

Privacy Policy

Last updated: October 2023

This LiveStage Privacy Policy explains how LiveStage Inc. (“LiveStage” or “we”) processes personal data that we collect from visitors and users of the **LiveStage** application and all services provided in connection with the Application (collectively, the "Services"LiveStage»).

We respect the privacy of users, subscribers, publishers, members and others who visit and use the LiveStage Services (collectively and individually referred to as “you” or “users”), and want you to be aware of how we collect, use and disclose personal data and data about you received from you.

When using the LiveStage Services, you may provide personal information. One example is providing information about yourself during the LiveStage account creation process. Another example is when you engage in certain activities on the LiveStage Services that are publicly available or intended for public use, such as your broadcasting content, posting profile information, or following a user. Given the social nature of some LiveStage Services, this information may be collected, used or disclosed by others who are part of such social interaction. In addition, certain features of the LiveStage Services are designed to inform other users about a user's activity, such as identifying the user who created a particular photo event or the user's subscription status for a particular user. Please be aware of this when using the LiveStage Services.

Contact Information

LiveStage Inc.
919 North Market Street, Suite 950,
US, DE, 19801

If you have any questions about how we use your personal data, please contact us at mail support@livestage.app.

What information do we collect?

In providing the LiveStage Services, we obtain information about you in the ways described below. Please note that certain types of information are necessary for us to provide the LiveStage Services to you.

User Provided Information

You agree to provide some or all of the following personal information when you create an account on the App or use LiveStage Services, such as uploading content on the App, hosting photo events, or requesting technical support:

- Registration information such email address, postal address, zip code, your name, password, user ID and language;
- Profile information such as your nickname, profile pictures, country, self-presentation, information about social networks, education and career;
- User-generated content such as comments, texts, messages, images, videos, live streams (online photos of events, they are also photo events), sounds, and other data or materials that you upload, distribute or broadcast in the Application when using the Services LiveStage;
- Payment information, such as bank account number or other payment information required for payment;
- Transaction information such as transaction serial number and transaction history after purchasing paid services;
- Your choices and communications with us, such as information used to verify your account or to deal with your feedback or complaints; and
- Information you provide when participating in photo events in the application;
- Information you provide from third party resources when you create a LiveStage account by connecting to third party resources such as Apple, Google, or if you link your LiveStage account to an account on these properties;

Information collected automatically for legitimate interests

We may collect some or all of the following personal data about you when you use the LiveStage Services for legitimate interests:

- Online activity information, such as your browsing history, search history, photo events or pages you visit, the date and time of your visits, accounts of other users you follow, and information about your interactions with other users;
- Your Use of the Services. We collect information about how you use our Services, such as the types of content you view or interact with; the features you use; the actions you take; the people or accounts you interact with; the time, frequency and duration of your actions. We also collect information about how you use such features;
- The actions of other people and the information they provide about you. We receive and analyze the content, messages and information that other people provide when they use our Services. This may be information about you, for example when other people share a photo with you or comment on such a photo, send you a message;

- Information from Other Sources: We may receive additional information from third parties and from sources other than the LiveStage Services. For example, we may receive additional information from third party resources (such as Google) that you have approved access to for us. When you access LiveStage Services through third parties, you authorize LiveStage to collect, store and use such additional information and content in accordance with this Privacy Policy;
- Device identifiers such as your operating system version, browser type, make, model and serial number of your mobile device, Internet Protocol (IP) address, mobile operator, screen resolution, language setting, IMEI number, IMSI number and management address access to the environment;
- Information about your use of and access to other applications;
- Other location information;
- Mobile advertising identifiers, which are used by mobile operating systems and are available to advertising providers to collect metrics in mobile applications (Apple IDFA or Google AAID) to help us and advertisers show you advertising more relevant to your interests;
- Metadata associated with the user-generated content you provide, which describes other data and provides information about how, when and by whom the user-generated content was received and what its format is, such as hashtags used to identify video keywords and captions.

We may also collect, use or share your information to create aggregate information for internal use that does not identify you. Aggregate data may be derived from your personal data, but is not considered personal data because the data does not directly or indirectly reveal your identity. For example, we may aggregate your data about your use of the LiveStage Services to calculate the percentage of users accessing a particular application feature, to obtain statistics about our users, or to count the number of advertisements served and clicks on them.

