## Kincade Productions, LLC Privacy Policy

This Kincade Productions, LLC Privacy Policy was last updated on July 9, 2023, at 4:00 p.m.

Kincade Productions, LLC respects and is committed to protecting your privacy. Generally, you can browse through our Website without giving us any information about yourself. When we do need to collect your Personally Identifiable Information (PII) to provide you with access to courses, materials, or communication or when you choose to provide us with your PII, this Privacy Policy describes how we collect, use, and disclose your PII. Also, please note that, unless we define a term in this Privacy Policy, all capitalized terms used in this Privacy Policy have the same meanings as in our Website Terms of Use Agreement. Therefore, please make sure that you have read and understood the Kincade Productions, LLC Website Terms of Use Agreement.

**Changes to this Privacy Policy** The Privacy Policy covers any information collected via the Kincade Productions Website in effect when such information is collected. We may amend this Privacy Policy from time to time. Suppose we make any substantial changes in the way we use your PII. In that case, we will notify you of those changes by posting them on the Kincade Productions Website or by sending you an email or other notification, and we will update the "Updated Date" above to indicate when those changes will become effective.

**Information Collection** Personally Identifiable Information ("PII") means any information that may be used to identify an individual, including, but not limited to, a first and last name, email address, a home, postal or other physical address, and phone number.

**Account Information** We collect your PII when you subscribe to the Kincade Productions Website to receive communications and/or submit an entry for a promotion. or when you submit your PII to us for any other reason.

**Cookies and Tracking Technology** A "cookie" is a small data file that certain websites write to your hard drive when you visit them. A cookie file can contain information such as a user I.D. that the Website uses to track the pages you've visited, but the only PII a cookie can contain is information you supply yourself. A cookie can't read data off your hard disk or read cookie files created by other websites. Some parts of our Kincade Productions Website use cookies to understand user traffic patterns and tell us how and when you interact with our Website. We do this to determine the usefulness of our Website information to our users, see how effective our navigational structure is in helping users reach that information, and customize and improve our Website. Unlike persistent cookies, session cookies are deleted when you log off from the Website and close your browser.

If you prefer not to receive cookies while browsing our Website, you can set your browser to warn you before accepting cookies and refuse the cookie when your browser alerts you to its presence. You can also refuse all cookies by turning them off in your browser. You do not need to have cookies turned on to use/navigate through many parts of our Website, although if you do not accept cookies, you may not be able to access all portions or features of the Kincade Productions Website. Some third-party services providers that we engage (including third-party advertisers) may also place their own cookies on your hard drive. Note that this Privacy Policy covers only our use of cookies and does not include the use of cookies by such third parties.

"Web Beacons" (also known as Web bugs, pixel tags, or clear GIFs) are tiny graphics with a unique identifier that may be included on our Website for several purposes, including to deliver or communicate with cookies, to track and measure the performance of our Website, to monitor how many visitors view our Website, and to monitor the effectiveness of our advertising. Unlike cookies, which are stored on the user's hard drive, Web Beacons are typically embedded invisibly on web pages (or in an email).

## Information Related To The Website Terms Of Use Agreement

**Your Use of Kincade Productions** If you have not created an account when using the Kincade Productions Website, you use the site anonymously. We do automatically log your I.P. address and other information such as your browser type, operating system, the web page that you were visiting before accessing the Kincade Productions Website, and the pages or features of our Website that you browsed to give us an idea of which parts of our Website you visit and how long you spend there (we refer to this information as "Log Data"). But we do not link your I.P. address to any PII unless you have logged in via your account. We use Log Data to administer the Website. We analyze (and may engage third parties to analyze) Log Data to improve, customize and enhance the Website by expanding its features and functionality and tailoring them to our users' needs and preferences.

**Information Sent by Your Mobile Device** We collect certain information that your mobile device sends when you use the Kincade Productions Website, like a device identifier, user settings, and the operating system of your device, as well as information about your use of our Website. We are not responsible for any unauthorized access by any third party to such information on your mobile device.

**Location Information** When you use the Kincade Productions Website, we may collect and store information about your location by converting your I.P. address into a rough geo-location or by accessing your mobile device's GPS coordinates or course location if you enable location services on your device. We may use location information to improve and personalize the Kincade Productions Website for you. If you do not want us to collect location information, you may disable that feature on your mobile device.

**Opt-Out** We may periodically send you free newsletters and emails that directly promote the Kincade Productions Website, courses, and materials. When you receive such promotional communications from us, you will have the opportunity to "opt-out" (either through your account or by following the unsubscribe instructions provided in the emails you receive). We need to send you certain communications regarding the Kincade Website Terms of Use Agreement, Privacy Policy, and/or billing information. You will not be able to opt out of these communications.

