

**Effective Date: October 20, 2022**

Welcome! We are Popcode, the app that empowers you to tell your personal stories using your own scannable images. This Privacy Notice explains how Popcode, Inc. d/b/a Popcode (“Popcode”, “we”, “us” or “our”) collects, uses, discloses, and otherwise processes Personal Information (as defined below) in connection with our website, [popcodeapp.com](https://popcodeapp.com) (the “Site”) and the related content, platform, services, and other functionality offered on or through the online services (collectively, the “Services”). It does not address our privacy practices relating to Popcode job applicants, employees, and other personnel.

## What is Personal Information?

When we use the term “Personal Information” in this Privacy Notice, we mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to an individual. It does not include aggregated or deidentified information that is maintained in a form that is not reasonably capable of being associated with or linked to an individual.

## Our Collection of Personal Information

Sometimes we collect Personal Information automatically when an individual interacts with our Services and sometimes we collect Personal Information directly from an individual. At times, we may collect Personal Information about an individual from other sources and third parties, even before our first direct interaction.

### PERSONAL INFORMATION COLLECTED FROM INDIVIDUALS

We collect the following Personal Information submitted to us directly by individuals:

- **Contact Information**, including name, email address, postal address, company, employer, phone number, newsletter preferences and communication preferences.
- **Inquiry Information**, including information provided in custom messages sent through the forms or contact information provided on our Site.
- **Demo Information**, including contact information and any other information you provide to us in connection with a product or service demo.
- **Event and Webcast Information**, including registration information, call-in details, attendee badge information, and contact information.
- **Survey, Contests, Sweepstakes and Promotional Information**, including information provided in any questions submitted through surveys, or content of any testimonials. If you fill out any forms or participate in Popcode contests, sweepstakes, or other promotional events, we may collect your contact information (such as your name, email, and phone number, postal code) and any other information requested on the form, at sign up, or a part of your competition entry, including photos/videos (each, as applicable). On occasion, we may also collect your shipping and billing information, such as if you are a competition winner or purchase our products or services (where available). If you are a promotional partner, we may also collect your personal information including your name, company email, and company address.
- **Business Representative Contact Information**, including your name, company contact information (e.g. email, phone number, postal address), job title, and any other information you provide.

## PERSONAL INFORMATION AUTOMATICALLY COLLECTED

As is true of most digital platforms, we and our third-party providers may also collect Personal Information from an individual's device, browsing actions and site usage patterns automatically when visiting or interacting with our Site, which may include **log data** (such as internet protocol (IP) address, operating system, browser type, browser id, the URL entered and the referring page/campaign, date/time of visit, the time spent on our Site and any errors that may occur during the visit to our Site), **analytics data** (such as the electronic path taken to our Site, through our Site and when exiting our Site, as well as usage and activity on our Site) and **location data** (such as general geographic location based on the log data we or our third-party providers collect).

We and our third-party providers may use (i) cookies or small data files that are stored on an individual's computer and (ii) other, related technologies, such as web beacons, pixels, embedded scripts, location-identifying technologies and logging technologies (collectively, "**cookies**") to automatically collect this Personal Information. For example, our Site uses Google Analytics, a web analytics service provided by Google LLC ("**Google**"), to collect and view reports about the traffic on our Site. More information about the use of Google Analytics for these analytical and non advertising purposes can be obtained by visiting Google's privacy policy [here](#) and Google's currently available opt-out options are available [here](#).

To manage cookies, an individual may change their browser settings to: (i) notify them when they receive a cookie, so the individual can choose whether or not to accept it; (ii) disable existing cookies; or (iii) automatically reject cookies. Please note that doing so may negatively impact an individual's experience using our Site, as some features and offerings may not work properly or at all. Depending on an individual's device and operating system, the individual may not be able to delete or block all cookies. In addition, if an individual wants to reject cookies across all browsers and devices, the individual will need to do so on each browser on each device they actively use. An individual may also set their email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether they have accessed our email and performed certain functions with it.

We may participate in interest-based advertising and use third party advertising companies to serve you targeted advertisements based on your browsing history. Please see the "**Third Party Data Collection and Online Ads**" section below to learn more.

## PERSONAL INFORMATION FROM THIRD PARTIES

We also obtain Personal Information from third parties; which we often combine with Personal Information we collect either automatically or directly from an individual.