How we use your information

We will only use your personal data where permitted by applicable law. Generally, we use your personal data for the following purposes:

- Providing Services: To provide you with the LiveStage Services and their content, including any interactive features on the LiveStage Services, and to provide you with information, products or services for which you have authorized us. We also collect and use personal data to verify your right to a photo taken in the Application, participation in events;

- Service improvement: to improve and personalize our services by providing new services, information, recommendations and feedback;
- Customer Management: To manage a registered user's account, to provide support and notifications to a registered user about their account or subscription, and to notify you about changes to the LiveStage Services or any other products or services we offer or provide through them. ;
- Communication: To communicate and interact with you directly. For example, we may send notices about upcoming changes, promotions, or improvements to the LiveStage Services;
- Content Review: To review images and content posted or created on the LiveStage Services to ensure that we comply with all applicable content regulations in any relevant jurisdiction;
- Content Customization: To conduct research and analyze your use of or interest in content, products, advertising or services available on the LiveStage Services in order to develop and display content tailored to your interests on our application;
- Performance Analysis: To determine whether users of the LiveStage Services are unique or whether the same user uses the LiveStage Services multiple times, and to track aggregate metrics such as total number of visitors, number of photo events viewed, and demographic patterns;
- Functionality and Security: To identify users who do not meet age restrictions, to diagnose or resolve technical problems, and to detect, prevent, and respond to actual or potential fraud, illegal activity, and intellectual property violations;
- Compliance: to comply with our terms of use and comply with our legal obligations;
- Aggregation: To aggregate the information we collect about you for one or more of the purposes described above.
- In addition, we associate your contact or subscriber information with your activity on our Platform across all of your devices using email, other login information, or device information. We are not responsible for the privacy practices of such third parties, and the privacy practices of such third parties are not governed by this Privacy Policy.

Conditions for processing personal data.

This section describes the main purposes and legal grounds for processing your Personal Data:

Target	Legal basis
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<p>Providing our Services; Customer support and relations. We use your personal information, such as your name and email address, for consumer services purposes. This includes, for example, managing your account, operating the Services, and responding to your requests.</p>	<p>The legal basis for processing this data is the fulfillment of our contractual obligations to you (Article 6.1(b) GDPR); your consent (Article 6.1(a) GDPR); compliance with our legal obligations (Article 6.1ca) GDPR); and our legitimate interests (Article 6.1(f) GDPR). Our legitimate interests in this case are to enforce our policies and provide our Services.</p>
<p>Improving our Services. We collect and analyze information about you and your use of our Services to improve the usability and effectiveness of our Services.</p>	<p>The legal basis for processing this data is our legitimate interests (Article 6.1(f) GDPR), in this case the provision and improvement of our Services.</p>
<p>Marketing, advertising and analytics. We use your Personal Information to provide you with personalized advertising when you visit our Services, to market our Services, and to compile aggregate usage information and analytics.</p>	<p>The legal basis for processing this data is your consent (where necessary) and our legitimate interests (Article 6.1(a), 6.1(f) GDPR). Our legitimate interests here are to provide you with tailored services, content and advertising that better suit your interests and to promote our Services.</p>
<p>Marketing, advertising and analytics. We use your Personal Information to provide you with personalized advertising when you visit our Services, to market our Services, and to compile aggregate usage information and analytics.</p>	<p>The legal basis for processing this data is your consent (where necessary) and our legitimate interests (Article 6.1(a), 6.1(f) GDPR). Our legitimate interests here are to provide you with tailored services, content and advertising</p>

	<p>that better suit your interests and to promote our Services.</p>
<p>Resolving disputes and defending our legal claims. We collect your Personal Information to investigate violations of our policies, resolve disputes relating to your use of the Services, and to establish and defend our legal claims.</p>	<p>The legal basis for the processing of this data is our legitimate interests (Art. 6.1 lit. f GDPR). Our legitimate interests in this matter are to establish and defend our legal claims.</p>
<p>Corporate transactions. We may share your Personal Information with potential purchasers, successors, or investors of the Company or in the event of a corporate transaction (such as the sale of a substantial portion of our business, merger, reorganization, bankruptcy, consolidation, or sale of assets or transfers in progress) with respect to the Company.</p>	<p>The legal basis for the processing of this data is our legitimate interests (Art. 6.1 lit. f GDPR) in expanding and building our business.</p>
<p>Fraud prevention. We may process your Personal Data to detect and prevent fraudulent and illegal activity or any other activity that may jeopardize or negatively impact the integrity of the Services, including by identifying risks associated with your activities on our Services.</p>	<p>The legal basis for the processing of this data is our legitimate interests (Art. 6.1 lit. f GDPR). Our legitimate interests in this case are to protect our Company and the customer from fraud.</p>

Compliance with applicable laws. We process your personal data to comply with our various legal obligations, anti-money laundering, identity verification, fraud prevention, data subject rights, etc.

