

# Privacy Policy

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This Privacy Policy describes the privacy practices of Lobus, Inc., (“**Lobus**”, “**we**”, “**us**”, or “**our**”), and how we handle personal information that we collect through our digital properties that link to this Privacy Policy, including without limitation our NFT platform and related website at [www.lobus.io](http://www.lobus.io) (the “**NFT Service**”) as well as through social media, our marketing activities, and any other activities described in this Privacy Policy, and the rights and choices available to individuals with respect to their information. Lobus may provide additional or supplemental privacy policies to individuals for specific products or services that we offer at the time we collect personal information, which will govern how we may process such information in the context of the specific product or service.

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## Personal information we collect

**Personal information Creators provide to us.** Personal information that creators may provide to us through the Service or otherwise includes:

- **Business and Personal Contact information**, such as your first and last name, email and mailing addresses and phone number, professional title and company name, and links to your webpage/social media account.
- **Communications information** based on exchanges with you, including when you contact us with questions, feedback, or otherwise.
- **Marketing information**, such as your preferences for receiving our marketing communications and details about your engagement with them.
- **Social media information**, such as information you use to engage with our Discord server, Twitter account, or other social media profiles or channels, including content posted thereon.
- **Content you choose to upload to the Service**, such as text, images, audio, and video, along with the metadata associated with the files you upload

- **Art-related information** about works that you create and sell through the Service, such as your username and titles and descriptions of your works.
- **Payment information**, such as your Ethereum wallet address.
- **Transaction information** such as your sale history.
- **Government-issued identification** numbers such as your tax identification number to facilitate monetary payments to/from you or other identifiers reasonably required in connection with our legal and regulatory obligations.
- **Other information** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

**Personal information users provide to us.** Personal information that users (meaning digital property visitors) of the Service provide to us through the Service or otherwise may include:

- **Contact information** such as your first and last name, salutation, email address, billing and mailing addresses, and phone number.
- **Communications information** based on exchanges with you, including when you contact us with questions, feedback, or otherwise.
- **Marketing information**, such as your preferences for receiving our marketing communications and details about your engagement with them.
- **Social media information**, such as information you use to engage with our Discord server, Twitter account, or other social media profiles or channels, including content posted thereon.
- **Payment information**, such as your Ethereum wallet address needed to complete your transactions.
- **Transaction information** such as your purchase and return history.
- **Government-issued identification** numbers such as your tax identification number or other identifiers reasonably required in connection with our legal and regulatory obligations.
- **Other information** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

**Third party sources.** We may combine personal information we receive from you with personal information we obtain from other sources, such as social media platforms.

**Information we obtain from social media platforms.** We may maintain pages for our Company on social media platforms, such as Facebook, LinkedIn, Discord, Twitter, Google, YouTube, Instagram, and other third party platforms. When you visit or interact with our pages on those platforms, the platform provider's privacy policy will apply to your interactions and their collection, use and processing of your personal information. You or the platforms may provide us with information through the platform, and we will treat such information in accordance with this Privacy Policy.

**Automatic data collection.** We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Device data**, such as your computer's or mobile device's operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., WiFi, LTE, 3G), and general location information such as city, state or geographic area.
- **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages

or screens, information about your activity on a page or screen, access times, and duration of access, and whether you have opened our marketing emails or clicked links within them.

**Cookies and similar technologies.** Like many online services, we may use the following technologies:

- **Cookies**, which are text files that websites store on a visitor's device to uniquely identify the visitor's browser or to store information or settings in the browser for the purpose of helping you navigate between pages efficiently, remembering your preferences, enabling functionality, helping us understand user activity and patterns and facilitating analytics.
- **Local storage technologies**, like HTML5 and Flash, that provide cookie-equivalent functionality but can store larger amounts of data, including on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.

## How we use your personal information

We may use your personal information for the following purposes or as otherwise described at the time of collection:

**Service delivery.** We may use your personal information to:

- provide, operate and improve the Service and our business;
- process your payments and complete transactions with you;
- communicate with you about the Service;
- understand your needs and interests, and personalize your experience with the Service and our communications;
- provide support for the Service; and
- respond to your requests, questions and feedback.

**Research and development.** We may use your personal information for research and development purposes, including to analyze and improve the Service and our business. As part of these activities, we may create aggregated, de-identified or other anonymous data from personal information we collect. We make personal information into anonymous data by removing information that makes the data personally identifiable to you. We may use this anonymous data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business.

