

Privacy Policy

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Introduction

Welcome. You have arrived at a website provided by iMogul AI, Inc. and/or its designees, affiliates, related entities, divisions, subsidiaries, and/or parent companies (collectively, as applicable, “**Company**,” “**we**,” “**our**,” or “**us**”). We respect your privacy and want to protect your personal information. For the purpose of this Privacy Policy, “**Personal Information**” means any information that identifies, relates to, or can reasonably be linked to an identified or identifiable individual, as defined by applicable legislation.

This **Privacy Policy** governs www.imogul.ai, its subdomains, and any portal or other site owned or operated by Company (each, a “**Site**”), and any application owned or operated by Company (each, an “**App**”). In addition, this Privacy Policy governs any products, goods, events, interactive features, or other services provided by Company. This Privacy Policy also applies to Personal Information that we may collect from you in person at our physical locations (“**Locations**”), via phone calls or other communications with our personnel, or in any other instance when you contact us. We refer to all of the above as our “**Services**.”

We are required by law to tell you what information we collect from you, why we collect it, how we use it, under what circumstances we may share it with third parties, how we protect that information, and how you may opt-out of the sale of that information. As a preliminary matter, we handle all information you provide us with the utmost care and professionalism. Your Personal Information will be shared with members of Company who need to know this information in order for us to provide Services to you. At times, we may need to disclose your Personal Information to third parties outside Company who may be assisting us with providing Services to you, as set forth in this Privacy Policy. If you have questions about this Privacy Policy, contact us at privacy@imogul.ai.

Please note that if you voluntarily provide your information in the course of interacting with any Site or App, visiting our Locations, or otherwise using our Services, we will take that as your agreement to our collection, use, and disclosure of your information as set forth in this Privacy Policy. This Privacy Policy is incorporated into our [Terms of Use](#), which govern your use of this Site and the other Services.

By accessing or viewing a Site, contacting us to inquire about our Services, visiting our Locations, or participating in or otherwise using any Services, you consent to our Privacy Policy and agree to our Terms of Use. We may revise this Privacy Policy occasionally, and your continued use means you agree to any updates.

This Privacy Policy does not apply to any products, goods, services, websites, or content that are offered by third parties (“**Third-Party Services**”), which are governed by their respective privacy policies.

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1. What Information We Collect

a. Information You Provide to Us

In connection with the Services we provide, we may ask you to provide us with certain Personal Information, including:

- your first and last name; your contact information, such as your email address, home and/or business address, telephone number, or mobile number; and/or your username and password;
- your age, gender, ethnicity, and/or education level;
- your region and/or primary language;
- payment information, such as credit card or debit card number, bank account, or other financial information; and/or your payment and/or service history;
- your profile photo and biographical information;
- your votes on scripts, casting, and/or the selection of other talent; the names of streaming services to which you subscribe; your favorite genres; and other information regarding your preferences or a consumer or professional profile;
- the names of any motion picture / television / radio industry guilds or unions of which you are a member;
- audio or visual information that you may convey through table reads, self-taped auditions, or other audio/video submissions;
- for job applicants, employees, and independent contractors, current or past employment information, and/or educational information;

- information that you may share via a telephone call, message, free text field, chat function, or other unstructured format on any Site or App (please note that we do not collect Personal Information via these functions unless you provide it);
- social media information, such as social media handles, content, and other data shared with us directly or through third-party features that you use on any Site, App, or other Services (such as apps, tools, payment services, widgets, and plug-ins offered by social media services like Facebook [Meta], Instagram, LinkedIn, and X, formerly known as Twitter) or posted on social media pages (such as our social media page[s] or other pages accessible to us); and/or
- other information that could reasonably be used to identify you personally or identify your personal computer, laptop, tablet, mobile phone, or other device (each, a “Device”) or your household.

Additionally, we may obtain Personal Information from you where you expressly provide us with the information. Examples of sources from which we collect information include interviews and phone calls with you, letters, emails, or other communications from you, information from your referral or reference sources, information provided via web forms or inputs/uploads into a Site or App or at events we attend or sponsor, documents you have provided to us, and employment applications.

Your decision to provide us with Personal Information is voluntary, but if you choose not to provide the requested information, you may not be able to take advantage of all of a Site’s or App’s features or our other Services.

b. Information That Is Automatically Collected

In addition to information that you choose to submit to us, we and/or our service providers may automatically collect and/or store certain information when you visit or interact with a Site or App (“Usage Information”). This Usage Information may be stored on and/or accessed from your Device whenever you visit or interact with a Site or App. Usage Information may include:

- Your IP address, MAC address, IDFA, Android/Google Advertising ID, IMEI, or another unique identifier;
- The platform you use to access our Services (web, iOS, Android, etc.);
- Your Device functionality (browser, browser language, operating system, hardware, and/or mobile network information);
- Referring and exit web pages and URLs;
- Areas within a Site or App that you visit and your activities there;
- Key dates, including your account creation date, the date of your most recent activity, and your subscription expiration date (if applicable);
- Your preferences, such as your opt-in status for marketing communications;
- Your usage of our Services, including products, licenses, or services subscribed to or purchased, your account status (free trial, active, terminated, etc.), and your subscription frequency (monthly, annual, or custom);

- Promotional data, including coupon or promo codes applied, campaign information (for tracking marketing effectiveness), and your referral source;
- Your Device location or other geolocation information, including the zip code, city, state, or country from which you accessed the Services; and/or
- Your Device characteristics and other Device data, including the time of day you visit a Site.

