

Our Privacy Policy was updated on May 15, 2023.

BeAllTheRage, Inc., its affiliates and subsidiaries (collectively "**BeAllTheRage**," "**we**", "**our**" or "**us**") know you care about how your personal information is used and shared, and we take your privacy seriously. Please read the following to learn more about our Privacy Policy. By using or accessing BeAllTheRage's Website or by using any of BeAllTheRage's application, materials or services (collectively, the "**App**") in any manner, you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you hereby consent that we may collect, use, and share your information in the following ways.

Changes to this Privacy Policy

BeAllTheRage may make changes to this Privacy Policy. The most current version of the Privacy Policy will govern BeAllTheRage's use of information about you and will be located at <https://www.bealltherage.app/privacy>. If BeAllTheRage makes material changes to this Privacy Policy, BeAllTheRage will notify you by posting a notice on our website and may send an email to the address or a text message to the phone number BeAllTheRage has on file for your account, if applicable.

This Privacy Policy explains:

1. The type of information we collect
2. How BeAllTheRage collects your information, including tracking and cookies
3. How BeAllTheRage uses your personal information
4. How you can correct or update the information BeAllTheRage has
5. Rights to object or restrict processing of personal information
6. Who we may share information with
7. How we handle Do Not Track requests
8. Linked sites and services
9. Data security
10. Retention of your information
11. Notice of privacy rights to California residents
12. Notice of privacy rights to residents of the European Union Area
13. How to contact us

1. The type of information we collect

BeAllTheRage may collect information that you provide to BeAllTheRage in connection with your use of the App when you:

- Register your account with BeAllTheRage as a user of the App
- Make changes to your user profile information
- Send email messages, forms, or other information to BeAllTheRage or other users using the App, or
- Install, use or otherwise interact with the App.

This information may include your first and last name, your address, email address, telephone number, your location, and any additional information you provide to BeAllTheRage during the account registration process or via the App.

BeAllTheRage may also collect certain technical information about your use of the App. This technical information may include technical information about your device(s), browser type and version, geo-location information, computer and connection information, statistics on page views, traffic to and from the App, ad data, Wi-Fi connection information, internet protocol (“*IP*”) address, and standard web log information.

Additionally, when expressing an interest in obtaining additional information about the App or registering to use the App, we may require you to provide us with personal contact information, such as your name, company name, address, phone number, and email address (“***Required Information***”).

2. How BeAllTheRage Collects Your Information; Tracking and Cookies

When you register for an account with BeAllTheRage, we may ask you to provide us with certain information in order to create your account, and to provide you with our App. This information is collected by us when you fill out forms that may be provided to you through the App.

BeAllTheRage, and third parties we interact with, including our third-party service providers, may use cookies, web beacons, hashed identifiers derived from email addresses for the purposes of cross-device tracking for targeted advertising, local shared objects (sometimes called “flash cookies”), and similar technologies in connection with your use of the App to provide and support the App (collectively referred to in this policy as “***Cookies***”). Cookies are small data files that may have unique identifiers, and reside, among other places, on your mobile device, in emails we send to you, and on our applications. Locally shared objects or “flash cookies” are data files that can be created on your computer by the websites you visit and are a way for websites to store information for later use.

Locally stored objects are different than cookies because they are stored in different parts of your computer than cookies. Web beacons are small strings of code that provide a method for delivering a graphic image on a web page or in an email message for the purpose of transferring data.

If Cookies are used, they may be used to collect information about you and your use of the App, such as your browser type, preferences, data relating to content that has been displayed to you or that you have clicked on, and the date and time of your use. Cookies may also be used in order to further features and processes on the App, provide authentication and security for your transactions using the App, store your preferences, facilitate relevant advertising, and help us learn more about how users engage with the App.

We sometimes use service providers to help us provide certain products and services or to integrate other features. These third-party providers may collect information when you view or use them, including information about you and your device or browser. They may do this using Cookies or similar technologies. These third-party providers also may use these technologies to help share information with us, like how you use their website or application. To learn more about the information they collect or receive, review their privacy policies.

3. How BeAllTheRage Uses Your Information

BeAllTheRage may use your information to:

- Provide access to the App to communicate with you
- Personalize, customize, measure, and improve BeAllTheRage's products, services, content, and advertising
- Prevent, detect, and investigate potentially prohibited or illegal activities or a breach of the applicable agreement(s) between you and BeAllTheRage
- Analyze the accuracy, effectiveness, usability, or popularity of the App
- Generate and review reports and data about BeAllTheRage's user base and App usage patterns
- Compile aggregate data for internal and external business purposes
- Resolve disputes and troubleshoot problems; and
- Contact you with information, including promotional, marketing, and advertising information and recommendations that BeAllTheRage believes may be of interest to you.

