

1. Introduction

Personal Tradelines (“PERSONAL TRADELINES,” “we,” “us,” or “our” or “ourselves”) develops and produces entertainment properties for distribution in one or more media (including, without limitation, for network, cable, theatrical or internet distribution). Among other things, we (and others acting on our behalf) run sweepstakes and contests, and send email and text message alerts regarding properties or products we are currently, or will be in the future be, developing, producing or distributing. We may also partner with other individuals or companies, such as those whose products and services we may advertise on sites where this Privacy Policy is posted or through email and text message alerts.

The PERSONAL TRADELINES site is a general audience site and does not knowingly collection personal information from children under 13 years of age.

This Privacy Policy describes how we collect, use, disclose, share, and protect information about you on the sites where this Privacy Policy is posted, including the treatment of information collected and/or stored on <https://personaltradelines.com/> and on PERSONAL TRADELINES applications (including mobile applications) on the profile pages on third party platforms (e.g. Facebook) and on other websites (collectively, the “PERSONAL TRADELINES Sites”).

2. Types of Information We Collect

We collect two basic types of information – personal information and anonymous information. Personal information means information that identifies (directly or indirectly) a particular individual. Anonymous information means information about groups or categories of guests that does not identify and cannot reasonably be used to identify an individual guest. When anonymous information is directly or indirectly associated with personal information, this anonymous information also is treated as personal information. We may use personal and anonymous information to create a third type of information, aggregate information, which is information about groups or categories of guests, that does not identify and cannot reasonably be used to identify an individual user. We may collect the following categories of information:

- Information you provide to us, such as name, surname, country of residence, gender, date of birth, email address, postal address, phone number, username and password, when you use the PERSONAL TRADELINES Sites, or submit information to us via email.
- Transaction information you provide when you request information, purchase a product or service from us or in connection with a promotion, whether on the PERSONAL TRADELINES Sites or third parties, including payment information (e.g., credit card information and billing and shipping addresses)
- Information you provide in our public forums (e.g., message boards, conversation pages, blogs, chat rooms, profile pages and other forums) on the PERSONAL TRADELINES Sites, provided that if you provide personal information in such public forums, that personal information may be publicly posted and otherwise disclosed without limitation as to its use by us or by a third party.
- Where permitted by law to process this information, location information when you use the PERSONAL TRADELINES Sites, including location information either provided by a mobile device interacting with one of the PERSONAL TRADELINES Sites, or associated with your IP address, which is the address associated with the access point through which you enter the internet, and is typically controlled by your internet service provider or your company; we may use this IP address

to collect information regarding the frequency with which our guests visit various parts of our sites and applications, and we may combine IP addresses with personal information.

3. How We Collect Your Information

- We, and certain service providers operating on our behalf, collect and store information you provide to us when you request products, services or information from us, register with us, participate in public forums or other activities on the PERSONAL TRADELINES Sites, respond to customer surveys, enter sweepstakes or contests or otherwise interact with us. Please keep in mind that when you provide information to us on a third-party site or platform (for example, via our applications), the information you provide may be separately collected by the third-party site or platform. The information we collect is covered by this Privacy Policy and the information the third-party site or platform collects is subject to the third-party site or platform's privacy practices. Privacy choices you have made on the third-party site or platform will not apply to our use of the information we have collected directly through our applications.
- We collect information through technology, such as cookies, Flash cookies and Web beacons, including when you visit the PERSONAL TRADELINES Sites on third-party sites or platforms.
- We acquire information from other trusted sources to update or supplement the information you provided or we collected automatically. Local law may require that you authorize the third party to share your information with us before we can acquire it.

4. How We Use Your Information

PERSONAL TRADELINES and the other persons or entities who operate our business or administer activities on the PERSONAL TRADELINES Sites on our behalf (e.g., our service providers) may use your information for the following purposes:

- Notify you when you have won a sweepstakes or contest
- Provide you with the products and services you request
- Communicate with you about your registration or transactions with us and send you information about features on our sites and applications or changes to our policies
- Consistent with local law and choices and controls that may be available to you, send you offers and promotions for our products and services or third-party products and services
- Personalize content and experiences on our sites and applications
- Provide you with advertising based on your activity on our sites and applications and on third-party sites and applications
- Optimize or improve our products, services and operations.
- Detect, investigate and prevent fraud or activities that may violate our Terms of Use, that appears to us to be illegal, that may expose us to legal liability

5. How We Share Your Information with Third Parties

We will not share your personal information outside our company except in limited circumstances, including:

- When you allow us to share your personal information with carefully selected companies so that they can send you offers and promotions about their products and services or with third-party sites or platforms, such as social networking sites. Please note that once we share your personal

information with another company, the information received by the other company becomes subject to the other company's privacy practices.