We collect this information to enhance your experience with us, improve our Services, and keep you informed about our latest offerings. This data helps us remember you and your preferences, ensuring a seamless and personalized experience across our platforms.

By collecting and/or storing location information, we may use this information to provide customized Services, content, and other information that may be of interest to you.

If you no longer wish for us or our service providers to collect and use location information, you may disable the location features on your Device. Consult your Device manufacturer's settings for instructions. Please note that if you disable such features, your ability to access certain features, content, promotions, products, or other Services may be limited or disabled.

c. Use of Cookies and Other Tracking Technologies

We may use various methods and technologies to store or collect Usage Information (“**Tracking Technologies**”). Tracking Technologies may set, change, alter, or modify settings or configurations on your Device. A few of the Tracking Technologies that may be used on the Services include, but are not limited to, the following (as well as future-developed tracking technology or methods that are not listed here):

- **Cookies.** A cookie is a file placed on a Device to uniquely identify your browser or to store information on your Device. Our Sites may use HTTP cookies, HTML5 cookies, Flash cookies, and other types of cookie technology to store information on local storage.
- **SDK, or Software Development Kit.** An SDK or a software development kit is a software component that can allow us or third parties to show you advertisements, collect usage information, and/or perform other functions.
- **Web Beacons.** A web beacon is a small tag (which may be invisible to you) that may be placed on a Site's pages and messages.
- **Embedded Scripts.** An embedded script is programming code that is designed to collect information about your interactions with a Site, such as the links you click on.
- **ETag, or Entity Tag.** An ETag or entity tag is a feature of the cache in browsers. It is an opaque identifier assigned by a web server to a specific version of a resource found at a URL.
- **Browser Fingerprinting.** Collection and analysis of information from your Device, such as, without limitation, your operating system, plug-ins, system fonts, and other data, for purposes of identification.
- **Recognition Technologies.** Technologies, including application of statistical probability to data sets, which attempt to recognize or make assumptions about users and Devices (e.g., that a user of multiple Devices is the same user).

You can get more information about cookies and other Tracking Technologies, and instructions on how to opt-out of cookies and other certain Tracking Technologies, in our “Ads and Information About You” section below and in our [Cookie Policy](#).

d. Information from Third Parties

Company is a service provider to our registered users. One of the features of our Services is individual profiles (“**Profiles**”) which, among other things, facilitate users’ efforts to vote on scripts, casting, and other talent, provide feedback on projects, and analyze and set-up projects. These Profiles may be created and/or managed by us or by users. Some Profiles may be available in whole or in part to all users, while others may be available to only a subset of users. Some portions of the Profiles may be made available publicly and be visible in internet search engines. Profiles may be created or supplemented using information obtained from third parties, including other users and publicly available information.

In the course of providing the Services, we may also collect Personal Information about you from other sources, including mobile phone carriers, data analytics and other service providers, consumer credit reporting agencies, background check vendors (for employment applications) and/or private intelligence companies, court and other public records, and/or state, federal, or international agencies. We may combine the information we collect from third parties with information that we have collected from you or through your use of our Services.

The Services may also include functionality that allows certain kinds of interactions between the Services and your account on a third-party website or application, like X (formerly known as Twitter), LinkedIn, or Instagram. The use of this functionality may involve the third-party site or application providing information to us. For example, we may provide links on our Sites to facilitate sending communications from the Sites or we may use third parties to facilitate emails or postings to social media (like a “Share” or “Forward” button). These third parties may retain any information used or provided in any such communications or activities and these third parties’ practices are not subject to our Privacy Policy. We may not control or have access to your communications through these third parties. Further, when you use third-party sites or other third-party services, you are using their services and not our Services and they, not we, are responsible for their practices. You should read the applicable third-party privacy policies before using such third-party tools on our Services. Please also see our [Terms of Use](#) for further information.

2. Why We Collect Information

We may use your information for various purposes, including:

To Provide Our Services

- Responding to your requests for information;
- Providing Services to you, including tailored analytics, creative insights, community building, and acquisition and production opportunities;
- Processing your payments; and/or
- Customizing your experience on our Services.

To Improve Our Sites, Apps, and Other Services

- Improving the effectiveness of our Sites or Apps, our marketing endeavors, and/or our product and service offerings;
- Verifying your identity and for fraud prevention;
- Helping us address problems with and improve our Sites, Apps, products, and other Services, including testing and creating new products, features, and services;
- Protecting the security and integrity of our Sites or Apps, including understanding and resolving any technical and security issues reported on our Sites or Apps; and/or
- Engaging in analysis, research, and reports regarding the use of our Sites, Apps, and other Services.

For Employment Purposes

- Evaluating your employment application; and/or
- Administering employee benefits, such as medical, dental, commuter, and retirement benefits, including recording and processing eligibility of dependents, absence and leave monitoring, insurance and accident management, rewards, or discount programs offered to employees.

