PRIVACY POLICY Effective August 31st, 2021 WHO WE ARE.

Ditto, LLC ("**Ditto,**" "we," "us," or "our") has developed and licenses an application branded DITTO, that is designed to provide information, reminders and multimedia content in the fields of self-improvement and relationship, development, management and improvement. This privacy policy is designed to assist you in understanding how we collect, use, retain, process, store, share and transfer information you provide to us when accessing and using our application ("**App**"), and the services provided through our App (the "**Services**").

If you use our App and Services, we collect various types of data from you. In some instances, the data will be considered "personally identifiable information," "personal information" or "personal data" under applicable laws. Generally, this type of data is information that relates to an identified or identifiable individual.

The purpose of this Privacy Policy is to plainly and transparently disclose to you how we collect, use and share information, and how we attempt to safeguard the data you provide to us. We are committed to securing data that we collect concerning you ("you") and complying with applicable data protection and privacy laws. HOW TO CONTACT US.

If you have any questions regarding data protection or your rights, please contact us: Ditto, LLC

303 N. 29 Avenue Monroe, WI 53566 legal@getditto.us

PROTECTING YOUR PRIVACY GENERALLY.

Industry-Standard Protection. We utilize industry-standard security measures to safeguard the information we collect, maintain and use. These measures include technical and procedural steps to protect your data from misuse, unauthorised access or disclosure, loss, alteration or destruction. However, we do not guarantee the performance or adequacy of such security measures.

Limitation on Access. Access to any personal information we collect and store is generally restricted to our employees and/or contractors who require it to perform a job or other contracted function. We require vendors and contractors we work with to use reasonable, industry standard protocols to maintain the confidentiality, security, and integrity of information.

Children. We do not intentionally collect any personal information from children under the age of sixteen (16). If you are under 16, please do not use the App or provide personal information to us.

Processing of Data By App Store Providers. Ditto makes its App available through various application stores. Ditto assumes no responsibility for the collection or processing of data by Google, Apple or any other app store provider at the time of downloading the App or creating an account with such app store providers. Please refer to the data privacy statements of these providers. There is no exchange of data between us and the app store providers. TYPES OF INFORMATION WE COLLECT.

Through your use of the App and Services, we may collect the following types of Personally Identifiable Information from you.

Information You Provide.

Contact information (name, company name, job title, mailing address, telephone number, electronic mail address)

Profile information

Inquiry Information

Payment information, including payment card information

Communications to and from you through the App and/or Services

Your login information

The relationship information you provide to us

Photos and other multimedia content you provide

Any other information you provide to us.

Information We Collect As You Navigate Our App. We automatically collect certain Personally Identifiable Information through your use of the App and Services, such as the following:

Usage Information. We collect information such as which of the pages on the App you access, the frequency of access, and what you click on while on the App.

Technical Information. We collect technical information about your connection to our App, including the Internet protocol (IP) address, browser type and version, browser plug-in types and versions.

Device Information. We collect information about the device you are using, such as hardware model, operating system, application version number.

Mobile Device Information. In addition to the Device Information listed above, when you access our App via a browser on your mobile device, we collect and aggregate information about whether you are accessing the App via a mobile device or tablet, device type, and carrier. *Location Information*. We collect location information from App visitors on a city-regional basis.

We use cookies and other tracking technologies (such as pixels and web beacons) (collectively, "Cookies") to collect information as you navigate our App. "Cookies" are small files of information that are stored by your web browser software on your computer hard drive, mobile or other devices (e.g., smartphones or tablets).

We use Cookies to: (a) estimate audience size and usage patterns; (b) understand and save your preferences for future visits, allowing us to customize the App and Services to your individual needs; (c) advertise new content, events and services that relate to your interests; (d) keep track of advertisements and search engine results; (e) compile aggregate data about App traffic and App interactions to resolve issues and offer better App experiences and tools in the future; and (f) recognize when you return to the App. We set some Cookies ourselves and others are set by service providers. We use Cookies set by service providers to provide us with useful information to help

Cookies set by service providers to provide us with useful information to help us improve our App and Services, to conduct advertising, and to analyze the effectiveness of advertising.

Cookies can be blocked by changing your Internet browser settings to refuse all or some Cookies. If you choose to block all Cookies (including essential Cookies) you may not be able to access all or parts of the App.

You can find out more about Cookies and how to manage them by visiting www.AboutCookies.org.

You can understand which third parties have currently enabled Cookies for your browser or mobile device and how to opt-out of some of those Cookies by accessing the Network Advertising Initiative's website or the Digital Advertising Alliance's website. For more information on mobile specific opt-out

choices, visit the <u>Network Advertising Initiative's Mobile Choices website</u>. HOW WE USE YOUR PERSONALLY IDENTIFABLE INFORMATION. We use the Personally Identifiable Information we collect to provide the Services to you, to provide you with information and Services, to improve our Services and App, and to protect our legal rights. In addition, we may use the Personally Identifiable Information we collect to:

Allow you to participate in features we offer on the App and Services, including the ability to connect with others

Process your account registration

Email you information

Contact you regarding our products, services or promotions that we feel may be of interest to you

Communicate with you about our App or Services or to inform you of any changes to our App or Services

Provide support

Provide educational workshops, webinars and other materials

Tailor our content, advertisements and offers

Maintain and improve our App and Services

Defend our legal rights and the rights of others

Determine your location and manage digital content rights

Efficiently maintain our business

Comply with applicable law.

