

## Privacy Policy for RESET Content LLC

This Privacy Policy outlines how we, RESET Content LLC (“RESET”), value and safeguard the privacy of our visitors. As you use our website, accessible at resetcontent.com, we want you to understand the types of information we collect and how we use it.

If you have any questions or need further clarification regarding our Privacy Policy, please feel free to reach out to us.

### Scope of Privacy Policy

This Privacy Policy applies specifically to our online activities and governs the information collected from visitors to our website. It does not extend to information gathered offline or through channels other than this website.

This Privacy Policy does not apply to information collected by or provided in connection with an individual’s application for employment, current or former employment, or independent contractor arrangement with RESET.

### Consent

By accessing and using our website, you are consenting to the terms outlined in this Privacy Policy.

### Information Collection

We collect personal information only when it is necessary or with your explicit consent, including:

- Individual identifiers such as name, username, and company name;
- Contact information such as mailing address, phone number, and email address;
- Commercial information such as products or services purchased, obtained, or considered;
- Communications with us, preferences, and other Information you provide to us such as any messages (including via online chat feature or Messaging Program), opinions, and feedback that you provide to us, your user preferences, and other information that you share with us when you contact us directly (such as for customer support services); and
- Additional Information as otherwise described to you at the point of collection or pursuant to your consent.

We may need to collect or process information that is deemed “sensitive information” under certain laws, including authentication data such as account log-in and password.

### Log Files

Similar to many other websites, we utilize log files to track visitor activity. These files capture standard information such as IP addresses, browser type, Internet Service Provider (ISP), timestamps, and page navigation. None of this information is personally identifiable and is used for analytical purposes only.

### Cookies and Web Beacons

Our website employs cookies to enhance user experience. These cookies store preferences and track page visits to optimize content delivery based on your browser type and preferences.

### Information We May Receive from Third Parties

We may collect additional Information about you from third-party websites, social media platforms, and/or sources providing publicly available information (e.g., from the U.S. postal service) to help us provide services to you, help prevent fraud, and for marketing and advertising purposes.

### Third-party Advertising Partners

Please refer to the respective Privacy Policies of our advertising partners for details on how they handle your data. We do not have control over the cookies used by these third-party advertisers.

### Third-party Privacy Policies

Our Privacy Policy does not extend to third-party advertisers or websites. We advise consulting their Privacy Policies for comprehensive information on their practices and opt-out options.

### How We Use Your Information

The information we gather serves various purposes, including but not limited to:

- Providing you with services and information you request;
- Fulfilling contracts we have with you;
- Managing, improving, and fostering relationships with third-party service providers, including vendors, suppliers, and parents, affiliates, subsidiaries, and business partners;
- Operating and maintaining our website;
- Enhancing and customizing your browsing experience;
- Analyzing user behavior to improve our services;
- Developing new features and functionalities;
- Communicating with you regarding updates, customer service, and marketing initiatives;
- Preventing fraudulent activities;
- Complying with any applicable laws and regulations and responding to lawful requests; and/or
- For any other purposes disclosed to you at the time we collect your information and/or pursuant to your consent.

We may also use information that has been de-identified and/or aggregated for purposes not otherwise listed above.

### Disclosing Your Information

We may disclose your information as set forth in the Privacy Policy and in the following circumstances:

- Third-Party Service Providers. We may disclose your information to third-party service providers that perform certain functions or services on our behalf (such as to host our website, manage databases, perform analyses, process credit card payments, provide customer service, or send communications for us). These third-party service providers are authorized to use your information only as necessary to provide these services to us. In some instances, we may aggregate information we collect so third parties do not have access to your identifiable information to identify you individually.
- Disclosure of information for Legal and Administrative Reasons. We may disclose your information without notice: (i) when required by law or to comply with a court order, subpoena, search warrant, or other legal process; (ii) to cooperate or undertake an internal or external investigation or audit; (iii) to comply with legal, regulatory, or administrative requirements of governmental authorities (including, without limitation, requests from the governmental agency authorities to view your information); (iv) to protect and defend the rights, property, or safety of us, our subsidiaries and affiliates, and any of their officers, directors, employees, attorneys, agents, contractors, and partners, and the website service users; and (v) to verify the identity of the user of our services.
- Business Transfers. Your information may be transferred, sold, or otherwise conveyed (“Conveyed”) to a third party where we: (i) merge with or are acquired by another business entity; (ii) sell all or substantially all of our assets; (iii) are adjudicated bankrupt; or (iv) are liquidated or otherwise reorganize.
- With Your Consent. We may disclose information consistent with this Privacy Policy with your consent.

