

PRIVACY POLICY

This is the privacy policy of A Entertainment which operates the online auction application “Artamon.” In this document, “**AE**”, “**we**”, “**our**”, or “**us**” refer to A Entertainment. Protecting your private information is our priority. This Privacy Policy applies to <http://artamon.com> (the “**Site**”) and AE and governs data collection and usage.

We have developed this policy in order for you to understand how we collect, use, communicate and make use of personal information. The following outlines our privacy policy.

Similar to other commercial websites, the Site utilizes a standard technology called ‘cookies’ (see explanation below for more information) and server logs to collect information about how the Site is used. Information gathered through cookies and server logs may include the date and time of visits, the pages viewed, time spent at the Site, as well as your IP address.

INTRODUCTION

This is AE’s policy about all information that we record about you. It sets out the conditions under which we may process any information that we collect from you, or that you provide to us. It covers information that could identify you (“**personal information**”) and information that could not. In the context of the law and this notice, “process” means collect, store, transfer, use or otherwise act on information.

1. If you disagree with any of our policies, your only recourse is to leave the Site and cease all use of our services immediately.
2. AE takes seriously the protection of your privacy and confidentiality. We understand that all visitors to the Site are entitled to know that their personal data will not be used for any purpose unintended by them and will not accidentally fall into the hands of a third party.
3. AE undertakes to preserve the confidentiality of all information you provide to us, and hope that you reciprocate.
4. The law requires us to tell you about your rights and our obligations to you in regard to the processing and control of your personal data.
5. Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through the Site.

COLLECTION OF YOUR PERSONAL INFORMATION

AE may collect personally identifiable information, when you visit the Site. We collect information such as your:

1. Name
2. E-mail Address
3. Photo (optional)
4. Credit card or other financial information

We may also collect anonymous demographic information, which is not unique to you.

We may gather additional personal or non-personal information in the future. We encourage you to review the privacy statements of websites you choose to link to from AE so that you can understand how those websites collect, use and share your information. AE is not responsible for the privacy statements or other content on websites outside of the Site.

WHAT INFORMATION WE COLLECT AND WHY?

We may collect information about you directly from you, as well as automatically through your use of the Site or Services.

- **Information We Collect Directly from You**

In order to participate in auctions, you need to provide First name, Last name, and email address. We may collect information directly from you as a data subject through third party integrators.

IP ADDRESSES

IP addresses are used by your computer every time you are connected to the Internet. Your IP address is a number that is used by computers on the network to identify your computer. IP addresses are automatically collected by our web server as part of demographic and profile data known as “traffic data” so that data (such as the Web pages you request) can be sent to you.

EMAIL POLICIES

We are committed to keeping your e-mail address confidential. We do not sell, rent, or lease our subscription lists to third parties, and we will not provide your personal information to any third party individual, government agency, or company at any time unless strictly compelled to do so by law. We will use your e-mail address solely to provide timely information. We will maintain the information you send via e-mail in accordance with applicable federal law.

WE DO NOT SELL, RENT OR LEASE ITS CUSTOMER LISTS TO THIRD PARTIES.

AE may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is transferred to the third party. AE may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to AE, and they are required to maintain the confidentiality of your information.

AE will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on AE or the site; (b) protect and defend the rights or property of AE; and, (c) act under exigent circumstances to protect the personal safety of users of AE, or the public.

THE BASES ON WHICH WE PROCESS INFORMATION ABOUT YOU

The law requires us to determine under which of six defined bases we process different categories of your personal information, and to notify you of the basis for each category. If a basis on which we process your personal information is no longer relevant, then we shall promptly stop processing your data. If the basis changes as required by law, AE shall notify you of the change and of any new basis under which we have determined that we can continue to process your information.

CHILDREN'S PRIVACY

We do not knowingly collect any personal information from children under the age of 13 without parental consent, unless permitted by law. If we learn that a child under the age of 13 has provided us with personal information, we will delete it in accordance with applicable law.

DATA UNDER EU GDPR COMPLIANCE

Here at AE we respect and value the right to privacy. We are also consumers and know that it is our responsibility to build a company that protects consumer privacy. All of our and services are designed to protect privacy and personal data of consumers.

