

## Cybersecurity Safeguards 2

### EULA Sample

Except for any personally identifiable information we may collect from you under the guidelines established in our Privacy Policy, any materials, remarks, suggestions, ideas, photos, stories and/or other information you communicate or submit to us through our online services, via phone, or otherwise (“Submissions”) will be considered non-confidential and non-proprietary. By providing a Submission to us, you expressly grant us an unrestricted, irrevocable, perpetual, transferable (i.e., fully assignable and sub-licensable), worldwide, royalty-free license to disclose, copy, reproduce, display, publicly perform, transmit, distribute, translate, reformat, incorporate, and otherwise use your Submission along with your name, photograph, voice, likeness and other information, content, or materials embodied therein, in whole or in part, and create derivative works therefrom, in any media now known or hereafter developed, and for any and all commercial or non-commercial purposes without compensation to you or anyone else. You also permit any user to access, display, view, store, and reproduce, for personal use only, your Submission as posted by us.

You own the content you create and share on our products, and nothing in these Terms takes away the rights you have to your own content. You are free to share your content with anyone else, wherever you want. When you share, post, or upload content that is covered by intellectual property rights (like photos or videos) on or in connection with our Products, you grant us a non-exclusive, transferable, sub-licensable, royalty-free, and worldwide license to host, use, distribute, modify, run, copy, publicly perform or display, translate, and create derivative works of your content (consistent with your privacy and application settings). This means, for example, that if you share a photo on our site, you give us permission to store, copy, and share it with others (again, consistent with your settings) such as service providers that support our service or other products you use. You can end this license any time by deleting your content or account. You should know that, for technical reasons, content you delete may persist for a limited period of time in backup copies (though it will not be visible to other users). In addition, content you delete may continue to appear if you have shared it with others and they have not deleted it.

You give us permission to use your name and profile picture and information about actions you have taken on our platform next to or in connection with ads, offers, and other sponsored content that we display across our Products, without any compensation to you. For example, we may show your friends that you are interested in an advertised event that has paid us to display its ads on our app. Ads like this can be seen only by people who have your permission to see the actions you’ve taken. If you are under the age of eighteen (18), you represent that a parent or legal guardian also agrees to this section on your behalf. (This language is included pursuant to a court-approved legal settlement.)

Upon request we will provide you with information about whether we hold any of your personal information. You may access, correct, or remove your personal information by visiting our website. As required by law for taxes and other record keeping purposes, we are unable to completely delete an account. We protect your information using technical, physical, and administrative security measures to reduce the risk of loss, misuse, unauthorized access, disclosure or modification of your information. When you transmit highly sensitive information (such as a credit card number) through our website or in one of our mobile applications, we encrypt the transmission of that information using the Secure Sockets Layer (SSL) protocol. While we have employed security technologies and procedures to assist safeguarding your personal information, no system or network can be guaranteed to be 100% secure.

The product and its third-party service providers collect information about you from a variety of sources, including information you provide directly to us, and information we collect about you when you interact with us. For example, we and our third-party service providers collect information both directly and indirectly from you when you:

- access or use our websites, mobile applications, and online services or programs where this Privacy Policy is posted or linked
- order and/or purchase any of our products or services;
- contact or communicate with us;
- create an account with us;
- request information from us;
- register for any event or program, and/or participate in any event, program, contest, surveys, or other promotion that we may offer from time to time (collectively, “Promotions”);
- begin or complete the application process a franchise opportunity, or for employment by our company;
- access or use our or accounts on any third-party social media platforms
- sign-up for communications from us;
- provide or submit comments, stories, suggestions, or other content or input to us; and/or
- otherwise interact with us and CFA Online Services.

We may combine any of the information collected about you for the purposes described in this Privacy Policy.

Some information is collected by us automatically, such as:

**Purchasing Information** – We may collect information about your transactions in our stores, on our websites or via our mobile applications including what products you purchase, how frequently you purchase them, any rewards or promotions associated with a purchase, and the products you have placed on your Wishlist.

**Device and Usage Information** – We may collect information about your browser or device. This information may include the type of device you are using, your operating system, your browser, your internet service provider, your domain name, your internet protocol (IP) address, your device and mobile ad identifiers, the website that referred you to our website, the web pages you view (including the date and time you viewed them), the services or functionality you access or use (including the date and time of your access or use), and the subject of the ads you click or scroll over. To collect this information, we use cookies, web beacons and similar technologies.

**Location Information** – We may collect information about the location of your device, including GPS location, for purposes of enhancing or facilitating our services, such as enabling the functionality of our websites or mobile applications that provide you with information about stores near you, enabling you to remotely order and pay for our products and services..