We may receive the same categories of Personal Information as described above from the following third parties:

- **Your Employer / Company:** If you engage in our Services through your employer or company, we may receive information from the company such as name and contact information.
- **Social Media:** When an individual interacts with our Services through various social media networks, such as when someone "Likes" us on Facebook or follows us or shares our content on Google, Facebook, Twitter, or other social networks, we may receive some information about individuals that they permit the social network to share with third parties. The data we receive is dependent upon an individual's privacy settings with the social network. Individuals should always review and, if necessary, adjust their privacy settings on third-party websites and social media networks and services before sharing information and/or linking or connecting them to other services.
- **Service Providers:** Our service providers that perform services solely on our behalf, such as survey and marketing providers, collect Personal Information and often share some or all of this information with us.

- **Information Providers:** We may from time to time obtain information from third-party information providers to correct or supplement Personal Information we collect. For example, we may obtain updated contact information from third-party information providers to reconnect with an individual.
- **Publicly Available Sources:** We collect Personal Information about individuals that we do not otherwise have, such as contact information and interest-in-services information, from publicly available sources. We may combine this information with the information we collect from an individual directly. We use this information to contact individuals, to send advertising or promotional materials or to personalize our Services and to better understand the demographics of the individuals with whom we interact.

## Our Use of Personal Information

We may use Personal Information we collect to:

- Fulfill or meet the reason the information was provided, such as to fulfill our contractual obligations, to deliver the Services an individual has requested and to process transactions;
- Manage our organization and its day-to-day operations;
- Communicate with individuals, including via email, text message, social media and/or telephone calls;
- Request individuals to complete surveys about our organization, organizations we partner with, and Services;
- Facilitate participation in sweepstakes, contests, and other promotions;
- Market our Services to individuals, including through email, direct mail, text message, social media and telephone calls;
- Register individuals for and provide them access to events, webcasts, and product demos;
- Administer, improve and personalize our Services, including by recognizing an individual and remembering their information when they return to our Site;
- Facilitate customer benefits and services, including customer support through our command center services;
- Identify and analyze how individuals use our Services;
- Conduct research and analytics on our customer base and our Services;
- Improve and customize our Services to address the needs and interests of our customer base and other individuals we interact with;
- Test, enhance, update and monitor the Services, or diagnose or fix technology problems;
- Help maintain the safety, security and integrity of our property and Services, technology assets and business;
- Facilitate corporate business transactions, such as a merger, acquisition, joint venture, or financing or sale of company assets, or in the event of insolvency, bankruptcy or receivership;
- Defend, protect or enforce our rights or applicable contracts and agreements;
- Prevent, investigate or provide notice of fraud or unlawful or criminal activity; and
- Comply with legal obligations.

Where an individual chooses to contact us, we may need additional information to fulfill the request or respond to inquiries. We may provide additional privacy disclosures where the scope of the inquiry/request and/or Personal Information we require fall outside the scope of this Privacy Notice. In that case, the additional privacy disclosures will govern how we may process the information provided at that time.

## Our Disclosure of Personal Information

We disclose Personal Information in the following ways:

- **Affiliates.** We may share Personal Information with other companies owned or controlled by Popcode, and other companies owned by or under common ownership as Popcode, which also includes our subsidiaries (i.e., any organization we own or control) or our ultimate holding company (i.e., any organization that owns or controls us) and any subsidiaries it owns, particularly when we collaborate in providing the Services.
- **Your Employer / Company:** If you engage in our Services through your employer, or company, we may disclose your information to your employer or the company such as name and contact information.
- **Survey, Sweepstakes, Contests, and Promotions Providers:** We share Personal Information with third parties who assist us in delivering our survey offerings and processing the responses, sweepstakes, contests, and other promotions.
- **Marketing and Advertising Providers:** We coordinate and share Personal Information with our marketing and advertising providers in order to communicate with individuals about the Services we make available and advertise our products and services to individuals.
- **Customer Service and Communication Providers:** We share Personal Information with third parties who assist us in providing our customer services and facilitating our communications with individuals that submit inquiries.
- **Other Service Providers:** In addition to the third parties identified above, we engage other third-party service providers that perform business or operational services for us or on our behalf, such as website hosting, infrastructure provisioning, IT services, analytics services, and administrative services.
- **Other Businesses as Needed to Provide Services:** We may share Personal Information with third parties that an individual engages with through our Services or as needed to fulfill a request or transaction.
- **Business Partners:** From time to time, we may share Personal Information with our business partners or we may allow our business partners to collect Personal Information. Our business partners will use Personal Information for their own business and commercial purposes, including to send individuals any information about their products or services that may be of interest to such individuals.
- **Business Transaction or Reorganization:** We may take part in or be involved with a corporate business transaction, such as a merger, acquisition, joint venture, or financing or sale of company assets. We may disclose Personal Information to a third party during negotiation of, in connection with or as an asset in such a corporate business transaction. Personal Information may also be disclosed in the event of insolvency, bankruptcy or receivership.
- **Legal Obligations and Rights:** We may disclose Personal Information to third parties, such as legal advisors and law enforcement:
  - in connection with the establishment, exercise, or defense of legal claims;
  - to comply with laws or to respond to lawful requests and legal process;

- to protect our rights and property and the rights and property of others, including to enforce our agreements and policies;
  - to detect, suppress, or prevent fraud;
  - to protect the health and safety of us and others; or
  - as otherwise required by applicable law.
- Otherwise with Consent or Direction: We may disclose Personal Information about an individual to certain other third parties or publicly with their consent or direction. For example, with an individual's consent or direction we may post their testimonial on our Site or service-related publications.