To Communicate with You

- Providing you with updates and information about scripts on which you have voted, followed, or favorited, as well as products and other Services we provide;
- Sending you marketing information about Company and our affiliated entities;
- Sending you email communications such as electronic newsletters about our Services and events and promotions which may be of interest to you; and/or
- Identifying your product and service preferences, providing personalized content, and informing you of new or additional information, products, or other Services that may be of interest to you.

To Comply with the Law

- Complying with the law and protecting the safety, rights, property, or security of Company, the Services, users, and the general public.

For Other Reasons

- With your consent;
- For internal business purposes; and/or
- For other purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy.

3. When We Disclose Information

We may aggregate, de-identify, and/or anonymize any information collected through the Services such that such information is no longer linked to your personally identifiable information. We may use and share this aggregated and anonymized information (non-Personal Information) for any purpose, including without limitation, for research and

marketing purposes, and may also share such data with our affiliates, partners, investors, and/or other third parties.

To the extent permitted by law, certain nonpublic information about you may be disclosed in the following situations:

- To satisfy any law or to comply with a validly issued and enforceable subpoena or summons.
- To cooperate in any investigation into claims of intellectual property infringement or any law enforcement investigation; or, in an emergency, to protect the health and safety of users or the general public.
- In the course of a review of Company's practices under the authorization of a state or national licensing board, or as necessary to properly respond to an inquiry or complaint from such a licensing board of organization.
- As necessary to properly comply with or respond to an inquiry or complaint from a federal or state agency.
- In conjunction with a prospective purchase, sale, or merger of all or part of our business, provided that we take appropriate precautions (for example, through a written confidentiality agreement) so the prospective purchaser or merger partner does not disclose information obtained in the course of the review.
- As a part of any actual or threatened legal proceedings or alternative dispute resolution proceedings either initiated by or against us, provided we disclose only the information necessary to file, pursue, or defend against the lawsuit and take reasonable precautions to ensure that the information disclosed does not become a matter of public record.
- To provide information to affiliates of Company and nonaffiliated third parties who perform services or functions for us in conjunction with our Services to you, but only if we have a contractual agreement with the other party which prohibits them from disclosing or using the information other than for the purposes for which it was disclosed. Examples of such disclosures include using a payment processor, cloud service provider, email marketing provider, data analysis provider, or entities that handle other business functions for us.
- Finally, we also may share your information, including your Personal Information, with our affiliates and nonaffiliated third parties, such as companies with which we have marketing or other relationships, for direct marketing purposes, such as webinars or other matters of interest to you. (If you are a California resident, you have the right to request additional information regarding the "sale" of your information. Please see the section entitled "Your California Privacy Rights" below about these rights.) In addition, we may share the information we have collected about you, including Personal Information, as disclosed at the time you provide your information and as described in this Privacy Policy.

4. Ads and Information About You

You may see certain ads on our Services because we may participate in advertising networks administered by third parties. These networks may track your online activities over time and across third-party websites and online services by collecting information through automated means, including through the use of the Tracking Technologies described above, and they may use this information to show you advertisements that are tailored to your individual interests. The information they collect may include information about your interactions with our Services, such as the pages you have viewed. This collection and ad targeting may take place both on our Services and on third-party websites and other services that participate in the ad networks. This process may help us track the effectiveness of our communications and marketing efforts. You can find additional information in our [Cookie Policy](#), including ways to opt-out of certain Tracking Technologies.

5. Your Choices About the Information We Collect

If you would like to access, correct, update, suppress, restrict, or delete your Personal Information, object to or opt-out of the processing of Personal Information, or withdraw your consent (which will not affect the lawfulness of processing prior to the withdrawal), you may contact us using the information in the “Contact Us” section below. In your request, please make clear what Personal Information you would like to have changed or whether you would like to have your Personal Information suppressed from our database.

We will respond to your request consistent with applicable law. For your protection, we may only implement requests with respect to the Personal Information associated with the particular identifier (e.g., email address, advertising ID) that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

If you would prefer that we not share your name and mailing address with third parties (other than with our affiliates) to receive promotional offers, you have the option to opt-out of such sharing. To do so, please email us at privacy@imogul.ai. Your choice will not affect our ability to share information in the other ways described in this Privacy Policy.

If you do not wish to receive emails about special offers, events, and other promotions from us, email us at privacy@imogul.ai to opt-out or click the link in the email to “unsubscribe.” If you do not wish to receive other marketing materials by regular mail from us, please write us at:

iMogul AI, Inc.
402 King Farm Blvd, STE 125
Rockville, MD 20850
United States of America

If you opt-in to receive updates from our system about certain scripts or other users, these are not marketing emails, but you may still opt-out of receiving such updates in the future by changing your settings in your online account.

Please note that certain of your Personal Information, such as your name or other identifying information, may remain in our database even after a deletion request in order to maintain the integrity and historical record of our database and systems, or to comply with applicable laws and regulations. We reserve the right to send you certain communications relating to your use of the Services, service announcements, notices of changes to this Privacy Policy or other terms, or similar administrative or transactional messages, and such messages will be unaffected by any choice to opt-out of marketing communications.