AE is considered a “data processor” under the guidelines of the GDPR. Our customers are primarily considered to be “data controllers” and are responsible for meeting additional privacy or consent gathering requirements for their individual use case.

INFORMATION WE PROCESS BECAUSE WE HAVE A CONTRACTUAL OBLIGATION WITH YOU

When you use the Site, you agree to our terms and conditions, a contract is formed between you and us.

In order to carry out our obligations under that contract we must process the information you give us. Some of this information may be personal information.

We may use it in order to:

1. verify your identity for security purposes
2. provide you with our services
3. provide you with suggestions and advice on services and how to obtain the most from using the Site

AE processes this information on the basis there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

Additionally, we may aggregate this information in a general way and use it to provide class information, for example to monitor our performance with respect to a particular service we provide. If we use it for this purpose, you as an individual will not be personally identifiable. We shall continue to process this information until the contract between us ends or is terminated by either party under the terms of the contract.

INFORMATION WE PROCESS WITH YOUR CONSENT

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse the Site or ask us to provide you more information about our business, including our services, you provide your consent to us to process information that may be personal information.

Wherever possible, we aim to obtain your explicit consent to process this information, for example, by asking you to agree to our use of cookies. Sometimes you might give your consent implicitly, such as when you send us a message by e-mail to which you would reasonably expect us to reply. Except where you have consented to our use of your information for a specific purpose, we do not use your information in any way that would identify you personally. We may aggregate it in a general way and use it to provide class information, for example to monitor the performance of a particular page on the Site. If you have given us explicit permission to do so, we may from time to time pass your name and contact information to selected associates whom we consider may provide services or products you would find useful. AE continues to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us. However, if you do so, you may not be able to use the Site or our services further.

INFORMATION WE PROCESS FOR THE PURPOSES OF LEGITIMATE INTERESTS

AE may process information on the basis there is a legitimate interest, either to you or to us, of doing so. Where we process your information on this basis, we do after having given careful consideration to:

- whether the same objective could be achieved through other means
- whether processing (or not processing) might cause you harm
- whether you would expect us to process your data, and whether you would, in the round, consider it reasonable to do so

For example, we may process your data on this basis for the purposes of:

- record-keeping for the proper and necessary administration of our business
- responding to unsolicited communication from you to which we believe you would expect a response
- protecting and asserting the legal rights of any party
- insuring against or obtaining professional advice that is required to manage our business risk

- protecting your interests where we believe we have a duty to do so

INFORMATION WE PROCESS BECAUSE WE HAVE A LEGAL OBLIGATION UNDER GDPR COMPLIANCE

AE is subject to the law like everyone else. Sometimes, we must process your information in order to comply with a statutory obligation. For example, we may be required to give information to legal authorities if they so request or if they have the proper authorization such as a search warrant or court order. This may include your personal information.

Specific uses of information you provide to us

INFORMATION PROVIDED ON THE UNDERSTANDING THAT IT WILL BE SHARED WITH A THIRD PARTY

The Site might allow you to post information with a view to that information being read, copied, downloaded, or used by other people.

Examples include:

- uploading a profile photo

In posting personal information, it is up to you to satisfy yourself about the privacy level of every person who might use it.

WE DO NOT SPECIFICALLY USE THIS INFORMATION EXCEPT TO ALLOW IT TO BE DISPLAYED OR SHARED.

We do store it, and we reserve a right to use it in the future in any way we decide.

Once your information enters the public domain, we have no control over what any individual third party may do with it. AE and the Site accept no responsibility for their actions at any time.

Provided your request is reasonable and there is no legal basis for us to retain it, then at our discretion we may agree to your request to delete personal information that you have posted. You can make a request by contacting us.

HOW WE SHARE INFORMATION

We may share your information, including personal information, as follows:

- a. **Affiliates.** We may disclose the information we collect to our affiliates or subsidiaries; however, if we do so, their use and disclosure of such information will be subject to this Policy.
- b. **Service Providers.** We may disclose the information we collect to third party vendors, service providers, contractors or agents who perform functions on our behalf.

- c. **Business Transfers.** If we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the information we have collected to the other company.
- d. **In Response to Legal Process.** We also may disclose the information we collect from in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- e. **To Protect Us and Others.** We also may disclose the information we collect where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Service or this Policy, or as evidence in litigation in which AE is involved.

