

Tyson Multimedia Inc. - PRIVACY POLICY

Last Revised: 2/8/2022

Tyson Multimedia Inc. cares about your privacy. For this reason, we collect and use personal information only as needed to deliver our products, services, and websites and to communicate with you about the same, or as you have requested (collectively, our “Services”). Your personal information includes information such as:

- Name
- Address
- Telephone number
- Date of birth
- Email address
- Billing and payment information
- Other data collected that could directly or indirectly identify you.

Our Privacy Policy not only explains how and why we use your personal information that we collect and offers answers to your most common questions.

If at any time you have questions about our practices or any of your rights described below, you may reach our Data Protection Officer (DPO) and our dedicated team that supports this office by contacting us at info@tysonmultimedia.com. This inbox is actively monitored and managed so that we can deliver an experience that you can confidently trust.

What information we collect, how we collect it, and why

Much of what you likely consider personal information is collected directly from you when you:

- i. create an account or purchase any of our Services (ex: billing information, including name, email address, phone number, or credit card number)
- ii. complete contact forms or request newsletters or other information from us (ex: email); or
- iii. participate in contests and surveys, or otherwise participate in activities we promote that might require information about you.

However, we also collect additional information when delivering our Services to you to ensure necessary and optimal performance. These methods of collection may not be as obvious to you, so we thought we’d highlight and explain a bit more about what these might be (as they vary from time to time):

Cookies and similar technologies on our websites and mobile applications allow us to track your browsing behavior, such as links clicked, pages viewed, and items purchased. Specifically, the data collected relates to your interactions with our site

features or third-party features, such as social media plugins, contained within the Services; Internet Protocol (IP) address (for example, to determine your language preference; browser type and settings; the date and time the Services were used; device type and settings; operating system used; application IDs, unique device identifiers; and error data). These technologies also automatically collect data to measure website performance and improve our systems, including metadata, log files, page load time, server response time to optimize DNS resolution, network routing and server configurations.

How we utilize information.

We strongly believe in both minimizing the data we collect and limiting its use and purpose to only that (1) for which we have been given permission, (2) as necessary to deliver the Services you purchase or interact with, or (3) as we might be required or permitted for legal compliance or other lawful purposes:

Delivering, improving, updating and enhancing our Services. We collect various information relating to your purchase, use and/or interactions with our Services. We utilize this information to:

- Improve and optimize the operation and performance of our Services (again, including our websites).
- Diagnose problems with and identify any security and compliance risks, errors, or needed enhancements to the Services
- Detect and prevent fraud and abuse of our Services and systems

Much of the data collected is aggregated or statistical data about how individuals use our Services, and is not linked to any personal information.

Sharing with trusted third parties. We may share your personal information with affiliated companies within our corporate family, with third parties with which we have partnered to allow you to integrate their services into our own Services, and with trusted third party service providers as necessary for them to perform services on our behalf, such as:

- Processing credit card payments
- Serving advertisements (more on this topic below)
- Conducting contests or surveys
- Performing analysis of our Services and customers demographics
- Communicating with you, such as by way email or survey delivery
- Customer relationship management
- Security, risk management and compliance
- Recruiting support and related services.

These third parties (and any subcontractors they may be permitted to use) have agreed not to share, use or retain your personal information for any purpose other than as necessary for the provision of Services.

We will disclose your information to third parties:

- If you have entered a contest and are the winner. We inform the sponsor of the winner.
- We do not sell your information to any third party.
- If you have signed up for a website service you may receive advertisement from that platform from the account that you created.
- You can modify those ad services in the account that you signed up for to not receive advertisements.

Communicating with you. We may contact you directly or through a third party service provider regarding products or services you have signed up or purchased from us, such as necessary to deliver transactional or service related communications. We may also contact you with offers for additional services we think you'll find valuable if you give us consent, or where allowed to contact you based on legitimate interests. You don't need to provide consent as a condition to purchase our goods or services. These contacts may include:

- Email
- Text (SMS) messages
- Telephone calls
- Messenger applications (e.g. WhatsApp, etc.)
- Automated phone calls or text messages.

You may also update your subscription preferences if you have signed up for a newsletter from our website by cancelling the newsletter at any time by cancelling in the body of the newsletter.

Transfer of personal information abroad. If you utilize our Services from a country other than the country where our servers are located, your personal information may be transferred across international borders, which will only be done when necessary for the performance of our contract with you, when we have your consent to do so, or subject to the appropriate standard contractual clauses. Also, when you call us or initiate a chat, we may provide you with support from one of our global locations outside your country of origin.

Compliance with legal, regulatory and law enforcement requests. We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We may disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (such as subpoena requests), to protect our property and rights or the property and rights of a third party, to protect the safety of the public or any person, or to prevent or stop activity we consider to be illegal or unethical.

How we secure, store and retain your data.

We follow generally accepted standards to store and protect the personal information we collect, both during transmission and once received and stored, including utilization of encryption where appropriate.

We retain personal information only for as long as necessary to provide the Services you have requested and thereafter for a variety of legitimate legal or business purposes. These might include retention periods:

- mandated by law, contract or similar obligations applicable to our business operations;
- for preserving, resolving, defending or enforcing our legal/contractual rights; or
- needed to maintain adequate and accurate business and financial records.

If you have any questions about the security or retention of your personal information, you can contact us at info@tysonmultimedia.com

Age restrictions.

Our Services are available for purchase only for those over the age of 18. Our Services are not targeted to, intended to be consumed by or designed to entice individuals under the age of 18. If you know of or have reason to believe anyone under the age of 18 has provided us with any personal information, please contact us per the instructions below.

Non-Discrimination.

We will not discriminate against you for exercising any of your privacy rights. Unless permitted under applicable laws, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

Changes to this policy.

We reserve the right to modify this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy and any other places we deem appropriate, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If we make material changes to this Privacy Policy, we will notify you here, by means of a notice on our home at least thirty (30) days prior to the implementation of the changes.

Contact us.

If you have any questions, concerns, or complaints about our Privacy Policy, or how we handle your personal data, you may contact our Office of the Data Protection Officer by

email at info@tysonmultimedia.com. In the alternative, you may contact us by either of the following means:

- By Mail:
 - Tyson Multimedia Inc. 3011 NC HWY. 42 W Suite C Box 150, Wilson, NC 27893
- By Phone: 252-281-4884

We will respond to all requests, inquiries or concerns within thirty (30) days.