, there is always a risk of unauthorized access, so it is important to protect your password and to contact us if you suspect any unauthorized access to your account.

Storehouse takes appropriate security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal data that we collect and store. These measures vary based on the type and sensitivity of the data. Unfortunately, no system can be 100% secure, so we cannot guarantee that communications between you and Storehouse or the Services, or any information provided to us in connection with the data we collect through the Services will be free from unauthorized access by third parties. Your password is an important part of our security system, and it is your responsibility to protect it. You should not share your password with any third party, and if you believe your password or account has been compromised, you should change it immediately and contact us with any concerns.

## 6. Links

The Site may contain content, services, advertising, and other materials that link to websites operated by third parties. We have no control over those other sites, and this Privacy Policy does not apply to them. Please refer to the privacy policies of those sites for more information on how the operators of those sites collect and use your Personal Information.

## 7. Your Rights

You have certain rights around the use of your data, including the ability to opt out of promotional emails, cookies, and collection of your data by certain third parties. You can update or terminate your account from within your account and can also contact us for individual rights requests about your personal data. Parents who believe we have unintentionally collected personal data about their underage child should contact us for help deleting that information.

### 7.1 Your Choices About the Use of Your Data

You can choose not to provide certain data to us, but you may not be able to use certain features of the Services.

- To stop receiving promotional communications from us, you can opt out by using the unsubscribe mechanism in the promotional communication you receive. Note that regardless of your email preference settings, we will send you transactional and relationship messages regarding the Services, including administrative confirmations, order confirmations, important updates about the Services, and notices about our policies.
- The browser or device you use may allow you to control cookies and other types of local data storage. To learn more about managing cookies, visit <https://cookiepedia.co.uk/how-to-manage-cookies>. Your wireless device may also allow you to control whether location or other data is collected and shared.
- Apple iOS, Android OS, and Microsoft Windows each provide their own instructions on how to control in-app tailored advertising. For other devices and operating systems, you should review your privacy settings on that platform.

If you have any questions about your data, our use of it, or your rights, contact us at [contact@storehouse710studios.com](mailto:contact@storehouse710studios.com).

### 7.2 Accessing, Updating, and Deleting Your Personal Data

To request to access, correct, or delete your personal data, please use email [contact@storehouse710studios.com](mailto:contact@storehouse710studios.com). For your protection, we may require that the request be sent through the email address associated with your account, and we may need to verify your identity before implementing your request. Please note that we retain certain data where we have a lawful basis to do so, including for mandatory record-keeping and to complete transactions.

### 7.3 European Privacy Rights

We recognize and will comply with certain data protection laws in accordance with the European Union's General Data Protection Regulation ("GDPR"). Users located in the EU have the following rights, including:

- Right of Access. You have the right to request from Storehouse, a "data controller" as defined under the GDPR, the Personal Information we gather about you including information about the sharing, storage, security, and processing of that information. You further have the right to transmit this information to another third-party.
- Right of Correction. You may have the right to access, update, and correct inaccuracies in certain of your personal data in our custody and control, subject to certain limitations as provided by law. You may request to access, update and correct inaccuracies in personal data we have in our custody or control by writing to us at [contact@storehouse710studios.com](mailto:contact@storehouse710studios.com). We may request certain personal information for the purposes of verifying your identity in order to request certain information records.
- Right of Erasure. You have the right to request that your personal information be erased from our possession (subject to certain limitations under the applicable law). If we are required to comply with your request, upon deletion of your information you may be prevented from using our Services on the Site.
- Right to Object and Complain. Subject to limitations as provided in the GDPR, you have the right to object to how and why your Personal Information is used and processed. You further have the right to complain to the appropriate supervisory authority about our handling of your personal information.
- Right to Restrict Processing. Subject to limitations as provided in the GDPR, you have the right to request restriction of how and why your Personal Information is used and processed.

### 8. Updates

When we make a material change to this policy, we will notify users via email, in-product notice, or another mechanism required by law. Changes become effective on the day they are posted. Please contact us via email or postal mail with any questions or concerns.

### 9. Modifications to this Privacy Policy

From time to time, we may update this Privacy Policy. If we make any material change to it, we will notify you via email, through a notification posted on the Site, or as required by applicable law. We will also include a summary of the key changes. Unless stated otherwise, modifications will become effective on the day they are posted.

As permitted by applicable law, if you continue to use the Services after the effective date of any change, then your access and/or use will be deemed an acceptance of (and agreement to follow and be bound by) the revised Privacy Policy. The revised Privacy Policy supersedes all previous Privacy Policies.

### 9.1 Interpretation

Any capitalized terms not defined in this policy are defined as specified in Storehouse's Terms of Use.

### 9.2 Important Notice to Users Outside the US

The Site and the Services are operated in the United States. If you are located outside of the United States, please be aware that any information you provide to us will be transferred to the United States. By providing us with any information through the Site or the Services, you consent to this transfer and accept the terms of this Privacy Policy.

### 9.3 Questions

If you have any questions, concerns, or disputes regarding our Privacy Policy, please feel free to contact us at [contact@storehouse710studios.com](mailto:contact@storehouse710studios.com).