COMPLAINTS REGARDING CONTENT ON THE SITE

If you complain about any of the content on the Site, we shall investigate your complaint.

If we feel it is justified or if we believe the law requires us to do so, we shall remove the content while we investigate.

If we think your complaint is vexatious or without any basis, we shall not correspond with you about it.

OPT-OUT & UNSUBSCRIBE

The Site provides users the opportunity to opt-out of receiving communications from us and our partners by reading the unsubscribe instructions located at the bottom of any e-mail they receive from us at any time.

Users who no longer wish to receive promotional materials may opt-out of receiving these communications by clicking on the unsubscribe link in the e-mail.

To provide the Site visitors the ability to prevent their data from being used by Google Analytics, we have developed the Google Analytics opt-out browser add-on for the Google Analytics JavaScript (ga.js, analytics.js, dc.js).

If you want to opt-out, download and install the add-on for your web browser. The Google Analytics opt-out add-on is designed to be compatible with Chrome, Internet Explorer 11, Safari, Firefox and Opera. In order to function, the opt-out add-on must be able to load and execute properly on your browser. For Internet Explorer, 3rd-party cookies must be enabled.

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out of receiving any or all communications from AE by contacting us.

SENDING A MESSAGE TO OUR SUPPORT TEAM

AE keeps personally identifiable information associated with your message, such as your name and email address so as to be able to track our communications with you to provide a high-quality service.

INTELLECTUAL PROPERTY RIGHTS

All copyrights, trademarks, patents and other intellectual property rights in and on the Site and all content and software located on the site shall remain the sole property of or its licensors. The use of our trademarks, content and intellectual property is forbidden without the express written consent from.

You must not:

- Republish material from the Site without prior written consent.
- Sell or rent material from the Site.
- Reproduce, duplicate, create derivative, copy or otherwise exploit material on the Site for any purpose.
- Redistribute any content from the Site, including onto another website.

APPLICATION

Data collected and analyzed is being used for a variety of applications such as audience measurement and aggregated insights.

COMPLAINING

When we receive a complaint, we record all the information you have given to us.

We use that information to resolve your complaint.

If your complaint reasonably requires us to contact some other person, we may decide to give to that other person some of the information contained in your complaint. We do this as infrequently as possible, but it is a matter for our sole discretion as to whether we do give information, and if we do, what that information is.

AE may also compile statistics showing information obtained from this source to assess the level of service we provide, but not in a way that could identify you or any other person.

ANONYMITY

We collect and analyze anonymous data. We cannot, and do not personally identify individuals, at any time, period.

ACCEPTABLE USE

You agree to use the Site only for lawful purposes and in a way that does not infringe the rights of, restrict or inhibit anyone else's use and enjoyment of the website. Prohibited behavior

includes harassing or causing distress or inconvenience to any other user, transmitting obscene or offensive content or disrupting the normal flow of dialogue within the Site.

You must not use the Site to send unsolicited commercial communications. You must not use the content on the Site for any marketing related purpose without our express written consent.

RESTRICTED ACCESS

We may in the future need to restrict access to parts (or all) of the Site and reserve full rights to do so. If, at any point, we provide you with a username and password for you to access restricted areas of the Site, you must ensure that both your username and password are kept confidential.

AFFILIATE AND BUSINESS PARTNER INFORMATION

This is information given to us by you in your capacity as an affiliate of us or as a business partner. It allows us to recognize visitors that you have referred to us, and to credit to you commission due for such referrals. It also includes information that allows us to transfer commission to you. The Information Is Not Used for Any Other Purpose. AE undertakes to preserve the confidentiality of the information and of the terms of our relationship. AE expects any affiliate or partner to agree to reciprocate this policy.

COOKIES POLICY UNDER GDPR COMPLIANCE

The Site uses cookies. They are placed by software that operates on our servers, and by software operated by third parties whose services we use.

When you first visit the Site, we ask you whether you wish us to use cookies. If you choose not to accept them, we shall not use them for your visit except to record that you have not consented to their use for any other purpose. If you choose not to use cookies or you prevent their use through your browser settings, you will not be able to use all the functionality of the Site.