### Sale and Sharing of Your Information

For purposes of this Privacy Policy, “sell,” “sold,” or “sale” means the disclosure of information for monetary or other valuable consideration but does not include, for example, the transfer of information as an asset that is part of a merger, bankruptcy, or other disposition of all or any portion of our business.

“Sharing” means disclosing or making available information to a third party for purposes of cross-context behavioral or targeted advertising. We do not sell or share your information with third parties.

### Use and Disclosure of Sensitive Information

We do not collect, use, or disclose sensitive information beyond the purposes authorized by the applicable law. Accordingly, we only use and disclose sensitive information as reasonably necessary and proportionate: (i) to perform our services requested by you; (ii) to help ensure security and integrity, including to prevent, detect, and investigate security incidents; (iii) to detect, prevent and respond to malicious, fraudulent, deceptive, or illegal conduct; (iv) to verify or maintain the quality and safety of our services; (v) for compliance with our legal obligations; (vi) with our service providers who perform services on our behalf; and (vii) for purposes other than inferring characteristics about you.

### Information Security

We use commercially reasonable and appropriate administrative, physical, and technical security measures to provide our services and safeguard your information. However, no data transmitted over the Internet or stored or maintained by us or our third-party service providers can be 100% secure. Therefore, we do not promise or guarantee, and you should not expect, that your information or private communications will always remain private or secure. We do not guarantee that your information will not be misused by third-parties. We are not responsible for the circumvention of any privacy settings or security features.

You agree that we will not have any liability for misuse, access, acquisition, deletion, or disclosure of your information.

If you believe that your information has been accessed or acquired by an unauthorized person, you should promptly Contact Us so that necessary measures can quickly be taken.

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If you believe that your information has been accessed or acquired by an unauthorized person, you should promptly Contact Us so that necessary measures can quickly be taken.

## Data Retention

We will retain your information for as long as needed to provide you services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

In accordance with our routine record keeping, we may delete certain records that contain information you have submitted to us. We are under no obligation to store such information indefinitely and disclaim any liability arising out of, or related to, the destruction of such information.

## Notice of Privacy Rights for Residents of Certain U.S. States

Residents of certain U.S. states may have rights and choices regarding their information. To the extent any data protection law applies to our collection of your information, this supplemental section of our Privacy Policy outlines the individual rights you may be entitled to and how to exercise those rights.

Depending on where you live and subject to certain exceptions, you may have some or all of the following rights.

**Right to Know and Access.** You may have the right to request that we confirm whether we process your information, and to request information about our collection and use of your information. You also have the right to request access to information we may process about you.

**Right to Data Portability.** Where the processing is carried out by automated means, and subject to certain exceptions, you may have the right to request and obtain a copy of your information that you previously provided to us in a portable format. In addition, to the extent technically feasible, you may have the right to obtain your information in a readily usable format that allows you to transmit the information to another data controller without hindrance.

**Right to request Correction of Inaccurate Information.** To the extent that we may maintain inaccurate information, you may have the right to request that we correct such inaccurate information, taking into account the nature of the information and the purposes of the processing of the information.

**Right to Request Deletion.** You may have the right to request that we delete certain information or records provided by or obtained about you, with certain exceptions and limitations as allowed under law.

**Right to Opt Out of the Sale and Sharing of Information.** We do not sell or share personal information. If this changes, you may have the right to opt out of the sale or sharing of personal information.

