

## **PRIVACY POLICY**

This Privacy Policy is between us, My Brand Desk, and you for the use of MyBrandDesk.com, our Website (as defined in the Terms and Conditions). This Privacy Policy is incorporated into the Terms and Conditions, so please read the Terms and Conditions carefully before using our Website. All provisions of the Terms and Conditions apply to this Privacy Policy, including but not limited to the limitation of liability, class action waiver, and a jury waiver.

### **I. Our Website**

When you use our Website, you may provide (i) information you give us when you contact us for help, such as your name and email address; (ii) transaction-related information, such as when you respond to any offers or download documents from us; and (c) information you enter into our system when using the Website.

In addition, the Website may collect certain information automatically, including but not limited to the type of mobile device you use, your mobile device's unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browsers you use, and information about the way you use the website. Such information is sometimes referred to as web analytics and/or clickstream data.

This Privacy Policy applies to any personal information you provide in connection with any transactions unless governed by a third party. In the instances where a third party will be responsible for your transaction, the third parties will be clearly identified so you know which company is collecting your personal information. These third parties have their own privacy policies and terms and conditions. You should refer to those policies and terms and conditions for any privacy-related concerns regarding your use and/or purchase with them. There may be other times when a third party will be used in the functionality of the Website. In those instances, these third parties will be clearly identified, and their own privacy policies and terms and conditions will apply.

### **II. Use of Our Website**

To help protect you and others, we monitor the use of the Website, and we use the information we collect, including personal information, to identify fraudulent activities and transactions; prevent abuse and investigate and/or seek prosecution for any potential threats to or misuse of the Website; ensure compliance with the applicable terms of service and this Privacy Policy; investigate violations of or enforce these agreements; and otherwise to protect the rights and property of the Company, its members, its affiliates, and other Users. Monitoring may result in the collection, recording, and

analysis of online activity or communications through the Website. If you do not consent to these conditions, you must discontinue your use of the Website.

### **III. Use of Your Information**

By posting messages, uploading files, inputting data, or engaging in any other form of communication through the Website, you are granting the Company a royalty-free, perpetual, non-exclusive, unrestricted, fully transferable, worldwide license to (1) use, copy, sublicense, adapt, transmit, publicly perform, or display any such communication; and (2) sublicense to third parties the unrestricted right to exercise any of the foregoing rights granted with respect to the communication. The foregoing rights shall include the right to exploit any proprietary rights in such communication, including but not limited to rights under copyright, trademark, service mark, or patent laws under any relevant jurisdiction.

### **IV. Disclosing Information and Data**

We will not sell or share your personal information with other companies for advertising purposes. The Company will only share your personal information with third parties in the ways that are described in this Privacy Policy. We may provide your personal information to companies that help us with our business activities (e.g., processing transactions, shipping, assisting us in Website operations, providing customer service, identifying locations, tracking users' activities, delivering email newsletters, etc.) or that assist us in improving our content, services, or advertising. These companies are authorized to use your personal information only as necessary to provide these services.

We may also share your personal information under the following conditions:

- (1) As required by law, such as to comply with a subpoena or similar legal process;
- (2) When we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- (3) In connection with a corporate change including a merger, acquisition, or sale of assets;
- (4) To any other third party with your prior consent to do so.

### **V. Deleting Information and Data**

We will retain User-provided data for as long as you use the Website and for a reasonable time thereafter, and we may store it in aggregate. If you'd like us to delete your provided data that you have provided via the Website, please contact us and we will respond within a reasonable time. Please note that some or all of the data may be required in order for the Website to function properly.

## **VI. Cookie Policy**

Cookies are small files that websites or service providers may attach to your computer when you visit a website. These cookies are essential to enable you to move around the website and use its features. Without these cookies, we cannot provide some of the basic functionalities of our website. This helps us to understand and improve the site and allows us to fix bugs or glitches on the website. You may delete and block all cookies from this site, but parts of the site may not work if you do so.

## **VII. Opting Out and Anti-Spam Policy**

You can stop all collection of information by installing security blocks on your computer that will prevent the website from acquiring your information. You can also request to opt out by contacting us, but please note that some or all of the data may be required in order for the website to function properly.

Spam refers to electronic communications that are unsolicited and sent in bulk, usually for a commercial purpose. If you do not wish to receive email messages, at the bottom of the email there is a hyperlink that will allow you to unsubscribe. You may unsubscribe at any time. Please do not reply back to the email because we will not respond.

## **VIII. Security**

The security of your personal information is important to us. If you choose to use a third-party payment option to pay from the Website, its privacy statement and security practices will apply to your information. We encourage you to read that privacy statement before providing your information.

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and after receipt. However, no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee its absolute security.

## **IX. Children**

We do not attempt to collect any personal information from those under the age of 13. If you feel that we have unknowingly collected information from someone under the age of 13, please contact us immediately and this information will be removed. For more information on how to protect your children online, visit [www.OnGuardOnline.gov](http://www.OnGuardOnline.gov) for social networking safety tips for parents and youth.

## **X. Consent to Processing**

Our Website is operated in the United States. If you are located in the European Union, Canada, or elsewhere outside of the United States, please be aware that the information we collect will be transferred to and processed in the United States. By using our Website, or providing us with any information, you fully understand and unambiguously consent to this transfer, processing, and storage of your information in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside and/or of which you are a citizen.