

PRIVACY POLICY

SHOPLY, INC., (“Shoply”, “we” or “us”) respects the privacy of our users (“User” or “You”). This Privacy Policy explains how Shoply collects, uses, discloses, and safeguards Your Information when you visit the Shoply website www.shoply.com including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively “Site” or “Sites”). Please read this Privacy Policy carefully. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS THIS SITE.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Revised” date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

Collection and Use of Personal Information

Personal information is data relating to a person that can be used to help uniquely identify them, either directly or indirectly. We may collect personal information from and about you, including information that you provide, automatically collected information, and information from other sources. You may be asked to provide personal information when in contact with Shoply. If you do not provide us with certain requested personal information, we may not be able to provide you with some or all of Shoply’s products and services.

Shoply may use your personal information to provide and customize our products and services, to process your transactions when you place an order through our products or services, to provide customer support, to communicate with you, to administer and improve our products and services, to maintain security and prevent fraud, to meet our legal obligations, or otherwise where you direct us or give us consent to use your personal information. Shoply may send you periodic marketing and promotional emails, push notifications, or text messages to your mobile device, and we will obtain your consent to do so, where required by law. If you no longer wish to receive our marketing and promotional communications, you may opt out of receiving them by following the opt-out instructions included in any communication that you receive from us or by contacting support@shoply.com. Please note that even if you opt out of receiving marketing and promotional communications from us, we may still send you administrative and transactional messages from which you cannot opt-out.

We may use your personal information for purposes such as auditing, data analysis, and research to improve Shoply’s products, services, and customer communications. Shoply and its partners may share your personal information and use it as described in this Privacy Policy. Such information may be combined with other information to provide and improve products, services,

content, and advertising. This Privacy Policy does not cover and is not intended to restrict what we do with information that is aggregated, de-identified, or anonymized, so it is no longer associated with an individually identifiable user. Please note that we may combine personal information that we collect (as described above) with information from other sources and use the combined information for the purposes described in this Privacy Policy.

Personal Information We Collect

When you visit our website(s), download or install a software application, use one of our services, create a registered user account, purchase or register a product, complete a survey, enter a sweepstake, participate in a promotion, attend an event of ours, or download a software update, we may collect personal information, including but not limited to name, mailing address, phone number, email address, contact preferences, health information, purchase history, credit card information and payment history.

When you send us an email, that address will be recorded automatically for purposes of replying to your email. If you represent an organization, by providing your email address, you are subscribing to our electronic newsletter and product updates, which may include information about new features and new services. You may unsubscribe from this content by following the steps detailed in the email footer or by contacting support@shoply.com.

We may receive and store certain types of website usage information when you visit our websites. Website usage information helps us determine how visitors arrive, what type of content is most popular, and which visitors are interested in particular content and advertising. We may collect the page visited, the time, the source of the request, the type of browser making the request, the preceding page view, and other information about your engagement with our site and services. We may also collect your IP address and your Device Identifier. A Device Identifier is a number automatically assigned to the computer, cell phone, or tablet used to access the Internet. We may associate your Device Identifier with the personal information you provide.

When you browse our website(s), we may collect information about you, regardless of whether you have created a registered user account. However, if you choose to access our websites anonymously, we may not be able to provide you with particular products or services. We collect and store personal information if you provide any such personal information, register as a user, provide details at an event, complete a survey, or supply personal details through any other form of correspondence. Shoply uses this information to provide products and services, as well as for billing, identification, authentication, product and service improvement, contact, and research purposes. This information may include date, time, computer identity, crash data, device type and setting, operating system, language, region, log preferences, registration key, license level, license code, license code status, code registration date, last validation date, Ethernet address, IP address, MAC address, licensed software name and version, OS version, and any other information about user actions required to improve, support, and maintain our software.

We may receive personal information about you from third parties, including our payment processors, our partners who assist us in fraud prevention or in connection with claims or disputes, our partners with whom we work for advertising measurement, attribution, and analytics, and from publicly available sources, among other sources. When you pay for products and services of ours using a credit card or other payment method, your credit card or other payment information is collected and processed by our third-party payment processors. For example, if you pay with a credit card, the payment information that you provide through our services is transmitted directly to our payment processor. We may receive limited information about your payment card from our payment processors. Our payment processors will collect the financial information necessary to process your payments in accordance with the payment processor's respective services agreement and privacy policy.

