

Blaze Privacy Notice

1. Who We Are

Blaze (“**Blaze**”, “**we**”, “**us**”, or “**our**”) is a Web3-native live-streaming platform that enables creators and viewers to engage, tip, and subscribe using crypto assets. Our mission is to let you **Own Your Stream** while protecting your privacy and complying with applicable data-protection laws.

2. Scope of This Notice

This Privacy Notice explains how we collect, use, disclose, and safeguard information about:

- **Creators** who stream on Blaze;
- **Viewers** who watch, tip, or subscribe;
- **Visitors** to our websites, mobile apps, or other online properties (collectively, the “**Services**”).

It applies to information we process ourselves and information that is **publicly available on the blockchain**. It does **not** apply to websites, wallets, or smart contracts that we do not operate.

3. Information We Collect

| Category | Description | Examples |
|---|---|--|
| Account & Profile Data | Information you provide directly. | Username, display name, e-mail address, avatar, biography, social links. |
| Wallet & Transaction Data | Public blockchain addresses and transactions associated with your use of Blaze smart contracts. | Wallet address (e.g., Avalanche C-Chain), transaction hashes, token holdings, subscription NFTs. |
| Streaming & Usage Data | Data generated when you use the Services. | Stream titles, chat messages, tipping events, follows, watch time, referral codes. |
| Device & Log Data | Technical data sent by your device. | IP address, browser type, operating system, language, timestamps, error logs. |
| Cookies & Similar Technologies | Small data files placed on your device. | Session cookies, preference cookies, analytics cookies, Web3-sign-in nonce storage. |

Support & Communication Data

Records of your interactions with us.

Support tickets, survey responses, social-media messages.

Sensitive Information

We **do not intentionally collect** government IDs, precise geolocation, or biometric data. If you choose to share that information, you do so at your own discretion.

4. How We Use Your Information

We use the information above to:

1. **Provide and secure the Services** (stream distribution, wallet authentication, fraud prevention);
2. **Facilitate on-chain transactions** such as tips, subscriptions, and token claims;
3. **Personalize your experience** (recommended streams, language preferences);
4. **Operate community features** (chat, emotes, leaderboards);
5. **Analyze and improve Blaze** (bug fixes, performance metrics, new features);
6. **Comply with legal obligations** (tax reporting, sanctions screening);
7. **Communicate with you** about updates, security alerts, and marketing (where permitted).

5. Legal Bases for Processing (GDPR & UK GDPR)

Where the EU/UK data-protection laws apply, our legal bases include:

- **Contract** – to perform our agreement with you (e.g., creator payout);
- **Legitimate interests** – to secure and improve Blaze, balanced against your rights;
- **Consent** – for optional cookies or marketing e-mails;
- **Legal obligation** – to meet KYC/AML or accounting requirements.

6. On-Chain Data & Immutable Records

Transactions you perform through Blaze smart contracts are **public, transparent, and permanent**. Anyone can view them via blockchain explorers, and **we cannot delete or alter** that data. Please consider this before initiating on-chain actions.

7. Sharing & Disclosure

We share information only when necessary:

- **Public by design:** your wallet address, tips, and subscriptions are visible on-chain.
- **Service providers:** cloud hosting, content-delivery networks, analytics, and customer-support vendors under confidentiality agreements.

- **Creator payouts & taxes:** payment processors and accountants.
- **Legal requests:** regulators, courts, and law-enforcement where required.
- **Business transfers:** if we merge, sell, or reorganize our business. We **never sell** your personal information for profit.

8. International Transfers

Our servers and partners may be located worldwide. When we transfer personal data outside the EEA/UK/Türkiye, we rely on **adequacy decisions**, **standard contractual clauses**, or other lawful mechanisms.

9. Data Retention

- **On-chain data:** retained indefinitely on the blockchain.
- **Off-chain data:** stored only as long as necessary for the purposes described, typically up to 24 months for logs and 7 years for accounting records, unless a longer period is required by law.

10. Security

We use industry-standard measures, including encryption in transit, secure key management for hot wallets, role-based access controls, and regular audits. No method of transmission or storage is 100 % secure, so we cannot guarantee absolute security.

11. Your Rights

Depending on your location, you may have rights to:

- **Access** and **receive a copy** of your personal data;
- **Correct** inaccurate data;
- **Delete** certain data (subject to blockchain limitations);
- **Restrict** or **object** to processing;
- **Port** data to another service;
- **Opt out** of marketing communications. To exercise these rights, contact us at privacy@blaze.stream. We will respond within one month (or as required by law).

California Privacy Rights (CCPA/CPRA)

California residents may request:

- The categories and specific pieces of personal information we have collected;
- The purposes for collecting or sharing that information;
- Deletion of personal information (excluding blockchain data);
- Opt-out of “sharing” for cross-context behavioral advertising. We do not discriminate against you for exercising these rights.

12. Children

Blaze is **not directed to children under 13** (or the minimum age in your jurisdiction). We do not knowingly collect personal data from children. If you believe a child has provided us data, contact us to delete it.

13. Cookies & Similar Technologies

We use cookies and local storage to keep you signed in, remember preferences, and measure analytics. You can control cookies through your browser settings and, where required, through our cookie banner.

14. Changes to This Notice

We may update this Privacy Notice from time to time. We will post the updated version and, if material changes occur, provide prominent notice or seek your consent where required.

The “Effective date” at the top will show when it was last revised.

15. Contact Us

If you have questions or concerns, please contact our Data Protection Officer at dpo@blaze.stream or write to:

Unset

Blaze Streaming Ltd.

Attn: Privacy – DPO

Kolektif House Harman Sk 6 Levent Istanbul