We use cookies in the following ways:

- To track how you use the Site
- To do remarketing banner ads

WHY WE USE COOKIES ON THE SITE

Cookies are pieces of information that a website transfers to an individual's computer hard drive for record keeping purposes. Cookies make using the Site easier by, among other things, saving your passwords and preferences for you. These cookies are restricted for use only on the Site, and do not transfer any personal information to any other party. Most browsers are initially set up to accept cookies. You can, however, reset your browser to refuse all cookies or indicate when a cookie is being sent. Please consult the technical information relevant to your browser for instructions. If you choose to disable your cookies setting or refuse to accept a cookie, some parts of the Site may not function properly or may be considerably slower.

PERSONAL IDENTIFIERS FROM YOUR BROWSING ACTIVITY

Information about your computer hardware and software may be automatically collected by AE. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Site. Requests by your web browser to our servers for web pages and other content on the Site are recorded. AE record information such as your geographical location, your Internet service provider and your IP address. We also record information about the software you are using to browse the Site, such as the type of computer or device and the screen resolution.

AE uses this information in aggregate to assess the popularity of the webpages on the Site and how we perform in providing content to you. If combined with other information we know about you from previous visits, the data possibly could be used to identify you personally, even if you are not signed in to the Site.

OUR USE OF RE-MARKETING

Re-marketing involves placing a cookie on your computer when you browse the Site in order to be able to serve to you an advert for our services when you visit some other website. AE may use a third party to provide us with re-marketing services from time to time. If so, then if you have consented to our use of cookies, you may see advertisements for our services on other websites.

DISCLOSURE AND SHARING OF YOUR INFORMATION

Information we obtain from third parties

Although we do not disclose your personal information to any third party (except as set out in this notice), we sometimes receive data that is indirectly made up from your personal information from third parties whose services we use.

USE OF YOUR PERSONAL INFORMATION

AE collects and uses your personal information to operate its website(s) and deliver the services you have requested. We may also use your personally identifiable information to inform you of other products or services available from AE and its affiliates. We may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered. No such information is personally identifiable to you.

How We Use Your Information. We use your information in order to:

- a. To inform you about services and/or events which we feel may interest you where you have assented to be contacted for such purposes;

- b. To enable us to evaluate, improve and develop the Site and its services;
- c. To inform you about changes to the Site and services;
- d. To customize your experience;
- e. To troubleshoot problems and resolve disputes; and
- f. To discover and defend ourselves against error, fraud and other reprehensible activities

THIRD PARTY ADVERTISING ON THE SITE

Third parties may advertise on the Site. In doing so, those parties, their agents or other companies working for them may use technology that automatically collects information about you when their advertisement is displayed on the Site.

They may also use other technology such as cookies or JavaScript to personalize the content of, and to measure the performance of their adverts.

We do not have control over these technologies or the data that these parties obtain. Accordingly, this privacy notice does not cover the information practices of these third parties.

OUR USE OF TRACKING MECHANISMS

We and our third-party service providers use tracking mechanisms to track information about use of the Site or Services. We may combine this information with other information we collect from you on the Site (and our third-party service providers may do so on our behalf).

Currently, the Site does not recognize browser “do-not-track” requests.

THIRD PARTY ANALYTICS

We use automated devices and applications, such as Google Analytics, to evaluate usage of the Site and, to the extent permitted, our Services. We also may use other analytic means to evaluate our Services. We use these tools to help us improve our Services, performance and user experiences. These entities may use tracking technologies to perform their services.

DATA MAY BE PROCESSED OUTSIDE THE EUROPEAN UNION

AE may also use outsourced services in countries outside the European Union from time to time in other aspects of our business. Accordingly, data obtained within the US or any other country could be processed outside the European Union. For example, some of the software the Site uses may have been developed in the UK.

AE uses the following safeguards with respect to data transferred outside the European Union:

1. The processor is within the same corporate group as our business or organization and abides by the same binding corporate rules regarding data processing.

