

## BrandXads.com – Privacy Notice

This Privacy Notice describes the information that BrandX Ads, Inc. (“we,” “our,” or “us”) collects through websites that we operate and any mobile application of ours (each, an “App”) (collectively, the “Service,”) and how we use, disclose, and protect your information and the choices you can make about your information.

This Privacy Notice describes:

1. Who is covered by this Privacy Policy;
2. What Customer Information the Company collects from you;
3. How the Company collects that Customer Information;
4. For what purpose(s) the Company collects Customer Information (in other words, how the Company uses your Customer Information and what legal grounds it has for collecting and using your Customer Information);
5. How the Company stores and secures your Customer Information;
6. How long the Company will store your Customer Information;
7. Whether and with what categories of third parties the Company will share your Customer Information;
8. Our policy with respect to amendments to this Privacy Policy;
9. Your choices about your information and how you may contact us;

### 1. Coverage

- a. This privacy policy covers the natural persons who visit our website (“Visitors”).
- b. The foregoing notwithstanding, we do not direct our Website to children under 13 years of age. No one under age 13 may provide any information to or on the Website. We do not knowingly collect personal information from children under 13. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [legal@brandxads.com](mailto:legal@brandxads.com).

### 2. WHAT INFORMATION DO WE COLLECT?

- a. We collect from Visitors certain “Identifiers”, namely,
  - i. IP addresses, which tell us the region of the world where a User is located when accessing the Service.
  - ii. Device IDs, certain unique device-specific identifiers such as a universally unique identifier, which unique identify a User’s mobile device.

### 3. HOW DO WE COLLECT CUSTOMER INFORMATION?

- a. With respect to Identifiers, we collect this information automatically through visits to the Service or to advertiser partner sites. Specifically, we collect this information through:

**Server Logs:** The server which brandxads.com is hosted on will keep a log file of visitors. This file will contain the connecting IP address and meta-data about the Visitors browser such as browser name & version along with OS name and version, and a time stamp of the visit.

#### 4. HOW DO WE USE YOUR CUSTOMER INFORMATION?

- a. We may process User Information or Identifiers where necessary for the establishment, exercise or defense of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.
- b. We may process User Information or Identifiers where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice.
- c. We may also process User Information or Identifiers where such processing is necessary for compliance with a legal obligation to which we are subject, or in order to protect our vital interests, the vital interests of a User or Visitor, or the vital interests of a third party.

#### 5. HOW DOES THE COMPANY STORE CUSTOMER INFORMATION AND KEEP IT SECURE?

We implement security measures to maintain the safety of your Personal Information, including storage on a server that requires a 256 bit SSH key, and password access. However, the security of information transmitted through the internet can never be guaranteed. We (like all websites) cannot warrant or guarantee 100% security of any information you transmit to us or that we collect through the Site. Data is stored in the United States.

#### 6. HOW LONG DOES THE COMPANY RETAIN YOUR CUSTOMER INFORMATION?

- a. We will retain Visitor Information for no longer than one (1) year.

#### 7. TO WHAT CATEGORIES OF THIRD PARTIES DO WE SHARE YOUR CUSTOMER INFORMATION?

- a. We may share your information with service providers who process information on our behalf for our business purposes. Examples include, but are not limited to, companies that help us prevent fraud on our site.
- b. If we become involved in a merger, consolidation, acquisition, sale of assets, joint venture, securities offering, bankruptcy, reorganization, liquidation, dissolution or other if the ownership of all or substantially all of our business

otherwise changes, we may share or transfer your information to the buyer third party in connection therewith.

- c. We may share Personally Identifiable Information with third parties such as our attorneys or law enforcement agencies in order to defend against legal claims or comply with legal obligations, or in order to protect your vital interests or the interests of another person. If we are notified that we must share personally identifiable information in such a circumstance, we will notify affected Visitors first if possible and provide them with information, if available, as to how they may object to our sharing such information
- d. **We do not sell, rent, or share personally identifiable information with third parties for their own or our own marketing purposes.**

## 8. AMENDMENTS TO THIS PRIVACY POLICY

We may make amendments to our Privacy Policy from time to time. If we do so, we will notify you by e-mail and on the home page of our Website. We may require you each time we make changes to acknowledge that you have reviewed the changes. Any amendment to our Privacy Policy will only affect the processing of Customer Information which takes place after such amendment.

## 9. YOUR CHOICES; OUR CONTACT INFORMATION.

You may also email us at [legal@brandxads.com](mailto:legal@brandxads.com) to request any of the following:

- a. To have your personally identifiable information deleted from our records;
- b. To have us disclose to you the information we have collected on you in the previous twelve (12) months, and the source of our collection of that information, and the categories of third parties with whom we have shared such personal information

We will respond to any such request in a reasonable period of time after verification of your identity, and unless we have a conflicting obligation that does not allow us to share this information with you, in which case we will inform you of the reason we cannot comply with your request.