**Marketing.** We may send you Lobus-related direct marketing communications as permitted by law, including by email. You may opt-out of our marketing communications as described in the [Opt-out of marketing](#) section below.

**Compliance and protection.** We may use your personal information to:

- comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities;
- protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- audit our internal processes for compliance with legal and contractual requirements and internal policies;
- enforce the terms and conditions that govern the Service; and

- prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including money laundering, financing of terrorism, cyberattacks and identity theft.

## How we share your personal information

We may share your personal information with the following parties and as otherwise described in this Privacy Policy or at the time of collection:

**Service providers.** Third parties that provide services on our behalf or help us operate the Service or our business (such as hosting, information technology, payment processors, customer support, email delivery, and website analytics services).

**Other Users of the Service and the Public.** We may provide functionality that enables you to disclose personal information to other users of the Service or the public. For instance, you may be able to maintain a user profile with information about yourself that you can make available to other users or the public. You may also be able to submit content to the Service (such as comments, reviews, surveys, blogs, photos, and videos), and we will display your name, username, and a link to your user profile along with the content you submit. We do not control how other users or third parties use any personal information that you make available to such users or the public.

**Professional advisors.** Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

**Authorities and others.** Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the compliance and protection purposes described above.

**Business transferees.** Acquirers and other relevant participants in business transactions (or negotiations for such transactions) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Lobus or our affiliates (including, in connection with a bankruptcy or similar proceedings).

Please keep in mind that whenever you voluntarily make your personal information available for viewing by third parties or the public on or through our Service, including our social media properties, that information can be seen, collected and used by others. We are not responsible for any use of such information by others.

## Your choices

You have the following choices with respect to your personal information.

**Opt-out of marketing communications.** You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email. You may continue to receive service-related and other non-marketing emails.

**Cookies.** Most browser settings let you delete and reject cookies placed by websites. Many browsers accept cookies by default until you change your settings. If you do not accept cookies, you may not be able to use all functionality of the Service and it may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

**Local storage.** You may be able to limit use of HTML5 cookies in your browser settings. Unlike other cookies, Flash-based local storage cannot be removed or rejected via your browser settings, but you can adjust the settings of your Flash player to block it. Blocking Flash storage may impede the functionality

of Flash applications, including those employed by the Service. For more information on Flash local storage visit <https://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html>

**Analytics.** We use Google Analytics to help us understand user activity on the Service. You can learn more about Google Analytics cookies at <https://developers.google.com/analytics/resources/concepts/gaConceptsCookies> and about how Google protects your data at <http://www.google.com/analytics/learn/privacy.html>. You can prevent the use of Google Analytics relating to your use of our sites by downloading and installing a browser plugin available at <https://tools.google.com/dlpage/gaoptout?hl=en>.

**Do Not Track.** Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

**Declining to provide information.** We need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

## Other sites and services

The Service may contain links to websites and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites or online services operated by third parties, and we are not responsible for their actions.

## Security

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, no security measures are failsafe and we cannot guarantee the security of your personal information.

## International data transfer

We are headquartered in the United States and may use service providers that operate in other countries. Your personal information may be transferred to the United States or locations where privacy laws may not be as protective as those in your state, province, or country.

## Children

The Service is not intended for use by children under 18 years of age. If we learn that we have collected personal information through the Service from a child under 18 without the consent of the child’s parent or guardian as required by law, we will delete it.

## Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service. If required by law we will also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via email or another manner through the Service. Any

modifications to this Privacy Policy will be effective upon our posting the modified version (or as otherwise indicated at the time of posting). In all cases, your use of the Service after the effective date of any modified Privacy Policy indicates your acceptance of the modified Privacy Policy.

## How to contact us

You can reach us by email at [info@lobus.io](mailto:info@lobus.io).

## Your California Privacy Rights

Under California Civil Code section 1798.83, California residents are entitled to ask us for a notice identifying the categories of personal customer information which we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. If you are a California resident and would like a copy of this notice, please submit a written request to us via email at [info@lobus.io](mailto:info@lobus.io). You must put the statement "Your California Privacy Rights" in your request and include your name, street address, city, state, and ZIP code. We are not responsible for notices that are not labeled or sent properly, or do not have complete information.