2. the data protection clauses in our contracts with data processors include transfer clauses written by or approved by a supervisory authority in the European Union
3. we comply with a code of conduct approved by a supervisory authority in the European Union
4. we are certified under an approved certification mechanism as provided for in the GDPR
5. both our organization and the processor are public authorities between whom there is either a legally binding agreement or administrative arrangements approved by a supervisory authority in the European Union relating to protection of your information

REMOVAL OF YOUR INFORMATION

If you wish us to remove personally identifiable information from the Site, you may contact us at info@artamon.com.

This may limit the service we can provide to you.

VERIFICATION OF YOUR INFORMATION

When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

ENCRYPTION OF DATA SENT BETWEEN US

The Site use Secure Sockets Layer (SSL) certificates to verify our identity to your browser and to encrypt any data you give us.

Whenever information is transferred between us, you can check that it is done so using SSL by looking for a closed padlock symbol or other trust mark in your browser's URL bar or toolbar.

HOW YOU CAN COMPLAIN

1. If you are not happy with our privacy policy or if any complaints, then you have should tell us by email. Our address is info@artamon.com.
2. If a dispute is not settled, then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration.
3. If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office.

RETENTION PERIOD FOR PERSONAL DATA

Except as otherwise mentioned in this privacy notice, AE keep your personal information only for as long as required by us:

1. To provide you with the services you have requested;
2. To comply with other law, including for the period demanded by our tax authorities;

3. To support a claim or defense in court.

DISCLAIMER AND LIMITATION OF LIABILITY

AE makes no representations, warranties, or assurances as to the accuracy, currency or completeness of the content contain on the Site or any sites linked to the Site.

ALL THE MATERIALS ON THIS SITE ARE PROVIDED 'AS IS' WITHOUT ANY EXPRESS OR IMPLIED WARRANTY OF ANY KIND, INCLUDING WARRANTIES OF MERCHANTABILITY, NONINFRINGEMENT OF INTELLECTUAL PROPERTY OR FITNESS FOR ANY PARTICULAR PURPOSE. IN NO EVENT SHALL OR ITS AGENTS OR ASSOCIATES BE LIABLE FOR ANY DAMAGES WHATSOEVER (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION, INJURY OR DEATH) ARISING OUT OF THE USE OF OR INABILITY TO USE THE MATERIALS, EVEN IF HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGES.

SECURITY OF YOUR PERSONAL INFORMATION

Email is not recognized as a secure medium of communication. For this reason, we request that you do not send private information to us by email. However, doing so is allowed, but at your own risk. Some of the information you may enter on the Site may be transmitted securely via a secure medium known as Secure Sockets Layer, or SSL. Credit Card information and other sensitive information are never transmitted via email. AE may use software programs to create summary statistics, which are used for such purposes as assessing the number of visitors to the different sections of the Site, what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas. For the Site security purposes and to ensure that this service remains available to all users, uses software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

We secure your personal information from unauthorized access, use, or disclosure. AE uses the following methods for this purpose:

- SSL Protocol

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

AE has deployed reasonable security protocols that protect our services from being hacked or tampered with by third parties. We encrypt our connections with some of the same technology used by banks to protect our information.

COMPLIANCE WITH THE LAW

Our privacy policy has been compiled so as to comply with the law and every country or legal jurisdiction in which we aim to do business including under the GDPR.

Your Data Protection Rights under the California Privacy Protection Act (CalOPPA)

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivable the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. – See more at: <https://consumercal.org/about-cfc/cfc-education-foundation/california-online-privacy-protection-act-caloppa-3/>

According to CalOPPA we agree to the following:

- users can visit the Site anonymously;
- our Privacy Policy link includes the word “Privacy”, and can easily be found on the page specified above on the home page of the Site;
- users will be notified of any privacy policy changes on our Privacy Policy page;
- users are able to change their personal information by emailing us at info@artamon.com.

Our Policy on “Do Not Track” Signals: while you may disable the usage of cookies through your browser settings, the Site currently does not respond to a “Do Not Track” signal in the HTTP header from your browser at this time.