6. Children’s Privacy

The Services are not intended for use by children under the age of 18. We do not request, or knowingly collect, any personally identifiable information from children under the age of 18. If you are the parent or guardian of a child under 18 who you believe has provided her or his information to us, please contact us at privacy@imogul.ai to request the deletion of that information.

7. Do Not Track Disclosures

Do Not Track (“DNT”) is a web browser setting that requests that a web application disable its tracking of an individual user. When you choose to turn on the DNT setting in your browser, your browser sends a special signal to websites, analytics companies, ad networks, plug in providers, and other web services you encounter while browsing to stop tracking your activity. Various third parties are developing or have developed signals or other mechanisms for the expression of consumer choice regarding the collection of information about an individual consumer’s online activities over time and across third-party websites or online services (e.g., browser do not track signals), but there is no universally agreed upon standard for what a company should do when it detects a DNT signal. Currently, we may not monitor or take any action with respect to these signals or other mechanisms. You can learn [more about Do Not Track here](#).

a. Opt-Out Preference Signals

We respect opt-out preference signals, including Global Privacy Control (“GPC”). GPC is a privacy focused technology implemented as a setting or extension in some web browsers. It allows users to signal their preference to opt-out of certain types of data processing, including the sale or sharing of Personal Information, across multiple websites simultaneously.

When we detect a GPC signal from your browser:

1. We will automatically treat it as a valid request to opt-out of all sales and sharing of your Personal Information.
2. We will make reasonable efforts to respect your choices as required by applicable law.
3. This opt-out will apply to data processing on the specific browser and Device from which the signal is detected.

Please note that GPC is a browser-level setting. If you use multiple browsers or Devices, you may need to enable GPC on each one separately. The effectiveness of GPC also depends on your browser's implementation and support for this feature.

For users in regions where GPC is recognized by law (such as California), we treat GPC signals as legally valid opt-out requests. For users in other regions, we still honor GPC signals as a matter of good privacy practice, though the legal implications may vary.

If you're unsure whether your browser supports GPC or how to enable it, please check your browser's privacy settings or extensions. Alternatively, you can use our Sites' privacy controls to manage your preferences directly.

We regularly review and update our practices regarding opt-out mechanisms to ensure compliance with evolving privacy laws and to respect user choices. If you have any questions about how we handle GPC or other opt-out signals, please contact us using the information provided in the "Contact Us" section below.

8. Visitors to the Sites Outside of the United States

If you are visiting a Site from a location outside of the U.S., your connection will be through and to servers located in the U.S. All information you receive from the Site will be created on servers located in the U.S., and all information you provide will be maintained on web servers and systems located within the U.S. The data protection laws in the United States may differ from those of the country in which you are located, and your information may be subject to access requests from governments, courts, or law enforcement in the United States according to laws of the United States. By using the Services or providing us with any information, you consent to the transfer to, and processing, usage, sharing, and storage of your information in the United States and in other countries, as set forth in this Privacy Policy.

9. Updating Personal Information

We prefer to keep your Personal Information accurate and up to date. If you would like to change your contact information or other Personal Information, please either update your information through your online account or contact us at privacy@imogul.ai. When submitting a request, please include your full name, email address, and information sufficient to permit us to locate the Personal Information you are requesting us to correct or update. We will make good faith efforts to make requested changes in our then active databases as soon as reasonably practicable following receipt of the request (but we may retain prior information as business records), or as otherwise required by law.

All registered users have the right to request the correction or removal of certain content they have publicly posted on a Site or App, as required by applicable law. You may be able to correct or remove the content through your online account. Otherwise, you may request that Company remove or correct the content by contacting us at privacy@imogul.ai. In some circumstances, we may maintain the content but remove any reference to you so that the posts are anonymized. When submitting a request, please be sure to include your full name, email address, and information sufficient to permit us to locate the content you are requesting

us to remove or correct. You may also request the deletion of your account by emailing privacy@imogul.ai. We will make such requested changes in our then active databases as soon as reasonably practicable following receipt of the request or as otherwise required by law. To the extent permissible by law, note that any removal of public postings in accordance with these procedures does not ensure complete or comprehensive removal of the content or information you posted, which may persist in archival records or may have been copied by third parties while publicly accessible, and that deleting your account may not result in the removal of the public postings.

10. Links

For your convenience, the Sites, the Apps, and/or this Privacy Policy may contain links to third-party websites. Company is not responsible for the privacy practices, advertising, products, services, or the content of such third-party websites. None of the links on the Sites, the Apps, and/or this Privacy Policy should be deemed to imply that Company endorses or has any affiliation with the links. Please see our [Terms of Use](#) for more information.

11. Security

We incorporate commercially reasonable safeguards to help protect and secure your Personal Information. However, no data transmission over the internet, mobile networks, wireless transmission, or electronic storage of information can be guaranteed 100% secure. As a result, we cannot guarantee or warrant the security of any information you transmit to or from our Services, and you provide us with your information at your own risk. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us using the details in the “Contact Us” section below.

12. Retention of Personal Information

Company will retain your Personal Information only for as long as is necessary for the purposes set out in this Privacy Policy, to fulfill the purposes for which it was collected, or as otherwise required or permitted by law. We will retain and use your Personal Information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your Personal Information to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

All information you provide to us is stored on our secure servers or those of our third-party data storage providers.