Data Storage

Shoply uses third-party vendors and hosting partners to provide the necessary hardware, software, networking, storage, and related technology required to run the Shoply website, and such third-party vendors may collect and store your data on behalf of Shoply. Shoply owns the code, databases, and all rights therein. Shoply incorporates reasonable safeguards to help protect and secure your personal information. However, no data transmission over the Internet, wireless transmission, or electronic storage of information can be guaranteed to be 100% secure. Please note that Shoply cannot ensure or warrant the security of any information you transmit via its websites and/or products, and you do so at your own risk. The websites are general audience websites.

Disclosures to Third Parties

There are circumstances where we may wish to disclose or are compelled to disclose your personal information to third parties. We may disclose your personal information to the categories of recipients (and for the purposes) listed below.

- **Our affiliates, subsidiaries, branches, and associated offices.** We may disclose your personal information to our affiliates, subsidiaries, branches, associated offices, and other companies under common control and ownership for purposes consistent with this Privacy Policy and other business and operational purposes.
- **Our agents, representatives, distributors, and independent contractors.** We may disclose your personal information to such third parties where related to their functions and services.
- **Our service providers and third-party partners.** We may disclose your personal information to third parties that provide services to us or provide features as part of our products or services, including cloud storage services; system hosting services; research partners; data security services; fraud prevention; payment processing

services; delivery services; analytics services; legal services; professional services; and other services.

- **Our licensees.** We may disclose your personal information to licensees of content where you, our customers, or others have given us permission to share such content.
- **Our marketing and advertising partners.** We may disclose your personal information to our marketing and advertising partners, including social media platforms (including without limitation TikTok and Instagram), third-party advertising networks, and other parties to assist in serving and measuring our or their advertisements, in compliance with applicable law.
- **Other users of our products and services.** We may disclose your personal information to other users of our products and services if you choose to make such information public or you select sharing features on our products or services. For example, if you share highlights publicly on the Shoply website, such highlights will be viewable by website visitors.
- **In connection with legal matters.** We may share your personal information when we believe that the disclosure is reasonably necessary to comply with applicable laws, regulations, legal processes, or legal requests.
- **In connection with potential illegal activity, misuse, threats, or other situations.** We may share your personal information when we believe that the disclosure is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Shoply Site Terms, or Acceptable Use Policy, or as otherwise required by law.
- **Third parties in connection with a sale or business transaction.** We may disclose your personal information in the course of the following transactions involving one or more Shoply entities: joint venture, collaboration, financing, sale of assets, merger, reorganization, change of legal form, other sale or purchase of assets during the normal course of business on a temporary or permanent basis, dissolution, or similar event. If another entity acquires us (or any subsidiary or affiliated entity) or any of our (or such subsidiary's or affiliate's) assets, personal information that we have collected may be transferred to such entity and its advisors leading up to and following the transaction, including as part of due diligence and upon closing of the transaction. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, personal information that we hold may be considered an asset of ours and may be sold or transferred to third parties.
- **Other third parties.** We may disclose your personal information to other parties at your direction or with your consent. We may also disclose your personal information to other parties if we believe it necessary or appropriate either: (a) under applicable law; (b) to protect our operations and those of any of our affiliates; (c) to protect our rights, privacy, safety or property, and those of others; or (d) to allow us to pursue available remedies or limit damages that we may sustain.

We may disclose your personal information for other reasons that we will describe at the time of information collection or prior to sharing your information. Any disclosure to third parties will only take place in accordance with the applicable law and for the purposes listed. Except as otherwise provided by applicable law, Shoply is not responsible for the privacy practices of any third parties.

Children

We do not knowingly collect personal information from children under the age of eighteen (18) (or the otherwise applicable age of digital consent in any particular jurisdiction). We will delete any information later determined to have been collected from an underage user.

Web Beacons

Our website uses techniques (generally, single-pixel images embedded in a web page) called “web beacons.” Web beacons allow Shoply and third parties to monitor and collect information about the viewer of the web page, web-based document, email message, or other communication, such as the type of browser requesting the web beacon, the Device Identifier that the web beacon is sent to, and the time the web beacon was viewed. Shoply uses web beacons to count web browsers, visits, and page views. It also uses beacons to monitor traffic and conversion patterns, to personalize your experience, including advertising and content, and to determine whether or not messages were opened, links were clicked, or notifications/offers were acted upon.