**Information Sharing and Disclosure** Your PII is not shared outside of Kincade Productions, LLC without your permission, except as described below.

Information Shared with Our Services Providers We may engage third-party services providers to work with us to administer and provide access to courses and materials, processing payments, and delivering content. These third-party services providers have access to your PII only to perform services on our behalf. They are expressly obligated not to disclose or use your PII for any other purpose.

**Information Shared with Third Parties** We may share your aggregated information and non-identifying information with third parties to conduct ongoing quality improvement activities or industry research and analysis, demographic profiling, and other similar purposes.

Information Disclosed in Connection with Business Transactions Information that we collect from our users, including PII, is considered to be a business asset. We do not maintain any PII information for individuals under 18 years of age. We do not accept users under 13 years of age. For all others, if a third party acquires us as a result of a transaction such as a merger, acquisition, or asset sale or if a third party acquires our assets if we go out of business or enter bankruptcy, some or all of our assets, including your PII, may be disclosed or transferred to a third-party acquirer in connection with the transaction.

**Information Disclosed for Our Protection and the Protection of Others** We cooperate with government and law enforcement officials or private parties to enforce and comply with the law. We may disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate:

- 1. To enforce our Kincade Productions, LLC Website Terms of Use.
- 2. To respond to claims, legal process (including subpoenas).
- 3. To protect our property, rights and safety, and the property, rights, and security of a third party, our users, or the public in general.
- 4. To stop any activity that we consider illegal, unethical, or legally actionable activity.

Your Ability to Review Your Account and Information If you are a registered user with an account, you can review your PII by emailing <a href="mailto:support@kincadeproductions.com">support@kincadeproductions.com</a>.

**Data Security** Your account information is password-protected for your privacy and security. Kincade Productions, LLC safeguards the security of the information you provide to us with physical, electronic, and managerial procedures. In certain areas of the Kincade Productions Website, we use industry-standard SSL

encryption to enhance the security of data transmissions. While we strive to protect your PII, we cannot ensure the security of the information you transmit to us, and so we urge you to take every precaution to protect your PII when you are on the Internet. Change your passwords often, use a combination of letters and numbers, and make sure you use a secure browser.

**Responding to Do Not Track Signals** Our Website cannot respond to "Do Not Track" signals received from various web browsers.

**Children and Privacy** Customers must be at least 13 (thirteen) years of age to create an account on the Kincade Productions Website. If a customer is younger than the required age (13), they may not set up an account, but are encouraged to invite a parent or guardian to open an account to help purchase the appropriate courses. If we discover that a customer has created an account and are younger than the required age for consent to use online services (for example 13 [thirteen] years of age in the United States), we will terminate the account.

**Third-Party Sites** The Kincade Productions Website contains links to other sites that are owned or operated by third parties. We are not responsible for the content, privacy, or security practices of any third parties. To protect your information, we encourage you to learn about the privacy policies of those third parties.

**International Transfer** Your information is stored by the Kincade Productions Website on controlled servers with limited access and may be stored and processed in the United States. If you're located outside the United States and choose to provide your PII to us, we may transfer your PII to the United States and process it there. Those who choose to access and use the Kincade Productions Website from outside the U.S. do so on their own initiative, at their own risk, and are responsible for compliance with applicable laws.

**Notice for California Users and Residents** Under California Civil Code Section 1789.3, California users are entitled to the following specific consumer rights notice:

If you have a question or complaint regarding the Website, please send an email to <u>support@kincadeproductions.com</u>. You may also contact us by writing to Kincade Productions, LLC, PO BOX 590071 San Francisco, California 94159. California residents may reach the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs may be contacted in writing at 400 R Street, Suite 1080, Sacramento, California 95814, or by telephone at (916) 445-1254 or (800) 952-5210.

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to ask for a notice identifying PII categories which we share with certain third parties for direct marketing purposes under certain circumstances and providing contact information for such third parties. If you are a California resident and would like a copy of this notice, please submit a written request to Kincade Productions, LLC, PO BOX 590071, San Francisco, California 94159.

**Questions or Suggestions** If you have questions or concerns about our collection, use, or disclosure of your PII, please email us at <a href="mailto:support@kincadeproductions.com">support@kincadeproductions.com</a>. You may also contact us by writing to Kincade Productions, LLC, PO BOX 590071, San Francisco, CA 94159.