We utilize the following criteria to determine the length of time for which we retain Personal Information:

- How long we have had a relationship with you or provided our Services to you;
- The business purposes for which the information is used, and the length of time for which the information is required to achieve those purposes;
- Whether we are required to retain the information, or the information is otherwise necessary, in order to: comply with legal obligations or contractual commitments;

defend against potential legal claims; detect or prevent potential illegal activity or actions in violation of our policies and procedures; secure our systems and online environment; or protect health and safety;

- The privacy impact on individuals of ongoing retention; and
- The manner in which information is maintained and flows through our systems, and how best to manage the lifecycle of information in light of the volume and complexity of the systems in our infrastructure.

13. Your Rights Under the General Data Protection Regulation

This section of our Privacy Policy applies if you are a data subject who resides or is located in the European Economic Area (“**EEA**”). We adopted this section to comply with European privacy laws, including the General Data Protection Regulation (“**GDPR**”). Any terms defined in the GDPR have the same meaning when used in this section.

Under applicable law, we are considered the “data controller” of the Personal Information we handle under this Notice. In other words, we are responsible for deciding how to collect, use, and disclose this information, subject to applicable law.

We hope to ensure that the Personal Information we possess is always accurate and therefore we encourage you to update your information in your own account (if any) in case any changes have occurred. We have listed below the rights that you may be able to exercise in respect of the processing of your Personal Information, subject to applicable law. We take every reasonable step to ensure that the Personal Information that we process is limited to the Personal Information that is reasonably required in connection with the purposes set out in this Privacy Policy.

If you are a resident of or located within the EEA, you have certain data protection rights. These rights include:

- The right to access, update, or delete the information we have collected from you. Whenever made possible, you can access, update, or request deletion of your Personal Information by contacting us at the contact information below.
- The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete.
- The right to object. You have the right to object to our processing of your Personal Information.
- The right of restriction. You have the right to request that we restrict the processing of your Personal Information.
- The right to data portability. You have the right to be provided with a copy of the information we have on you in a structured, machine-readable, and commonly used format.
- The right to withdraw consent. You also have the right to withdraw your consent at any time where Company relied on your consent to process your Personal Information.

a. Legal Basis for Processing Personal Information

We rely on the following legal bases for processing your Personal Information:

- Processing of your Personal Information that you provide to us when you interact with our Services is necessary to respond to or implement your request prior to entering into a contract with us.
- When you apply for employment through a Site or App, processing of your contact details and data about your employment history and education (as needed to evaluate your job application, to conduct job interviews, and as is otherwise needed for recruitment) is necessary to respond to your request to process your application for employment. If you do not provide this data, we will not be able to process the application that you send through our Site or App (as applicable).
- We use account-related data to set up accounts for users in our platform and to administer and support those accounts (such as usernames, email addresses, passwords, and/or billing information), provide you with access to the Services, contact you regarding your use of the Services, or notify you of important changes to the Services. Such use is necessary for the performance of the contract between you and us.
- We will send you information by email on our new services or other promotions only with your consent or if you otherwise opt-in to receiving those communications. If you do not provide us with your consent to the processing of your Personal Information for this purpose, we will not send you this information. You have the right to withdraw your consent at any time as described below.
- Our use of data relating to your use of any Site, App, and/or other Services, described above, is necessary for our legitimate interests in understanding how the Services are being used by you, and to improve your experience on the Services and our Services offerings. We have also a legitimate interest in aggregating and/or anonymizing the information that we collect through our Sites, Apps, and/or other Services and using this information for our business purposes, as described above. When we process your Personal Information for our legitimate interests, we make sure to consider and balance any potential impact on you, and your rights under data protection laws. Our legitimate business interests do not automatically override your interests – we will not use your Personal Information for activities where our interests are overridden by the impact on you, unless we have your consent or those activities are otherwise required or permitted by law. You have the right to object to processing that is based on our legitimate interests, as further described below.

b. How to Exercise Your Rights Under GDPR

If applicable, you may exercise any of your rights under the GDPR by submitting a verifiable data subject request to us by using the information in the “Contact Us” section below. You may make a request related to your Personal Information or on behalf of someone for which you have authorization. You must include your full name and email address, and attest to the fact that you are a citizen or resident of the EEA by including your country of citizenship or residence in your request. We may require you to confirm your identity and/or legal standing

for the request as well as your residency in the EEA in order to obtain the information. We will respond to your request within 30 days or let you know if we need additional time.

Please note that we will ask you to verify your identity before responding to such requests, and we may deny your request if we are unable to verify your identity or authority to make the request.

Should you wish to raise a concern about our use of your data (and without prejudice to any other rights you may have), you have the right to do so with your local supervisory authority; however, we hope that we can assist with any queries or concerns you may have about our use of your Personal Information first by you contacting us using the information in the “Contact Us” section below.

14. Your Rights Under the UK GDPR

If you are based in the United Kingdom, the following provisions also apply:

UK GDPR means the Retained Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

If we share your personal data within Company or with third parties located outside the United Kingdom, we take steps to ensure that appropriate safeguards are in place to guarantee the continued protection of your personal data, such as by entering into the international data transfer addendum to the European Commission’s Standard Contractual Clauses, adopted by the UK Government under section 119A of the Data Protection Act 2018.