Your Data Protection Rights under the California Consumer Privacy Act (CCPA)

If you are a California resident, you are entitled to learn what data we collect about you, ask to delete your data and not to sell (share) it. To exercise your data protection rights, you can make certain requests and ask us:

- **What personal information we have about you.** If you make this request, we will return to you:
 - The categories of personal information we have collected about you.
 - The categories of sources from which we collect your personal information.
 - The business or commercial purpose for collecting or selling your personal information.
 - The categories of third parties with whom we share personal information.
 - The specific pieces of personal information we have collected about you.
 - A list of categories of personal information that we have sold, along with the category of any other company we sold it to. If we have not sold your personal information, we will inform you of that fact.
 - A list of categories of personal information that we have disclosed for a business purpose, along with the category of any other company we shared it with.

Please note, you are entitled to ask us to provide you with this information up to two times in a rolling twelve-month period. When you make this request, the information provided may be limited to the personal information we collected about you in the previous 12 months.

- **To delete your personal information.** If you make this request, we will delete the personal information we hold about you as of the date of your request from our records and direct any service providers to do the same. In some cases, deletion may be accomplished through de-identification of the information. If you choose to delete your personal information, you may not be able to use certain functions that require your personal information to operate.
- **To stop selling your personal information.** We do not sell or rent your personal information to any third parties for any purpose. You are the only owner of your Personal Data and can request disclosure or deletion at any time.

Please note, if you ask us to delete or stop selling your data, it may impact your experience with us, and you may not be able to participate in certain programs or membership services which require the usage of your personal information to function. But in no circumstances, we will discriminate against you for exercising your rights.

To exercise your California data protection rights described above, please send your request(s) by one of the following means:

By email: info@artamon.com

Your data protection rights, described above, are covered by the CCPA, short for the California Consumer Privacy Act. To find out more, visit the official California Legislative Information website. The CCPA took effect on 01/01/2020.

We will verify and respond to your request consistent with applicable law, taking into account the type and sensitivity of the Personal Information subject to the request. We may need to request additional Personal Information from you, such as email address, state of residency, or mailing address, in order to verify your identity and protect against fraudulent requests. If you maintain a password-protected account with us, we may verify your identity through our existing authentication practices for your account and require you to re-authenticate yourself before disclosing or deleting your Personal Information. If you make a Request to Delete, we may ask you to confirm your request before we delete your Personal Information.

You have the right to be free from unlawful discrimination for exercising your privacy rights. You have the right to be informed, at or before the point of collection, of the categories of personal information to be collected from you and the purposes for which that personal information will be used.

U.S. PRIVACY ADDENDUM FOR RESIDENTS OF CALIFORNIA, COLORADO, CONNECTICUT, UTAH, AND VIRGINIA

This U.S. Privacy Addendum supplements the above Privacy Notice and provides additional details regarding the categories of Personal Information that we collect, use, and disclose about residents of California, Colorado, Connecticut, Utah, and Virginia.

No Sale of Personal Information

We do not sell Personal Information, including sensitive personal information, in the preceding 12 months. Without limiting the foregoing, we do not sell or knowingly “share” for purposes of cross-context behavioral advertising Personal Information, including sensitive personal information, of minors under age 16.

Collection, Disclosure, and Sharing of Personal Information

The following chart details which categories of Personal Information we plan to collect, as well as the categories of Personal Information we have collected and disclosed for our operational business purposes in the preceding 12 months. The chart also details the categories of personal information that we “share” for purposes of cross-context behavioral or targeted advertising, including in the preceding 12 months. We collect this Personal Information from you and your devices, as well as from our corporate affiliates, publicly available databases, other customers, credit agencies (as allowed by applicable laws), and social media sites.

Categories of Personal Information	Disclosed to Which Categories of Third Parties for Operational Business Purposes	Shared with Which Categories of Third Parties for Cross-Context Behavioral or Targeted Advertising	Processing Purposes (<i>see section above titled “How do we use your information?” for a detailed description of each Processing Purpose</i>)
Identifiers, such as name, contact information, IP address and other online identifiers	• Corporate affiliates • Third-party service providers, who assist us for example with payment processing, marketing and advertising, shipping, fraud prevention, rewards programs and information technology support; • Business partners, such as partner teams, venues, artists, and sports leagues, to provide our event services	Ad networks; social media platforms	• Providing the functionality of the Services and fulfilling your requests • Communicating with you, providing you with our newsletter and/or other marketing materials, and facilitating social sharing • Analyzing personal

