

Effective Date/Last Modified: May 22, 2025.

PRIVACY POLICY

This Privacy Policy describes:

- Information that we receive from you when you interact with the Services
- How we use and process the information that we receive
- If and why Personal Information may be disclosed to third parties
- Your choices regarding the collection and processing of your Personal Information

Please note that this Privacy Policy does not apply to information collected through third-party websites or services that you may access through the Services.

PLEASE REVIEW THIS PRIVACY POLICY CAREFULLY. When you submit information to or through the Services, you consent to the collection and processing of your information as described in this Privacy Policy.

By using the Services, you accept the terms of this Privacy Policy and our Terms of Service/Terms of Use and consent to our collection, use, disclosure and retention of your information as described in this Privacy Policy.

If you have not done so already, please also review our Terms of Service. The Terms of Service contain provisions that limit our liability to you and require you to resolve any dispute with us on an individual basis and not as part of any class or representative action.

This Privacy Policy is incorporated into and made a part of our Terms of Service.

IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY POLICY OR OUR TERMS OF SERVICE, PLEASE DO NOT USE ANY OF THE SERVICES.

The Effective Date of this Privacy Policy is set forth at the top of this Policy. Whenever possible, we will provide you with advance written notice of our changes to this Privacy Policy. We will not make retroactive changes that reduce your privacy rights unless we are legally required to do so. Your continued use of the Services after the Effective Date constitutes your acceptance of the amended Privacy Policy. The amended Privacy Policy supersedes all previous versions.

INFORMATION WE COLLECT

We collect various kinds of information that you provide to us as well as information we obtain from your use of the Services. Some of the types of information that we collect include:

“Personal Information”—information associated with or used to identify or contact a specific person. Personal Information includes: (1) contact data (such as e-mail address, telephone number and employer); (2) demographic data (such as gender, date of birth and zip code); and (3) certain Usage Data (defined below), such as IP address.

Certain Personal Information, such as information about personal health or finances, is characterized as Sensitive and subject to stricter regulation than other personal information. Before providing it to use, we urge you to carefully consider whether to disclose your Sensitive Personal Information to us. If you do provide Sensitive Personal Information to us, you consent to its use and disclosure for the purposes and in the manner described in this Privacy Policy.

“Usage Data”—information about an individual's online activity that, by itself, does not identify the individual, such as:

- technical information, including your browser type, service provider, IP address, operating system and webpages visited.
- information about what you've searched for and looked at while using the Services.
- metadata, which means information related to items you made available through the Services, such as the date, time or location that a shared photograph or video was taken or posted.

“**Location Data**” is a category of Personal Information collected about the location of a mobile device or computer, including:

- The location of the mobile device or computer used to access the Services derived from GPS or WiFi use.
- The IP address of the mobile device or computer or internet service used to access the Services.
- Other information made available by a user or others that indicates the current or prior location of the user, such as information that you or others post indicating your location or geotag information in photographs.

HOW WE COLLECT INFORMATION

Whether we collect certain types of information and how we process it depends on how you use and access the Services. Some information is collected automatically through use of cookies and similar data collection tools. We collect information about you in the following ways:

From You. We collect information from you when you:

- **Use the Services.** We collect Personal Information from you when you create an account to use one of the Services, contact us for help or information or otherwise voluntarily provide your Personal Information. We collect the information and content that you submit to us, such as when you enter comments or submit a review.
- **Connect with social media through the Services.** The Services may offer you the ability to use Facebook Connect or other social media services (collectively, “social media”) in conjunction with certain Services. When you access the Services through your Facebook or other Social Media account, the Services may, depending on your privacy settings, have access to information that you have provided to the Social Media platform. We may use this information for the purposes described in this Privacy Policy or at the time the information was collected.

FROM COOKIES AND OTHER DATA COLLECTION TOOLS

We, along with the service providers that help us provide the Services, use small text files called “cookies”, which are small computer files sent to or accessed from your web browser or your computer's or tablet's hard drive that contain information about your computer, such as a user ID, user settings, browsing history and activities conducted while using the Services. Cookies are not themselves personally identifiable but may be linked to Personal Information that you provide to us through your interaction with the Services. A cookie typically contains the name of the domain (internet location) from which the cookie originated, the “lifetime” of the cookie (i.e., when it expires) and a randomly generated unique number or similar identifier.

Cookies help us improve the Services by [Include all that apply: tracking users' navigation habits and storing users' passwords, customizing users' experience with the Services; enabling us to analyze technical and navigational information about the Services; and helping to detect and prevent fraud].

We also use other cookies and other data collection tools (such as web beacons and server logs), which we collectively refer to as “data collection tools,” to help improve your experience with the Services. [For example, data collection tools help us remember users and make the Services more relevant to them].

The Services also may use data collection tools to collect information from the device used to access the Services, such as operating system type, browser type, domain and other system settings, as well as the operating system used and the country and time zone in which the computer or device is located.

Web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to manage and delete cookies, visit www.allaboutcookies.org. Some web browsers (including some mobile web browsers) provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user's computer, tablet or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although users are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some features available through the Services.

HOW WE USE YOUR INFORMATION

We may use the information we collect for any of the following purposes

- To provide the Services to you.
- To operate, improve and personalize the products and services we offer, and to give each user a more consistent and personalized experience when interacting with us.
- For customer service, security, to detect fraud or illegal activities, or for archival and backup purposes in connection with the provision of the Services.
- To communicate with users [list examples of types of communications].
- To better understand how users access and use the Services, for the purposes of trying to improve the Services and to respond to user preferences, including language and location customization, personalized help and instructions, or other responses to users' usage of the Services.
- To help us develop our new products and services and improve our existing products and services.
- To provide users with advertising and direct marketing that is more relevant to you.
- To enforce our [Terms of Service] or other applicable policies. And,
- To assess the effectiveness of and improve advertising and other marketing and promotional activities on or in connection with the Services.

Please note that, in order to provide you with a better experience and to improve the Services, information collected through the Services may, subject to user privacy controls, be used in an aggregated or individualized manner.

For example, personal information collected during use of one of the services may be used to suggest particular content that can be made available to the user on another of the Services or be used to try to present more relevant advertising in another of the Services.

YOUR RIGHTS

It is important to us that you are able to access and review the Personal Information we have about you and make corrections to it or delete it, as necessary. You can visit [your account] to manage and correct the information we have on file about you. If you have any questions about how to access your Personal Information, please contact us at [].