The legal basis for the processing of this data is compliance with our various legal obligations and our legitimate interests (Article 6.1 (f) GDPR).

Special categories of personal data – Our processing of your personal data may also include special categories of personal data, such as your racial or ethnic origin. We will process such information and disclose it to competent authorities (such as licensing authorities or law enforcement authorities) where necessary for the following purposes (to the extent permitted by applicable law): (i) preventing or detecting illegal activity, (ii) to prevent dishonesty, malpractice or other serious misconduct, provided that obtaining your consent would be detrimental to these purposes.

How we share your information

- Please note that if your profile is public, your content will be visible to everyone on the Platform and may be accessed or shown to your friends and followers, as well as third parties such as search engines, content aggregators and news websites.
- We may also share your personal data with other members, subsidiaries or affiliates of our group of companies to improve and optimize the Application and to prevent illegal use.
- We may transfer your personal information outside of the LiveStage Services if we have your express or implied consent to such transfer.
- We may disclose your personal data to members of our group of companies (i.e. entities that control, are controlled by or are under common control with us) to the extent necessary to provide services, manage customers, customize content, advertise, analytics, verification, functionality, security and compliance.
- We may disclose your personal information to our authorized service providers who perform certain services on our behalf. Such services may include order fulfillment, credit card payment processing, content customization, analytics, security, map navigation, data storage and cloud services, functionality provision and other features offered through the LiveStage Services. These service providers may have access to personal information necessary to perform their functions, but are not permitted to share or use such information for any other purpose. However, if you connect to a third-party service through the LiveStage Services or otherwise link your LiveStage account to a third-party service, you request and authorize us to share or provide access to information on your behalf to such

third party. We may also send information about the content you view or your activities on the LiveStage Services to such third party to provide you with a better experience while using the LiveStage Services.

- We may disclose or provide your personal information to a buyer or other successor in the event of a merger, division, restructuring, reorganization, dissolution or sale or transfer of some or all of our assets, whether as a going concern or in bankruptcy, liquidation or similar proceeding, in which the personal data of our users held by us is among the assets transferred. In the event of such a sale or transfer, we will use reasonable efforts to ensure that the organization to which we transfer your personal information will use it in accordance with this privacy policy.
- We access, retain and disclose your personal information to regulators, law enforcement agencies or others if we reasonably believe that such disclosure is necessary to (a) comply with any applicable law, regulation, legal process or governmental request , (b) to enforce applicable terms of use, including investigation of possible violations, (c) to detect, prevent, or otherwise respond to illegal or suspected illegal activities, security or technical issues, (d) to protect against infringement of rights, property or the safety of our company, our users, our employees or other third parties; or (e) to ensure and protect the security and integrity of the LiveStage Services or infrastructure.
- We may disclose aggregated information about our users. We may also share aggregated information with third parties to conduct general business analysis. This information does not contain any personal information and may be used to develop content and services that we hope will be of interest to you and other users.

International data transfer

Your personal data may be processed by us, our trusted third party providers, outside the country(ies) in which you reside, including in countries where data protection and privacy laws or regulations may be equivalent or have the same degree of protection as similar laws and regulations in your country. Subject to applicable data protection and privacy laws and regulations, we will take appropriate measures to ensure the protection and security of your personal data when it is transferred outside of your country to a jurisdiction that has a lesser level of privacy protection. These measures include (where applicable) transfers in accordance with data transfer agreements implementing standard data protection clauses.

We may also transfer your personal data outside your country in accordance with applicable data protection and privacy laws and regulations. Examples include where we need to share your personal data: (a) to perform a contract with you (or to take steps before entering into a contract at

your request); (b) to perform the contract for your benefit; or (c) in connection with legal requirements.

Links to other websites or applications

When you link to any other website, mobile application or third-party content through the LiveStage Services, the other entity may collect data from or about you. We do not control, review, and are not responsible for these third party websites or mobile applications or their content. Please note that the terms of this privacy policy do not apply to these websites, mobile applications or third party content, or to any collection of information after you click on links to third party websites, mobile applications or content .

Data Security

We take appropriate administrative, technical and physical security measures to protect your personal information from unauthorized access and disclosure. For example, access to personal data is limited to authorized employees and they may do so only to perform authorized organizational functions. In addition, we use encryption when transferring certain personal data about you between your system and ours, and we use firewalls to prevent unauthorized persons from accessing your personal data. Please note that we cannot completely eliminate the security risks associated with storing and transmitting your personal data. You should exercise caution when submitting information through LiveStage Services and be especially careful in choosing the information you provide to us.