	• Credit agencies, consistent with applicable law • Legal authorities • Stripe, to provide our services, facilitate your purchases and prevent fraud • Financial institutions with whom we partner to offer financial products to you • Other users as authorized by you or your use of our services		information for business reporting and providing personalized services • Allowing you to participate in sweepstakes, contests or other promotions • Aggregating and/or anonymizing personal information • Accomplishing our business purposes • Validating your transactions and keeping our Services safe, including complying with law and cooperating with legal and governmental authorities
Personal information, as defined in the California customer records law, such as name, government-issued ID number (e.g., your tax identification number when you register for an account with us), and financial information such as payment card number	• Corporate affiliates • Third-party service providers, who assist us for example with payment processing, marketing and advertising, shipping, fraud prevention, rewards programs and information technology support; • Credit agencies, consistent with applicable law • Legal authorities	None	• Providing the functionality of the Services and fulfilling your requests • Communicating with you, providing you with our newsletter and/or other marketing materials, and facilitating social sharing

	• PayPal, Inc., to provide our services, facilitate your purchases and prevent fraud • Financial institutions with whom we partner to offer financial products to you		• Analyzing personal information for business reporting and providing personalized services • Allowing you to participate in sweepstakes, contests or other promotions • Aggregating and/or anonymizing personal information • Accomplishing our business purposes • Validating your transactions and keeping our Services safe, including complying with law and cooperating with legal and governmental authorities
Characteristics of protected classifications under California or federal law, such as age and gender	• Corporate affiliates • Third-party service providers, who assist us for example with payment processing, marketing and advertising, shipping, fraud prevention, rewards programs and information technology support; • Business partners, such as partner teams, venues, artists, and sports	None	• Providing the functionality of the Services and fulfilling your requests • Communicating with you, providing you with our newsletter and/or other marketing materials, and

	leagues, to provide our event services • Credit agencies, consistent with applicable law		facilitating social sharing • Analyzing personal information for business reporting and providing personalized services • Allowing you to participate in sweepstakes, contests or other promotions • Aggregating and/or anonymizing personal information • Accomplishing our business purposes • Validating your transactions and keeping our Services safe, including complying with law and cooperating with legal and governmental authorities
Commercial information, such as transaction information and purchase history	• Corporate affiliates • Third-party service providers, who assist us for example with payment processing, marketing and advertising, shipping, fraud prevention, rewards programs and information technology support;	Ad networks; social media platforms	• Providing the functionality of the Services and fulfilling your requests • Communicating with you, providing you with our newsletter and/or other marketing

	• Business partners, such as partner teams, venues, artists, and sports leagues, to provide our event services • Credit agencies, consistent with applicable law Legal authorities • PayPal, Inc., to provide our services, facilitate your purchases and prevent fraud • Financial institutions with whom we partner to offer financial products to you • Other users as authorized by you or your use of our services		materials, and facilitating social sharing • Analyzing personal information for business reporting and providing personalized services • Allowing you to participate in sweepstakes, contests or other promotions • Aggregating and/or anonymizing personal information • Accomplishing our business purposes • Validating your transactions and keeping our Services safe, including complying with law and cooperating with legal and governmental authorities
Internet or network activity information, such as browsing history and interactions with the Site.	• Corporate affiliates • Third-party service providers, who assist us for example with payment processing, marketing and advertising, shipping, fraud prevention, rewards programs and information technology support;	Ad networks; social media platforms	• Providing the functionality of the Services and fulfilling your requests • Communicating with you, providing you with our newsletter and/or other

	• Business partners, such as partner teams, venues, artists, and sports leagues, to provide our event services • PayPal, Inc., to provide our services, facilitate your purchases and prevent fraud		marketing materials, and facilitating social sharing • Analyzing personal information for business reporting and providing personalized services • Allowing you to participate in sweepstakes, contests or other promotions • Aggregating and/or anonymizing personal information • Accomplishing our business purposes • Validating your transactions and keeping our Services safe, including complying with law and cooperating with legal and governmental authorities
Geolocation data, such as device location and approximate location derived from IP address.	• Corporate affiliates • Third-party service providers, who assist us for example with payment processing, marketing and advertising, shipping, fraud prevention, rewards programs and	Ad networks; social media platforms	• Providing the functionality of the Services and fulfilling your requests • Communicating with you, providing you with our newsletter