You have the same data subject rights as those for the EEA listed above, except that references to the "GDPR" should be read as references to the "UK GDPR" and complaints should be filed with the UK supervisory authority, the Information Commissioner’s Office.

15. Your Canadian Privacy Rights

Canadian residents may have additional rights under Canadian law, including the Personal Information Protection and Electronic Documents Act (PIPEDA) and successor legislation. Please see the website of the Office of the Privacy Commissioner of Canada (www.priv.gc.ca) for further information.

You and we confirm that it is our wish that this Privacy Policy, the Terms of Use, and all other related policies be drawn up in English. *Vous reconnaissez avoir exigé la rédaction en anglais du présent document ainsi que tous les documents qui s’y rattachent.*

16. Your California Privacy Rights

This section of the Privacy Policy applies solely to California residents. We adopt this policy to comply with the California Consumer Privacy Act of 2018 (as amended) and applicable regulations adopted pursuant thereto (collectively, the “CCPA”). Any terms defined in the CCPA have the same meaning when used in this section.

a. California Consumer Rights Pursuant to the CCPA

As a California consumer, you have specific rights regarding how your Personal Information is collected and used.

- You have the right to request that we disclose to you or your authorized agent acting on your behalf certain information covering the past twelve (12) months;
- You have the right to request correction of any inaccurate Personal Information that we maintain about you;
- You have the right to request deletion of your Personal Information (with exceptions noted by law – more on this below);
- You have the right to request that your Personal Information not be Sold to or Shared with third parties;
- You have the right to request that we limit our use and disclosure of your Sensitive Personal Information, except for such information that is collected or processed without the purpose of inferring characteristics about you; and
- You have the right not to be discriminated or retaliated against because you exercised these rights.

b. Right to Access

California residents have the right to request, under certain circumstances, that a business that collects Personal Information about them disclose the information listed below for the preceding 12 months:

- The categories of Personal Information we have collected from you;
- The categories of sources from which we collected the Personal Information;
- The business purpose we have for collecting or selling that Personal Information;
- The categories of third parties with whom we share such Personal Information;
- The specific pieces of Personal Information we have collected about you;
- The categories of Personal Information about you that we sold, and the categories of third parties to whom the Personal Information was sold, by category or categories of Personal Information for each category of third parties to whom the information was sold;
- The categories of Personal Information that we have disclosed about you for a business purpose;
- The category or categories of consumers' Personal Information that we have sold, or if we have not sold consumers' Personal Information;
- The category or categories of consumers' Personal Information that we have disclosed for a business purpose, or if we have not disclosed that information for a business purpose; and
- The categories of Sensitive Personal Information to be collected and the purposes for which the categories of Sensitive Personal Information are collected or used and whether such information is sold or shared, except for such information that is collected or processed without the purpose of inferring characteristics about you.

You have the right to request that we provide your Personal Information in a readily useable format that allows you to transmit the information to another entity without hindrance. This right to data portability applies to Personal Information we have collected from you in the past 12 months.

Please note that if we collected information about you for a single one-time transaction and do not keep that information in the ordinary course of business, that information will not be retained for purposes of a request under this section. In addition, if we have de-identified or anonymized data about you, we are not required to re-identify or otherwise link your identity to that data if it is not otherwise maintained that way in our records.

You may have the right to request Personal Information beyond the 12-month period under certain conditions specified by the CCPA. However, please be aware that Company is not required to retain all data indefinitely. Consequently, even if you submit a request, the information you seek may no longer be available, depending on the time that has elapsed.

c. Right to Delete or Correct Personal Information

You can also request that we correct or delete your Personal Information. There may be certain exceptions to our obligation to correct or delete your information such as if you have an existing account or transaction with us or if we have a legitimate business reason to keep your information.

To request correction or deletion, please contact us using the information provided in the “How to Exercise Your California Privacy Rights” section below. We will review your request and, if correction is requested, make corrections to your Personal Information if we can verify its inaccuracy. We will notify you of the outcome of your correction or deletion request within 45 days of receipt.

Please note that the time period to provide the required information, to correct inaccurate Personal Information, or to delete Personal Information may be extended once by an additional 45 days when reasonably necessary, provided the consumer is provided notice of the extension within the first 45-day period.

d. Right to Opt-Out

As a California resident, you also have the right, at any time, to tell us not to sell Personal Information – this is called the “right to opt-out” of the sale of Personal Information. At this time, we do not sell consumers’ Personal Information to third parties.

e. Right to Limit Use and Disclosure of Sensitive Personal Information

Sensitive Personal Information includes, but is not limited to, government identifiers (including social security, driver’s license, state identification card, or passport number), financial account information, precise geolocation, race, ethnicity, religion, genetic data, philosophical beliefs, sexual orientation, union membership, and contents of mail, email, or text messages (unless Company is the intended recipient of the communication).

Under the CCPA, you have the right, at any time, to direct us to limit our use and disclosure of your Sensitive Personal Information to only that which is necessary to:

- Perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services;
- Help ensure security and integrity to the extent the use of your Sensitive Personal Information is reasonably necessary and proportionate for those purposes;
- Short-term, transient use, including for non-personalized advertising shown as part of your current interaction with us;
- Perform services on our behalf, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on our behalf;
- Undertake activities to verify or maintain the quality or safety of a service or device that is owned, manufactured, manufactured for, or controlled by us, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by us; and
- Other purposes authorized by regulations adopted under the CCPA.