You are responsible for maintaining the confidentiality of your password and account information at all times.

Your choice

You can request to opt out of receiving push notifications at any time by changing the permissions settings on your mobile device.

You can disable the microphone, camera, or other similar features on your mobile device if you do not want to share them.

You may choose not to provide us with personal information, but this may result in you not being able to use certain features of the LiveStage Services, as such information may be necessary to

register as a user, purchase paid services, participate in photo events, promotions, surveys , sweepstakes or filing complaints.

You can change the mobile advertising identifiers on your mobile device or limit ad tracking in your mobile device's privacy settings. For more information about how to change your device's advertising identifier privacy settings, visit <http://www.networkadvertising.org/mobile-choice> or <http://youradchoices.com/appchoices>.

You can make changes to your information, including accessing it, correcting or updating your information, or deleting your information by editing your profile on the Application.

Your rights

You have the right to subject matter, access, correction, deletion or blocking, filing complaints, redress and data portability to the extent that relevant personal data privacy laws, rules and regulations recognize your rights and freedoms as a data subject. Before we can respond to a request to exercise one or more of the rights listed above, you may be required to verify your identity or your account information.

You may revoke your consent to LiveStage's disclosure of personal information to third parties. Upon receipt of your request, we will no longer display, publish, transmit, distribute and/or provide third party access to your personal information. Please note that if you revoke your consent to the disclosure and/or collection of your personal information, we may not be able to comply with your requests and you may not be able to use some of LiveStage's features and functionality.

You can ask LiveStage to delete your personal data that we have collected on our server. Please note that once you submit a request to us to delete your personal data, you may not be able to use some of LiveStage's features and functionality.

To exercise any of your rights, please contact us at support@livestage.app

Children

The Services are not intended for children under 18 years of age. We do not knowingly collect or store personal data from persons under 18 years of age. If we learn that personal information from

persons under 18 years of age has been collected through the LiveStage Services, we will take appropriate steps to delete that information.

If you believe that we have improperly collected personal information from a minor, please contact us at support@livestage.app

Storing your information

We will store your personal data and other information for as long as you maintain your LiveStage account.

You can request to delete your account at any time by sending an email to support@livestage.app. Upon receipt of such a request and appropriate verification on our part, we will delete data that is not required to be retained for regulatory, tax, insurance, litigation or other legal purposes. For example, we retain location, device and usage data for such purposes for a reasonable period of time as necessary. Although such data is stored, it may also be used for security, protection, fraud prevention and detection purposes, and for research and development purposes. In some circumstances, we may not be able to delete your account, such as if there is an account balance or an unresolved claim or dispute. Once the issue preventing deletion is resolved, we will delete the account as described above.

We may also retain certain information if necessary for security and fraud prevention purposes. For example, if we deactivate a user's account due to unsafe behavior or security violations, we may retain certain information about that account to prevent that user from opening a new LiveStage account in the future.

The Company may retain your Personal Information for additional periods to enable the Company to comply with its legal obligations, such as Know Your Customer and Anti-Money Laundering requirements. In addition, the Company may retain your Personal Information for longer periods of time, provided that retention of such information is necessary for the Company's legitimate interests, such as fraud prevention and record keeping.

Changes and updates to this Privacy Policy

We may change or revise our privacy policy from time to time. Although we may attempt to notify you when we make major changes to this privacy policy, you are expected to periodically review the most current version available on the LiveStage Services to ensure you are aware of any changes, as they are binding on you.

If we make any changes to our privacy policy, the date of the change will be reflected in the “Date Last Updated” section. By continuing to use and access the Services, you agree to be bound by the updated Privacy Policy

What are your rights?

If you live in the EU or other places that give you the following rights, you can contact us at any time by email (at: support@livestage.app) and request:

1. Access or delete any Personal Information relating to you;
2. Change or update any Personal Information relating to you (for example, if you believe that your Personal Information is incorrect, you may ask to have it corrected or deleted). Please note that you may also request that we correct errors with respect to your Personal Information (except to the extent that the information must be retained in its original format to comply with any applicable laws and regulations);
3. That we will limit any further use of your Personal Information;
4. That we will provide the Personal Information you voluntarily provide to us in a machine-readable format;
5. Object to the processing of your Personal Data (for example, for marketing purposes);
6. Withdraw your consent to our processing activities (provided that such processing is based on your consent and not on another legal basis);
7. Not be subject to a decision based solely on automated processing, including profiling, that produces legal effects against you or similarly significantly affects you, unless such processing is necessary for the performance of a contract between you and us or is based on your explicit consent as provided herein.