Consistent with applicable laws, including United States CAN-SPAM laws, if you do not wish to receive commercial emails, you may unsubscribe following the instructions on any email. We may still send you administrative notices, however.

We endeavor to protect the privacy of your account and other personal information we hold in our records, but unfortunately, we cannot guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time. In particular, you acknowledge that BeAllTheRage is not responsible for any loss of any passwords or login information which you receive for access to the App which results from your failure to keep that information secure.

4. Correcting and Updating Your Information

You may access, update or change your account information through your account settings using the account page included in the App. To update your Information or to delete your account information, please email contact@bealltherage.app.

You can delete your account through the BeAllTheRage settings page. If you choose to delete your account, you can no longer retrieve content or reactivate your account.

You have the right to request access to any personal information which BeAllTheRage may have about you by contacting contact@bealltherage.app. The information will be provided in a machine-readable format. You may also ask that we transfer the personal information to a third party, which we will do if technically feasible.

You also have the right to review, add and update your personal information. You may also request the deletion of your personal information where:

- the personal information is no longer necessary in relation to the purposes for which it was collected or otherwise processed,
- you withdraw consent to BeAllTheRage's possession of the information on which the processing is based and where there is no other legal ground for BeAllTheRage's retention of the information,
- you object to BeAllTheRage's possession of the information and there is no overriding legitimate basis for the retention,
- the personal information has been unlawfully obtained or processed, or
- the personal information has to be erased for compliance with a legal obligation to which BeAllTheRage is subject.

When you update information, however, we may maintain a copy of the unrevised information in our records. Some information may remain in our records after your deletion of such information from your account. We may use any aggregated data derived from or incorporating your personal information after you update or delete it, but not in a manner that would identify you personally.

You are responsible for maintaining the privacy of your unique password and account information and for controlling access to your communications from the App at all times.

5. Consent to Commercial Electronic Messages

If you provide us with an email address, you expressly consent to receiving Commercial Electronic Messages from BeAllTheRage about your use of the Website and the App. If you have any questions about BeAllTheRage's Commercial Electronic Messages, you can contact BeAllTheRage at:

BeAllTheRage, Inc.

99 Wall Street Suite 2998

New York, New York 10005

Attention: President or by emailing contact@bealltherage.app

In addition, you may opt out of receiving Commercial Electronic Messages at any time by emailing contact@bealltherage.app.

6. Rights to Object or Restrict Processing of Personal Information

You may revoke your consent to the collection, processing and use of your personal information by emailing contact@bealltherage.app. Upon receipt of your request, BeAllTheRage will delete your personal data provided BeAllTheRage may retain any data which is required for billing and accounting purposes or which is subject to legal retention requirements. In addition, if you discover any errors in data, you may contact us by emailing contact@bealltherage.app and we will correct it. You can always opt not to disclose information to us, but keep in mind some information may be needed to take advantage of product features or may be required by your relationship with one of BeAllTheRage's customers.

7. Right to be informed of appropriate safeguards where Personal Information is Transferred to a Third Country or to an International Organization

BeAllTheRage does not consent to receiving personal information from individuals located in the United Kingdom, Switzerland or the European Union. To the extent BeAllTheRage receives personal

information from individuals located in the United Kingdom, Switzerland or the European Union, BeAllTheRage will put in place appropriate safeguards through contractual obligations.

8. Who We May Share Information With

BeAllTheRage may disclose the information we collect from you to the following third parties:

Users of the App; Public Information. When you share information with us via the App, BeAllTheRage may share your information with other users, in accordance with the privacy settings you have chosen for your account or that are applicable to that information. To the extent you share any information to a public audience or via a publicly accessible portion of the App such as an online customer community or forum, that information may be available to anyone who has access to that customer community or forum.

BeAllTheRage's Solution Providers. BeAllTheRage may share your information, such that by itself cannot be used to contact or identify you, with third-party contractors, agents, collaborators, or service providers who provide certain services to BeAllTheRage or on BeAllTheRage's behalf, such as operating and supporting the App. BeAllTheRage may also request your information from a previous service provider, which we need to provide our services to you.

Companies that Acquire BeAllTheRage's Business or Assets. If BeAllTheRage becomes involved in a merger, acquisition, sale of assets, securities offering, bankruptcy, reorganization, or dissolution or if the ownership of all or substantially all of BeAllTheRage's business relating to the App otherwise changes, BeAllTheRage may provide your information to a third party or parties in connection with the applicable transaction such that by itself cannot be used to contact or identify you.

BeAllTheRage's Affiliates. BeAllTheRage may share some or all of your information, such that by itself cannot be used to contact or identify you, with BeAllTheRage's parent company, subsidiaries and corporate affiliates, joint ventures or other companies under common control with BeAllTheRage.