If we use or disclose your Sensitive Personal Information for purposes other than those specified above, we will notify you and provide you with the right to limit such use or disclosure.

If you direct us not to use or disclose your Sensitive Personal Information except as authorized above, we will not use or disclose it for any other purpose unless you subsequently provide consent for additional purposes.

We do not use Sensitive Personal Information for the purpose of inferring characteristics about you, except as necessary for the purposes listed above.

To exercise your right to limit the use and disclosure of your Sensitive Personal Information, please contact us using the information provided in the “How to Exercise Your California Privacy Rights” section below.

We will retain Sensitive Personal Information only for as long as necessary to fulfill the purposes for which it was collected, as described in our data retention policies, and in compliance with applicable laws.

Please note that Sensitive Personal Information that is collected or processed without the purpose of inferring characteristics about you is treated as Personal Information for purposes of all other sections of this Privacy Policy.

f. Right to Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services.

- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you with a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, or quality levels. Any CCPA-permitted financial incentive we offer will reasonably relate to your Personal Information’s value. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time.

g. Personal Information We Collect about Consumers

Company collects certain types of Personal Information about you during your relationship with us, as stated above. In particular, our Services have collected the following categories of Personal Information from consumers within the last twelve (12) months:

Category	Sources of Personal Information Collected	Business or Commercial Purpose for Collection	Sold/Shared
A. Identifiers	You Third Parties	<p>To provide, improve, and market our products and other Services</p> <p>To provide information you requested</p> <p>To identify potential customers</p> <p>To verify identity when you access your account or request certain Services</p> <p>To detect and prevent fraud, security incidents, or other malicious activity</p> <p>To comply with law</p> <p>To offer employment and other work</p> <p>To provide insurance and benefits</p> <p>For background checks</p>	Shared with service providers and partners

<p>B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))</p>	<p>You Third Parties</p>	<p>To provide, improve, and market our products and other Services</p> <p>To provide information you requested</p> <p>To identify potential customers</p> <p>To verify identity when you access your account or request certain Services</p> <p>To detect and prevent fraud, security incidents, or other malicious activity</p> <p>To comply with law</p> <p>To offer employment and other work</p> <p>To manage payroll and provide and administer employee benefits</p>	<p>Shared with service providers and partners</p>
<p>C. Protected classification characteristics under California or federal law</p>	<p>You Third Parties</p>	<p>To identify potential cast members</p> <p>To provide, improve, and market our analytics, products, and/or other Services</p> <p>To provide information you requested</p> <p>To identify potential customers</p> <p>To verify identity</p> <p>To detect and prevent fraud, security incidents, or other malicious activity</p> <p>To comply with law</p>	<p>N/A</p>

D. Commercial information	You	To provide our Services	Shared with service providers and partners	
	Automatically	To market our Services		
	Third Parties	To improve our Services To provide information you requested To comply with law		
E. Biometric information	N/A	N/A	N/A	
F. Internet or other similar network activity	Automatically	To provide, improve, and market our products and other Services	Shared with service providers and partners	
		To identify potential customers		
		To verify identity when you access your account or request certain Services		
		To detect and prevent fraud, security incidents, or other malicious activity		
		To comply with law		
		To track employee and independent contractor actions for internal reports and information security purposes		
G. Geolocation data	You	To provide, improve, and market our products and other Services	Shared with service providers	
	Automatically			
	Third Parties			To provide information you requested
				To identify potential customers For verifying identity For fraud prevention purposes

		To process payments	
		To comply with law	
H. Sensory data	You Automatically Third Parties	To provide, improve, and market our analytics, products, and/or other Services	Shared with service providers and partners
		To provide information you requested	
		To identify potential customers	
		To verify identity when you access your account or request certain Services	
		To detect and prevent fraud, security incidents, or other malicious activity	
		To comply with law	
I. Professional or employment-related information	You Automatically Third Parties	To provide, improve, and market our products and other Services	Shared with service providers and partners
		To provide information you requested	
		To offer employment and other work	
		To provide insurance and benefits	
		For background checks	
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section	You	To offer employment and other work	N/A

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K. Inferences drawn from other Personal Information	Automatically Third Parties	To provide, improve, and market our analytics, products, script recommendations, and other Services	Shared with service providers and partners
		To provide information you requested	
		To identify potential customers	
		To verify identity when you access your account or request certain Services	
		To detect and prevent fraud, security incidents, or other malicious activity	
		To comply with law	
L. Sensitive Personal Information	You Third Parties	To provide, improve, and market our products and other Services	Shared with service providers and partners
		To provide information you requested	
		To verify identity when you access your account or request certain Services	
		To detect and prevent fraud, security incidents, or other malicious activity	
		To comply with law	

Information related to how long we retain each category of Personal Information is included in the “Retention of Personal Information” section above.

We do not have actual knowledge that we sell or share the Personal Information of consumers under 16 years of age.