Please note that these rights are not absolute and requests are subject to any applicable legal requirements, including any legal or ethical reporting or document retention obligations. We may also correct, supplement or delete incomplete or inaccurate information at any time and at our discretion in accordance with our internal policies.

If you are not satisfied with our response, you may contact the relevant data protection supervisory authority.

California Residents.

This part of the Policy addresses the specific disclosure requirements under the California Consumer Privacy Act of 2018 (Cal. Civ. §§ 1798.100–1798.199) and the California Consumer Privacy Act Regulations by the Attorney General (collectively, “CCPA“).

What Information We Process.

In the preceding 12 months, we have collected, and or disclosed the following categories of Personal Information:

Category of Personal Information Collected	Personal Information Collected	Categories of recipients to whom Personal Information was disclosed
Identifiers	Full name, email address, social media identifiers, username, birthdate, IP address, MAC, UDID	Affiliated companies Advertising networks KYC Service providers
Personal Information Categories listed in the California Customer Records Statute (Cal. Civ. Code § 1798.80(e))	Telephone number, debit or credit card number, passport or other government or state ID card number	Affiliated companies Payment processors Other service providers
Internet or Other Electronic Network Activity Information	Browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement.	Affiliated companies Advertising networks Other service providers

Geolocation Data	Geolocation	Affiliated companies Advertising networks Other service providers
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Sources of Personal Information.

In the 12 preceding months, we have collected the above-mentioned categories of Personal Information from the following categories of sources:

- Consumer directly;
- Advertising networks;
- Social Networks;
- KYC Providers;
- Payment processors.

Sale of Personal Information.

We do not "sell" Personal Information about our users as most people would typically understand that term. However, we do allow certain third-party advertising partners to collect information about consumers through our Services for purposes of serving ads that are more relevant, for ad campaign measurement and analytics, and for ad fraud detection and reporting. Please see our "Cookies and Tracking Technologies" section above for more information.

Users Rights under the CCPA.

The CCPA provides consumers with specific rights regarding their Personal Information. This section describes your CCPA rights and explains how to exercise those rights.

Access to Personal Information : You may request, up to twice every twelve (12) months, that we disclose to you the categories and specific pieces of Personal Information that we have collected about you, the categories of sources from which your Personal Information is collected, the business or commercial purpose for collecting your Personal Information, the categories of Personal Information that we disclosed for a business purpose, any categories of Personal Information about you that we sold, the categories of third-parties with whom we have shared your Personal Information, and the business or commercial purpose for selling your Personal Information, if applicable.

Deletion Requests: You have the right to request that we delete any Personal Information collected from you and retained, unless an exception applies. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers, subcontractors, and consultants to delete) your Personal Information, unless an exception applies.

Right to Opt-Out of the Sale of Personal Information : In the event that we sell your Personal Information, you have the right to submit a request to opt-out of the sale of your Personal Information. You may change your decision at any time and permit us to sell your Personal

Information. After you opt-out, we may continue to share some Personal Information with our partners (who will function as our service providers in such instance) to help us perform business-related functions such as, but not limited to, providing the Services, ensuring that the Services is working correctly and securely, providing aggregate statistics and analytics and/or preventing fraud.

Right to non-discrimination : You have the right to be free from any discrimination for exercising your rights under the CCPA. Should you exercise any of your rights under the CCPA, we will not discriminate against you by offering you different pricing or products, or by providing you with a different level or quality of services, based solely upon your request. However, in some circumstances we may not be able to provide a service if you choose to delete your Personal Information.

Exercising Your Rights.

You can exercise your rights by submitting a verifiable consumer request to our physical address (as written above in the "How to contact us" section) or to our email address:

support@livestage.app.

Only you or a person authorized to act on your behalf may make a consumer request related to your Personal Information.

The request must:

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

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use Personal Information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Designating Agents.

You can designate an authorized agent to make a request under the CCPA on your behalf if:

- The authorized agent is a natural person or a business entity registered with the Secretary of State of California;
- You sign a written declaration that you authorize the authorized agent to act on your behalf.

If you use an authorized agent to submit a request to exercise your rights, please mail a certified copy of your written declaration authorizing the authorized agent to act on your behalf using the contact information below.

If you provide an authorized agent with power of attorney pursuant to Probate Code sections 4000 to 4465, it may not be necessary to perform these steps and we will respond to any request from such authorized agent in accordance with the CCPA.