Third Parties that Provide Advertising, Content, or Other Functionality. Third parties may collect or receive certain information about you and/or your use of the App, such that by itself cannot be used to contact or identify you, to provide ads (including targeted ads), content, or functionality, or to measure and analyze ad performance, on our App or other websites or platforms. Some of this information may be combined with information collected across different websites, online services, and other linked or associated devices. We may also disclose information, including personal information about you, such that by itself cannot be used to contact or identify you, for advertising

purposes, including targeted advertising, either on our App or for our products on other websites or platforms. Recipients may only use this information for the purposes for which it is provided.

Aggregate Information. BeAllTheRage may share information relating to our visitors and users with affiliated or unaffiliated third parties on an aggregate basis, however this information will not identify you personally.

Legal Requirements. BeAllTheRage may share your information with law enforcement, governmental agencies, or authorized third parties, in response to a request relating to a criminal investigation or alleged illegal activity or any other activity that may expose BeAllTheRage, you, or any other BeAllTheRage user to legal liability, or to protect BeAllTheRage's rights or property, or during emergencies when safety is at risk. BeAllTheRage may also share your information in response to court orders, subpoenas, or other legal or regulatory requests, and BeAllTheRage may provide access to your information to BeAllTheRage's legal counsel and other consultants in connection with actual or potential litigation.

9. How We Handle "Do Not Track" Requests

You may be able to adjust your browser settings or other settings so that "do not track" requests are sent to our websites and mobile applications. BeAllTheRage does not use any tracking technology that would respond to any "do not track" requests that are sent to our services. BeAllTheRage does not collect personally identifiable information about your online activities over time and across different websites when you use the App; however, certain service providers that use Cookies may collect your personally identifiable information over time and across different websites.

10. Linked Sites and App

BeAllTheRage's website or application may, from time to time, contain links to and from the websites and other services of our partner networks, advertisers and affiliates. If you follow a link to any of those websites or services, please note that we do not control such sites or services and this Privacy Policy does not apply to those sites or services. Those websites have their own privacy policies and we do not accept any responsibility or liability for those policies. We encourage you to read the privacy policy of every site or service you visit, including before you submit any personal data to these websites.

11. Data Security

BeAllTheRage takes reasonable measures to protect the information you provide to BeAllTheRage or submit through the BeAllTheRageApplication against misuse, loss, theft, unauthorized use, disclosure, or modification. Unfortunately, the transmission of information via the internet is not completely secure. Although we will try to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk and your information may be disclosed to third parties in unforeseeable situations or situations that are not preventable even when commercially reasonable protections are employed.

12. Retention of Your Information

We keep your information to fulfill the purposes described above, unless a longer retention is required or permitted by law. Our retention is based upon the amount, nature and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure of the information, the purposes for which we process the information, applicable legal requirements, and our legitimate interests. Information about you that is no longer retained will be disposed of securely. BeAllTheRage may also retain information collected from you to comply with the law, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigation, and take other actions permitted by law or disclosed in this Privacy Policy.

13. Notice of Privacy Rights to California Residents

Specific disclosures for California residents as required by the California Consumer Privacy Act and the California Privacy Rights and Enforcement Act are set out in the Schedule below titled "CALIFORNIA RESIDENTS – CCPA".

14. Notice of Privacy Rights to Residents of the European Economic Area [SEE ABOVE]

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at contact@bealltherage.app.

15. Children (for parents)

The collection, use, and sharing of personal information from any user under 13 (a “child”) is governed by the Children’s Online Privacy Protection Act (“COPPA”). BeAllTheRage does not consent to the create of accounts by any child or the receipt of any personal information from any child and takes reasonable steps to not do so. • • If we discover that we have collected personal information from a child in a way that is inconsistent with the requirements of COPPA, we will immediately delete that personal information.

16. How to Contact Us

If you have questions or complaints regarding BeAllTheRage’s Privacy Policy or practices, please contact contact@bealltherage.app or via postal mail at

BeAllTheRage, Inc.
99 Wall Street Suite 2998
New York, New York 10005
Attention: President

Effective May 15, 2023

CALIFORNIA RESIDENTS – CCPA

This section contains disclosures required by the California Consumer Privacy Act (“CCPA”) and applies only to “personal information” of California residents that is subject to the CCPA.

We collect, use, share and sell the categories of personal information about California consumers as set out in the table below.