- When companies perform services on our behalf, like package delivery and customer service; however, these companies are prohibited from using your personal information for purposes other than those requested by us or required by law
- When we share or sell personal information with third parties in connection with the sale or other disposition of our businesses, whether by merger, sale of assets or in the event of insolvency, bankruptcy or receivership, to enforce our Terms of Use or rules, to ensure the safety and security of our guests and third parties, e.g. when we believe your information relates to a potential threat to the physical safety of any person or property or your conduct on the PERSONAL TRADELINES Sites is inappropriate, to comply with legal process or in other cases if we believe in good faith that disclosure is required by law

6. Your Controls and Choices

We provide you the ability to exercise certain controls and choices regarding our collection, use and sharing of your information. In accordance with local law, your controls and choices may include:

- You may correct, update and delete your registration information
- You may change your choices for subscriptions, newsletters and alerts
- You may choose whether to receive from us offers and promotions for our products and services, or products and services that we think may be of interest to you
- You may choose whether we share your personal information with other companies so they can send you offers and promotions about their products and services
- You may request removal of personal information from a public forum on one or more of our PERSONAL TRADELINES Sites
- You may request access to the personal information we hold about you and that we amend or delete it and we request third parties with whom we have shared the information do the same although we cannot guarantee that they will do so

You may exercise your controls and choices, or request access to your personal information, by sending us an email at support@personaltradelines.com or following instructions provided in communications sent to you. Please be aware that, if you do not allow us to collect personal information from you, we may not be able to deliver certain products and services to you, and some of our services may not be able to take account of your interests and preferences. If you have questions regarding the specific personal information about you that we process or retain, please contact us at support@personaltradelines.com

Finally, note that we are not responsible for the continued disclosure or use by us or any third party of any personal information you have made public, such as through our communications services or public forums.

7. Data Security and Integrity

The security, integrity and confidentiality of your information are extremely important to us. We have implemented technical, administrative and physical security measures that are designed to protect guest information from unauthorized access, disclosure, use and modification. From time

to time, we review our security procedures to consider appropriate new technology and methods. Please be aware though that, despite our best efforts, no security measures are perfect or impenetrable.

8. International Users

The PERSONAL TRADELINES Sites are hosted in the United States. If you are using the PERSONAL TRADELINES Sites from outside the United States, by providing your information to the PERSONAL TRADELINES Sites, you are consenting to the transfer of your information to the United States for processing and maintenance in accordance with this Privacy Policy. You are also consenting to the application of United States federal, and Colorado state law in all matters concerning the PERSONAL TRADELINES Sites. Further, we may operate globally and may transfer your personal information to third parties in locations around the world for the purposes described in this privacy policy. Wherever your personal information is transferred, stored or processed by us, we will take reasonable steps to safeguard the privacy of your personal information.

9. Changes to this Privacy Policy

From time to time, we may change this Privacy Policy to accommodate new technologies, industry practices, regulatory requirements or for other purposes. We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent. Such notice may be by email to you at the last email address you provided us, by posting notice of such changes on our sites and applications, or by other means, consistent with applicable law.

10. Disputes

If you choose to visit the PERSONAL TRADELINES Sites your visit and any dispute over privacy is subject to this Privacy Policy and our Terms of Use including limitations on damages, resolution of disputes, and application of the laws of the United States, and the State of Colorado.

11. No Rights of Third Parties.

This Privacy Policy does not create rights enforceable by third parties or require disclosure of any personal information relating to users of the website.

12. Comments and Questions

If you have a comment or question about this Privacy Policy, please contact us at support@personaltradelines.com

The PERSONAL TRADELINES Sites may contain links to other sites not owned or controlled by us. We are not responsible for the privacy practices of those sites, which are not subject to this Privacy Policy. We recommend that you check the privacy policies of each such site and community to determine how your personal information will be utilized by their proprietors.

Notice to California Residents:

If you are a California resident, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your personal information by us to third parties for the third parties' direct marketing purposes. In this regard, this privacy policy applies only to our activities within the State of California. To make such a request, please contact us by emailing us at support@personaltradelines.com