**Right to Opt-Out of the use of Information for Targeted Advertising and Profiling.** You may have the right to opt out of the processing of your information for purposes of targeted advertising or profiling in furtherance of decisions that produce legal or similarly significant effects concerning you.

We do not use your information for targeted advertising or profiling purposes.

**Right to Limit Use and Disclosure of Sensitive Information.** You may have the right to request that we limit the ways we use and disclose your sensitive information to uses which are necessary for us to perform the services, or deliver the goods reasonably expected by you, or and as authorized by law.

As noted elsewhere, we do not use or disclose your sensitive information other than for the permitted business purposes outlined above.

**Right to Non-Discrimination.** You may have a right to not be discriminated against in the services or quality of services you receive from us for exercising your rights. We will not discriminate against you for exercising any of your rights in this section including denying goods or services, charging different prices or rates for goods or services, or providing a different level of quality of goods and services.

**Right to Disclosure of Direct Marketers.** You may have a right to know the categories and names/addresses of third parties that have received information for their direct marketing purposes upon simple request, and free of charge.

**Right to Appeal.** You may have the right to appeal our denial of any request you make under this section. To exercise your right to appeal, please submit an appeal request via the information in the Contact Us section below. Within the certain timeframe of receipt of your appeal, as proscribed by the applicable law we will inform you in writing of any action taken or not taken in response to your appeal, including a written explanation of the reasons for the decisions. If we deny your appeal, you may contact the Attorney General or another authority which we will help you identify.

To learn more about whether you are guaranteed certain rights, or to submit a request to exercise your rights, please contact us using any of the methods in the Contact Us section.

## Exercising Your Data Subject Rights

To exercise any of the rights described above, please submit a verifiable consumer request to us via the methods described below. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected information, or an authorized representative; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

To help protect your privacy and maintain security, if you request access to or correction or deletion of your information, we will take steps and may require you to provide certain information to verify your identity before granting you access to your information or complying with your request.

In addition, if you ask us to provide you with specific pieces of information, we may require you to sign a declaration under penalty of perjury that you are the consumer whose information is the subject of the request.

Email us: [privacy@resetcontent.com](mailto:privacy@resetcontent.com)

Call us: 833-699-1555

Write us: 2148 Federal Ave, LA CA 90025

## Geographic Location of Data Storage and Processing

Our services are targeted to individuals located inside and outside the United States, and we maintain significant operations in the United States. As such, the services collect information and process and store that information in databases located in the United States.

If you are visiting the services from a country outside the United States, you should be aware that you may transfer personally identifiable information about yourself to the United States, and that the data protection laws of the United States may not be as comprehensive as those in your own country.

By visiting the website and submitting any personally identifiable information you consent to the transfer of such personally identifiable information to the United States.

## Children’s Information

We are committed to protecting the privacy of children online. We do not knowingly collect personal information from children under the age sixteen of (16). If you believe your child has provided us with personal information, please contact us promptly, and we will take necessary actions to remove it from our records.

## Difficulty Accessing Our Privacy Policy

Individuals with disabilities who are unable to usefully access our Privacy Policy online may contact us to inquire how they can obtain a copy of our policy in another, more easily readable format.

## “Do Not Track” Signals

We support “Do Not Track.” Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable “Do Not Track” by visiting the “Preferences” or “Settings” page of your web browser.

Do Not Track is different from Global Privacy Controls (“GPC”), which may notify websites of consumers’ privacy preferences regarding the sale or sharing of information, or the use of sensitive personal information.

## Changes to this Privacy Policy

We reserve the right to change, modify, or amend this Privacy Policy at any time to reflect changes in our products and service offerings, accommodate new technologies, regulatory requirements, or other purposes.

If we modify our Privacy Policy, we will update the “Effective Date” and such changes will be effective upon posting. It is your obligation to check our current Privacy Policy for any changes.

## Contact Us

If you have any questions about this Privacy Policy or the information we have collected about you, please contact us at the following:

Email us: [privacy@resetcontent.com](mailto:privacy@resetcontent.com)

Call us: 833-699-1555

Write us: 2148 Federal Ave, LA CA 90025

Effective Date: April 2024