Cookies

A “cookie” is a small amount of data that often includes an anonymous unique identifier that is sent to your browser from a website and stored on your computer’s hard drive. When you access this website, cookies may be sent to your web browser and stored on your computer or mobile device. We use cookies to record information about your online preferences and allow us to tailor our websites to your interests. Information supplied by cookies can help us to understand the profile of our visitors and help us to provide you with a better user experience. It also helps us to recognize when you are signed in to your Shoply account and to provide a more personalized experience. Additionally, Shoply uses cookies to serve some targeted advertising. To help promote Shoply, we sometimes embed content from social media and other third-party websites. These may include Vimeo, YouTube, Twitter, Facebook, SoundCloud, Spotify, Instagram, and Flickr. As a result, when you visit a page containing such content, you may be presented with cookies from these websites and these third-party cookies may track your use of the Shoply website. Shoply does not control the dissemination of these cookies and you should check the relevant third party’s website for more information.

Tracking

Some browsers have a “do not track” feature that lets you tell websites you do not want to have your online activities tracked. We respond to “do not track” signals as required by applicable law.

Third-Party Websites

Some links on the Shoply websites may redirect you to third-party websites or you might also use third-party services, such as Facebook, Twitter, TikTok, and Instagram, and services that we do not operate. We may also offer social sharing tools that let you share actions on the Shoply website with other websites and vice versa. We do not control how they interact with you as such third-party websites are governed by their own privacy policies and you should ensure that you consent to the terms of use and privacy policies offered by the third-party services before providing them with your information. **You will be responsible for any edits, alterations, or modifications to any data you repost on any social media websites or services. You acknowledge that Shoply is not liable when third-party services use information you provide them.**

In-app Purchase

Examples of in-app purchases are items you can purchase or other additional features. If you don't want to make in-app purchases, don't use these paid-for options and consider disabling in-app purchases on your device.

Retention of Personal Information

You may review or change the information in your account, or terminate your account by emailing customer support. Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases.

We keep personal information only for as long as necessary to fulfill the purposes for which we have collected it as set out in this Privacy Policy, including for the purposes of satisfying any legal, accounting, or reporting requirements, unless longer retention is required by applicable law. We also retain information when necessary to comply with contractual and legal obligations, when we have a legitimate business interest to do so (such as improving and developing our products and services and enhancing their safety, security, and stability), and for the exercise or defense of legal claims. We will not retain any of your personal information beyond this period and the retention of your personal information will be subject to periodic review.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information; the potential risk of harm from unauthorized use or disclosure of the personal information; the purposes for which we use the personal

information; whether we can achieve those purposes through other means; and the applicable laws that require us to retain information for regulatory purposes or permit us to retain the information to preserve our legal rights.

We may keep an anonymized form of your personal information, which will no longer refer to you, for statistical purposes without time limits, to the extent that we have a legitimate and lawful interest in doing so.

Confidentiality and Security

Shoply is committed to seeking to safeguard all personal information that you provide to us; seeking to ensure that it remains confidential and secure; and taking all reasonable steps to ensure that personal privacy is respected. All our data is stored in written or electronic form on our servers and computers and in various physical locations. We maintain reasonable physical, technical, and administrative safeguards to protect your personal information from misuse, unauthorized access or disclosure, and loss or corruption by computer viruses and other sources of harm. We limit access to personal information to those staff members, joint venture partners, subsidiary companies, and third parties who need to know that information for the purposes set out in this Privacy Policy.

Compliance with Privacy Laws

Shoply complies with the data protection and privacy laws to which it is subject. You should satisfy yourself that you are familiar with those laws, including any exceptions which may apply under them. You should also be aware that privacy laws in various jurisdictions may change from time to time. Except to the extent expressly stated otherwise in this Privacy Policy, Shoply accepts no obligations with respect to the handling of personal information other than those mandated by law in the country which has or countries which have jurisdiction over Shoply in any given circumstances.

California Privacy Rights

California Civil Section 1798.83, permits California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the name and addresses of all third parties for direct marketing purposes in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to our support department. Please be aware that although publicly facing data may be removed, the data may not be completely or comprehensively removed from our systems.

If you are under 18 years old and reside in California, and have a registered account with this Site, you have the right to request removal of unwanted data that you publicly post on the Site. To request removal of such data, please contact the support department.

For Questions Contact us at:

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