If you are a resident of the State of Nevada, Chapter 603A of the Nevada Revised Statutes permits a Nevada resident to opt out of future sales of certain covered information that a website operator has collected or will collect about the resident. Please contact us at [privacy@popcodeapp.com](mailto:privacy@popcodeapp.com) to submit such a request.

## Third Party Data Collection and Online Ads

We may participate in interest-based advertising and use third party advertising companies to serve you targeted advertisements based on your browsing history. We may share, or we may permit third-party online advertising networks, social media companies and other third-party services, to collect information about your use of our online services over time so that they may play or display ads on our Services, on other websites or services you may use, and on other devices you may use. Typically, though not always, the information used for interest-based advertising is collected through tracking technologies, such as cookies, web beacons, embedded scripts, location-identifying technologies, and similar technology, which recognize the device you are using and collect information, including click stream information, browser type, time and date you visited the Site, AdID, precise geolocation and other information. We may share a common account identifier (such as a hashed email address or user ID) with our third-party advertising partners to help identify you across devices. We and our third-party partners use this information to make the advertisements you see online more relevant to your interests, as well as to provide advertising-related services such as reporting, attribution, analytics and market research.

We may also utilize certain forms of display advertising and other advanced features through Google Analytics. These features enable us to use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick advertising cookie) or other third-party cookies together to inform, optimize, and display ads based on your past visits to the Services. You may control your advertising preferences or opt-out of certain Google advertising products by visiting the Google Ads Preferences Manager, currently available at <https://google.com/ads/preferences>, or by visiting NAI's online resources at <http://www.networkadvertising.org/choices>.

To learn more about interest-based advertising and how you may be able to opt-out of some of this advertising, you may wish to visit the Digital Advertising Alliance's (DAA) resources and/or the Network Advertising Initiative's (NAI) online resources, at [www.aboutads.info/choices](http://www.aboutads.info/choices) or <http://www.networkadvertising.org/choices/>. You may also be able to limit interest-based advertising through the settings menu on your mobile device by selecting "limit ad tracking" (iOS) or "opt-out of interest-based ads" (Android). You may also be able to opt-out of some – but not all – interest-based advertising served by mobile ad networks by visiting <http://youradchoices.com/appchoices> and downloading the mobile AppChoices app.

Please note that when you opt out of receiving interest-based advertisements, this does not mean you will no longer see advertisements from us or on our online services. It means that the online ads that you do see from DAA program participants should not be based on your interests. We are not responsible for the effectiveness of, or compliance with, any

third-parties' opt-out options or programs or the accuracy of their statements regarding their programs. In addition, third parties may still use cookies to collect information about your use of our online services, including for analytics and fraud prevention as well as any other purpose permitted under the DAA's Principles.

## Children's Personal Information

Our Services are not directed to, and we do not intend to, or knowingly, collect or solicit Personal Information from children under the age of 13. If an individual is under the age of 13, they should not use our Services or otherwise provide us with any Personal Information either directly or by other means. If a child under the age of 13 has provided Personal Information to us, we encourage the child's parent or guardian to contact us to request that we remove the Personal Information from our systems. If we learn that any Personal Information we collect has been provided by a child under the age of 13, we will promptly delete that Personal Information.

## Links to Third-Party Websites or Services

Our Services may include links to third-party websites, plug-ins and applications. Except where we post, link to or expressly adopt or refer to this Privacy Notice, this Privacy Notice does not apply to, and we are not responsible for, any Personal Information practices of third-party websites and online services or the practices of other third parties. To learn about the Personal Information practices of third parties, please visit their respective privacy notices.

## Updates to This Privacy Notice

We will update this Privacy Notice from time to time. When we make changes to this Privacy Notice, we will change the date at the beginning of this Privacy Notice. If we make material changes to this Privacy Notice, we will notify individuals by email to their registered email address, by prominent posting on our Services, or through other appropriate communication channels. All changes shall be effective from the date of publication unless otherwise provided.

## Contact Us

If you have any questions or requests in connection with this Privacy Notice or other privacy-related matters, please send an email to [privacy@popcodeapp.com](mailto:privacy@popcodeapp.com).