	information technology support;		and/or other marketing materials, and facilitating social sharing - Analyzing personal information for business reporting and providing personalized services - Allowing you to participate in sweepstakes, contests or other promotions - Aggregating and/or anonymizing personal information - Accomplishing our business purposes - Validating your transactions and keeping our Services safe, including complying with law and cooperating with legal and governmental authorities
Audio, electronic, visual, similar information, such as photographs and call recordings	- Corporate affiliates - Third-party service providers, who assist us for example with payment processing, marketing and advertising, shipping, fraud prevention, rewards programs and	None	- Providing the functionality of the Services and fulfilling your requests - Communicating with you, providing you with our

	information technology support; • Other users as authorized by you or your use of our services		newsletter and/or other marketing materials, and facilitating social sharing • Analyzing personal information for business reporting and providing personalized services • Allowing you to participate in sweepstakes, contests or other promotions • Aggregating and/or anonymizing personal information • Accomplishing our business purposes • Validating your transactions and keeping our Services safe, including complying with law and cooperating with legal and governmental authorities
Inferences drawn from any of the Personal Information listed above to create a profile about, for example, an individual's preferences and characteristics	• Corporate affiliates • Third-party service providers, who assist us for example with payment processing, marketing and advertising, shipping, fraud prevention,	Ad networks; social media platforms	• Providing the functionality of the Services and fulfilling your requests • Communicating with you, providing you

	rewards programs and information technology support;		with our newsletter and/or other marketing materials, and facilitating social sharing - Analyzing personal information for business reporting and providing personalized services - Allowing you to participate in sweepstakes, contests or other promotions - Aggregating and/or anonymizing personal information - Accomplishing our business purposes - Validating your transactions and keeping our Services safe, including complying with law and cooperating with legal and governmental authorities
Sensitive personal information, i.e. personal information that reveals an individual's social security, driver's license, state identification card, or passport number;	- Corporate affiliates - Third-party service providers, who assist us for example with payment processing, marketing and advertising, shipping,	None	Subject to your consent where required by applicable law, we collect, use, and disclose sensitive personal information only for those purposes

account log-in; precise geolocation	fraud prevention, rewards programs and information technology support;		permitted under applicable law, such as for purposes of performing services for our business, providing goods or services as requested by you, ensuring security and integrity, short term transient use such as displaying first party, non-personalized advertising, order processing and fulfillment, servicing accounts, providing customer service, verifying customer information, processing payments, providing financing, and activities relating to quality and safety control or product improvement.
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We collect, use, disclose, or share Personal Information to operate, manage, and maintain our business, to provide our services, and to accomplish our business purposes and objectives, including, for example, to: develop, improve, repair, and maintain our services; personalize, advertise, and market our services; conduct research, analytics, and data analysis; maintain our facilities and infrastructure; undertake quality and safety assurance measures; conduct risk and security control and monitoring; detect and prevent fraud; perform identity verification; perform accounting, audit, and other internal functions, such as internal investigations; comply with law, legal process, and internal policies; maintain records; and exercise and defend legal claims. See the chart above for further detail.

If you are a Colorado, Virginia, or Connecticut consumer, and we refuse to take action on your request, you may appeal our refusal within a reasonable period after you have received notice of the refusal. You may file an appeal by contacting us via info@artamon.com.

If an agent would like to make a request on your behalf as permitted under applicable law, the agent may use the submission methods noted on the Site. As part of our verification process, we may request that the agent provide, as applicable, proof concerning their status as an authorized agent. In addition, we may require that you verify your identity or confirm with us that you provided the agent permission to submit the request.

Where we maintain or use de-identified information, we will continue to maintain and use the de-identified information only in a de-identified fashion and will not attempt to re-identify the information.

REVIEW/MODIFICATION OF THIS PRIVACY POLICY

This Policy is current as of the Effective Date set forth above. However, AE may update this privacy notice from time to time as necessary. The terms that apply to you are those posted here on the Site on the day you use the Site. We advise you to print a copy for your records.

If you have any question regarding our privacy policy, please contact us at info@artamon.com.