California Minors

Although our Services are intended for an audience 18 years of age or older, any California resident under the age of 18 who has registered to use our Services, and who posted content or information on any Services, can request removal by contacting us at privacy@imogul.ai detailing where the content or information is posted and attesting that he or she posted it. We will then make reasonable good faith efforts to remove the post from prospective public view or anonymize it, so the minor cannot be individually identified to the extent required by applicable law. This removal process cannot ensure complete or comprehensive removal. For instance, third parties may have republished or archived content by search engines and others that we do not control.

h. Automated Decisionmaking

Company may use automated decisionmaking technology to propose potential cast members and other talent to be possibly engaged on projects for users' consideration. If we engage in automated decisionmaking, you may have the right to request access to and opt-out of such automated decisionmaking that has legal or similarly significant effects with respect to you, depending on jurisdictional requirements and subject to any applicable exceptions. To exercise this right, please contact us using the information provided in the "How to Exercise Your California Privacy Rights" section below.

For more information about your rights or our use of automated decision making technology, please contact our privacy team at privacy@imogul.ai.

i. How to Exercise Your California Privacy Rights

You or your authorized agent may make an access, deletion, correction, or opt-out request to us by contacting us using the information in the "Contact Us" section below. We may require you to confirm your identity and your residency in order to obtain the information, and you are only entitled to make this request twice a year. Please include "California Privacy Rights" as the subject line. You must include your full name and email address, and attest to the fact that you are a California resident by including a California postal address in your request. We will acknowledge your request within 10 days and respond to your request within 45 days or let you know if we need additional time.

j. Risk Assessments

If we engage in high-risk data processing activities, Company will regularly conduct risk assessments of such activities. These assessments will help us identify and mitigate potential privacy risks associated with our use of your Personal Information.

17. Your Privacy Rights Under Other U.S. Jurisdictions

Based on the applicable law in the jurisdiction where you reside, you may have the following rights with respect to your Personal Information:

- To confirm whether or not a controller is processing your personal data and to access such personal data;

- To know the categories of Personal Information we collect about you, the purposes for the collection, how long we retain your Personal Information, and whether that information is sold or shared or disclosed and to whom;
- To correct inaccuracies in your personal data;
- To delete your personal data;
- To obtain a copy of your personal data that you previously provided to us in a portable, and if technically feasible, readily usable format, if processing is carried out by automated means;
- To opt-out of the processing of your personal data for purposes of (i) targeted advertising, (ii) the sale of personal data, or (iii) profiling in furtherance of decisions that produce legal or similarly significant effects concerning the consumer; and/or
- Not to be discriminated against because you have exercised any of these rights.

Additionally, depending on the jurisdiction where you reside, you may have the following rights:

- To limit the use of your sensitive personal information (where applicable);
- To use a universal opt-out mechanism for the sale of personal data or targeted advertising (where applicable); and/or
- To provide or withdraw consent for processing of certain types of sensitive data, including children's data where parental consent may be required.

The applicability of these rights may depend on factors such as our annual revenue, the number of consumers whose data we process, and the percentage of our revenue derived from selling personal data.

To exercise any of these rights or to learn more about how they apply to you based on your state of residence, please use [this link](#) or contact us using the information in the "Contact Us" section below.

We may require you to confirm your identity and your residency in order to obtain the information, and you are only entitled to make this request up to twice annually. For emails, please include "Privacy Rights" as the subject line. You must include your full name and email address, and attest to the fact that you are a resident. If we are unable to honor your request for any reason, we will notify you of the reason within the required time period.

a. Right to Opt-Out

You may have the right to opt-out of the processing of your personal data for purposes of (i) targeted advertising, (ii) the sale of personal data, or (iii) profiling in furtherance of decisions that produce legal or similarly significant effects concerning the consumer. To exercise your right, please click on [this link](#) on the bottom of the webpage where your information is being collected.

b. Appeals of Our Decisions

In some jurisdictions, you may appeal to us if we refuse to take action on your exercise of certain choices described above. In order to appeal such a refusal, please contact us using the information in the "Contact Us" section below with the subject line "Appeal of Refusal to Take Action on Privacy Request" and provide the relevant information in the email.

If we decline to take action on any request you make, we will provide you with the information required by the applicable law where you live. This may include an explanation of why we declined your request, information on how to appeal our decision, and/or how to make a complaint to your state Attorney General.

18. Changes in Privacy Policy

We may elect to change or amend our Privacy Policy. In such event, we will take appropriate steps to notify you about changes to this Privacy Policy as required by applicable law, which may include:

- Posting the updated Privacy Policy on this Site;
- Providing direct notice to you (e.g., via email or other communication channels);
- Seeking your opt-in consent; and/or
- Providing an opportunity to opt-out of certain changes.

The specific method of notification and any required consent or opt-out procedures will depend on the nature of the changes and the applicable legal requirements in different jurisdictions.

Any changes will become effective as outlined in the notification or as otherwise required by law.

19. Contact Us

If you have questions or concerns with respect to our Privacy Policy, you may contact us as follows:

Email Address:

privacy@imogul.ai

Toll-Free Number:

TBD

Postal Address:

iMogul AI, Inc.
402 King Farm Blvd, STE 125
Rockville, MD 20850
United States of America