CCPA category reference	Categories of Personal Information	Collected in the last 12 months:	Categories of sources from which information may be collected:	Business or commercial purposes for collection, use, and sharing:	May be disclosed for business purposes to the following categories of third parties:	May be sold to the following categories of third parties:
A.	Personal and online identifiers (such as first and last name, email address, or unique online identifiers)	Yes	From users, corporate customers and third party data vendors	Website improvement, user authentication, security, provision of App and Website services, marketing,	Service providers, advertising networks and providers, advertisers, and social media networks	Advertising networks and providers, advertisers, and social media networks
B.	Categories of information described in Section 1798.80 of the California Civil Code (such as name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories)	No	N/A	N/A	N/A	N/A

CCPA category reference	Categories of Personal Information	Collected in the last 12 months:	Categories of sources from which information may be collected:	Business or commercial purposes for collection, use, and sharing:	May be disclosed for business purposes to the following categories of third parties:	May be sold to the following categories of third parties:
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	No	N/A	N/A	N/A	N/A
D. Commercial information.	Commercial or transactions information (such as records of personal property or products or services purchased, obtained or considered)	No	N/A	N/A	N/A	N/A
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	No	N/A	N/A	N/A	N/A

CCPA category reference	Categories of Personal Information	Collected in the last 12 months:	Categories of sources from which information may be collected:	Business or commercial purposes for collection, use, and sharing:	May be disclosed for business purposes to the following categories of third parties:	May be sold to the following categories of third parties:
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Yes	Directly from users and from third party data vendors	Analytics and App and Website improvement, user authentication, security, provision of App and Website services, marketing	Service providers, advertising networks and providers, advertisers, and social media networks	Advertising networks and providers, advertisers, and social media networks
G. Geolocation data.	Physical location or movements.	Yes	Directly from user.	Analytics and App and Website improvement, user authentication, security, provision of App and Website services, marketing	Service providers, advertising networks and providers, advertisers, and social media networks	Advertising networks and providers, advertisers, and social media networks
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	No	N/A	N/A	N/A	N/A
I. Professional or employment-related information.	Current or past job history or performance evaluations.	No	N/A	N/A	N/A	N/A
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	No	N/A	N/A	N/A	N/A

CCPA category reference	Categories of Personal Information	Collected in the last 12 months:	Categories of sources from which information may be collected:	Business or commercial purposes for collection, use, and sharing:	May be disclosed for business purposes to the following categories of third parties:	May be sold to the following categories of third parties:
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Yes	Directly from users, from vendors of analytics services and from third party data vendors	Analytics and App and Website improvement, marketing	Service providers, advertising networks and providers, advertisers, and social media networks	Advertising networks and providers, advertisers, and social media networks

Business and commercial purposes

The business and commercial purposes set out above are described in more detail in the section entitled "HOW WE USE YOUR PERSONAL INFORMATION"

Exercising your CCPA rights

Requests for Deletion, Right to Know, and Do Not Sell. Subject to certain exceptions, California consumers have the right to make the following requests, at no charge:

Deletion: the right to request deletion of the personal information that we have collected about you, subject to certain exemptions (such as where the information is used by us to detect security incidents, debugging or to comply with a legal obligation).

Right to Know: the right to request (not more often than twice a year) that we disclose certain information about how we have handled your personal information in the prior 12 months, including the:

- categories of personal information collected
- specific pieces of personal information collected
- categories of sources of personal information
- the purposes for which we use the personal information
- categories of third parties with whom we have shared your personal information
- categories of personal information that we have disclosed or sold to a third party

Do Not Sell: the right to request, absent an exception, that we stop selling your personal information ("opt-out") except where you later provide authorization for us to do so. We will wait at least 12 months before asking you to opt back into the sale of your personal information.

Non-Discrimination. We will not discriminate against you for exercising any of your CCPA rights. However, many features of our Site and Services will not function without your personal information. Unless permitted by the CCPA, we will not deny you products or services, charge you a different price, or provide a different level or quality of products or services just because you exercised your rights under the CCPA.

Submitting Requests. You can exercise your CCPA rights by submitting a request to our data privacy team at contact@bealltherage.app. You may also open a request using our automated response line: +1 [914-687-0095]. We will respond to all CCPA requests within the period of time set out by the regulation.

Verification. When you submit your request, we will take steps to verify your identity. We will seek to match the information in your request to the personal information we maintain about you. We will only complete your request where we are satisfied that we have verified your identity to a reasonably degree of certainty.

Authorized Agents. To the extent the CCPA allows California consumers to designate an authorized agent to exercise their rights under the CCPA, you must provide a signed authorization directing such agent to act on your behalf as part of your access request.

Your California Privacy Rights under California's Shine-the-Light Law. Under California's "Shine the Light" law (Cal. Civ. Code § 1798.83), California residents who provide us certain personal information are entitled to request and obtain from us, free of charge, information about the personal information (if any) we have shared with third parties for their own direct marketing use. Such requests may be made once per calendar year pertaining to any relevant third-party sharing in the prior calendar year. If you are a current California resident, you may make a Request by attesting to the fact that you are a California resident and providing a current California address in the Request Details section of the form.