

PRIVACY POLICY

Effective Date: 01 September 2021

At Celebr8 Life, we respect and value the privacy of our users. This Privacy Policy describes how your personal information is collected, used, shared and safeguarded when you access Celebr8 Life's applications along with any related websites, services or products (collectively, the "App"). Please read this Privacy Policy carefully. By using the App or our services, you consent to the collection and use of your information by us as set out in this Privacy Policy. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, YOU ARE NOT PERMITTED TO USE OR ACCESS THE APP OR ANY OF OUR PRODUCTS OR SERVICES.

PERSONAL INFORMATION WE COLLECT

When you create an account on the App, we ask you for certain personal information, which may include your name, telephone number and email address. When you visit the App, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the App, we collect information about the individual pages or features that you view, what websites or search terms referred you to the App, and information about how you interact with the App. We refer to this automatically-collected information as "Device Information."

We may collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the App, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons", "tags", and "pixels" are electronic files used to record information about how you browse the App.

You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the App. You may not send us any sensitive personal information (e.g., social security number, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the App or otherwise.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We and our service providers use personal information for our legitimate business purposes, including those specifically described below. We engage in these activities to manage our contractual relationship with you, to comply with a legal obligation and/or because we have a legitimate business interest. We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize the App (for example, by generating analytics about how our customers browse and interact with the App, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We may share your Personal Information with third parties to help us use your Personal Information, as described above. With your consent, we may share your information with third parties for marketing purposes, as permitted by law. We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates may include a parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us. We may share your information with

advertisers and actual and potential investors for the purpose of conducting general business analysis. If we reorganize or sell all or a portion of our assets, undergo a merger or are acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party. You acknowledge that such transfers may occur and that the transferee may decline to honor commitments we made in this Privacy Policy. Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

BEHAVIORAL ADVERTISING

As described above, we may use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at www.networkadvertising.org/understanding-online-advertising/how-does-it-work.

You can opt out of certain targeted advertising by using the links below:

- Facebook: www.facebook.com/settings/?tab=ads
- Google: www.google.com/settings/ads/anonymous
- Bing: advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: optout.aboutads.info.

DO NOT TRACK

Most web browsers and some mobile operating systems include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will revise this Privacy Policy accordingly.

JURISDICTION AND CROSS-BORDER TRANSFER

Your Personal Information may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the App you consent to the transfer of information to countries outside of your country of residence, including the United States, which may have data protection rules that are different from those of your country. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your personal information.

OPTIONS REGARDING YOUR PERSONAL INFORMATION

If you have an account on the App, you may at any time review or change the information in your account or terminate your account by emailing us at support@celebr8.life or by updating your account information directly in the App. Upon your request to terminate your account, we will deactivate or delete your account and Personal Information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our [Terms and Conditions](#) and/or comply with legal requirements.

EMAILS AND OTHER COMMUNICATIONS

If you no longer wish to receive correspondence, emails or other communications from us, you may opt-out by emailing us at support@celebr8.life . If you no longer wish to receive correspondence, emails or other communications from a third party, you are responsible for contacting the third party directly.

DATA RETENTION

We will retain your personal information for as long as needed or permitted in light of the purpose(s) for which it was obtained. The criteria used to determine our retention periods include the length of time we have an ongoing relationship with you, when we have a legal obligation to which we are subject or as advisable in light of legal requirements.

THIRD PARTY WEBSITES

The App may contain links to third party websites and applications of interest, including advertisements and external services, that are not affiliated with us. Once you have used these links to leave the App, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot protect the safety and privacy of information that you provide to a third party outside of the App. Before visiting and providing any information to any third party websites or applications, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website or application, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from the App.

SECURITY OF YOUR INFORMATION

We use administrative, technical and physical security measures to help protect your Personal Information. While we have taken reasonable steps to secure the Personal Information you provide to us, please be aware that despite our efforts no security measures are perfect or impenetrable and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information to us.

CHANGES

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 "Effective Date" at the top of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the App, 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 App after the date such revised Privacy Policy is posted.

MINORS

The App is not intended for individuals under 13 years of age. We do not knowingly solicit information from or market to individuals under 13 years of age. If you become aware of any data we have collected from individuals under 13 years of age, please contact us using the contact information provided below.

CALIFORNIA RESIDENTS

If you are a California resident, please see our [Privacy Notice for California Residents](#), which is incorporated into this Privacy Policy by this reference.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at support@celebr8.life or by mail at Celebr8 Life Inc., 116 Research Drive, Bethlehem, PA 18015.