INFORMATION WE SHARE WITH THIRD PARTIES.

We may share the information that we collect about you in the following ways: With Service Providers. We may share information with service providers who: perform data services on our behalf (e.g., email, hosting, maintenance, backup, analysis, etc.) process payments on our behalf

to prepare, deploy and analyze advertising content on our behalf provide other services on our behalf

Other. We also may share information in the following instances:

We may share information with other person or entity if you have consented to the disclosure. To Meet Our Legal Requirements or Exercise Our Rights. We may share information with third parties in the following instances:

When we are required to do so by law

In connection with any legal proceedings or prospective legal proceedings To establish, exercise, or defend our legal rights, including providing information to others for the purposes

of fraud prevention

To any person who we reasonably believe may apply to a court or other competent authority for disclosure of that Personally Identifiable Information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that Personal Information

We may share information with other persons or entities as part of our own corporate transactions, such as during financing of our business, or any business or asset sale or merger. THIRD PARTY CONTENT AND ADVERTISING SERVICES.

Third-Party Links

Our App may contain links to websites, platforms, applications or services operated by third-parties. These third-parties may use their own cookies, web beacons and other tracking technology to collect information about you. They may also ask you to provide information. This Privacy Policy does not cover those practices and we encourage you to review the privacy policies and procedures of any third-party App and services you use.

We may engage or work with other third-parties to serve advertisements or other analytics on our App or Services.

Google Analytics

We may use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies or other tracking technologies to help us analyze how users interact with the App and Services, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The technologies used by Google Analytics do not gather information that personally identifies you. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's privacy policies. To learn more about Google's partner services and to learn how to opt out of tracking of analytics by Google, click here.

Google AdWords

We may use Google AdWords for targeting and remarketing. If we do, we will collect data about your activities that does not personally or directly identify you when you visit our App, the website for which we serve advertisements, or the website and online services where we display advertisements. We use the information we collect to serve you more relevant advertisements (referred to as "Remarketing"). We collect information about where you saw the ads we serve you and what ads you clicked on. Users may opt out of Google's use of cookies by visiting the Google Advertising Opt out Page.

Interest-based Ads

We may use cookies and other technologies on our App to collect information about your online activities over time and across different websites you visit in order to provide you with interest-based advertising. You can generally opt-out of receiving interest-based advertisements from members of the Network Advertising Initiative or the Digital Advertising Alliance by visiting their opt-out pages: (http://www.networkadvertising.org/choices/) and (http://

<u>www.aboutads.info/choices/</u>). When you opt-out using these links, please note that you may still receive advertisements. They just will not be personalized based on your interests.

"Do Not Track" Signals

Some internet browsers incorporate a "Do Not Track" feature that signals to website you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the "Do Not Track" signal, the App does not currently interpret, respond to or alter its practices when it receives "Do Not Track" signals.

CHOICES ABOUT YOUR PERSONALLY IDENTIFIABLE

INFORMATION. Review and request changes to your personally identifiable information

You may use your account to access, correct, or view certain Personally Identifiable Information we have collected and which is associated with your account. To review or request other changes to any of your Personally Identifiable Information, please contact us at legal@getditto.us.

Marketing communications

To unsubscribe from emails from us, please click the unsubscribe link included in the footer of our emails. You also may submit a request to us at legal@getditto.us. SECURITY.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our App or Services, you are responsible for keeping this password confidential. We ask you not to share a password with anyone. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our App; any transmission is at your own risk. DATA RETENTION.

We will store your information for as long as you are a customer, our performance of the Services require, and as long as our ethical or legal obligations require. We may keep records of transactions with you for a period of up to seven (7) years to comply with the IRS requirements.

NOTICE TO NEVADA RESIDENTS.

Nevada law allows Nevada residents to opt-out of the sale of certain types of personal information. Subject to a number of exceptions, Nevada law defines "sale" to mean the exchange of certain types of personal information for monetary consideration to a person for the person to license or sell the information to additional persons. We do not currently sell personal information as defined in the Nevada law. However, if you are a Nevada resident, you still may submit a verified request to opt-out of sales and we will record your instructions and incorporate them in the future if our policy changes. Opt-out requests may be sent to legal@getditto.us.

NOTICE TO CALIFORNIA RESIDENTS.

DISCLAIMER: This notice reflects our good faith understanding of the California Consumer Privacy Act ("CCPA"), the California Privacy Rights Act ("CPRA"), and other California privacy laws and our current data practices. At this time, the CCPA / CPRA do not apply to Ditto as we do not meet their

statutory definition of a "business." We do not disclose personal information obtained through our App or Services to third-parties for their direct marketing purposes. Accordingly, we have no obligations under California Civil Code § 1798.83.

TERMS OF USE

Effective Date / Date of Last Revision: August 31st, 2021

Welcome to the DITTO mobile application (the "App"). The App is owned and operated by Ditto, LLC ("Ditto," "we," or "us"). The App is to provide information, entertainment, reminders and multimedia content in the fields of self-improvement and relationship management ("Services").

These Terms of Use ("Terms of Use"), along with our Privacy Policy [insert hyperlink to the Privacy Policy] ("Privacy Policy") constitute a legally binding agreement between you and Ditto (collectively, the "Agreement"). Please read the Terms of Use and Privacy Policy carefully. Your access to and use of the App is subject to these Terms of Use, the Privacy Policy and all applicable laws. By accessing and using the Apps and Services in any manner, you agree to be bound by these Terms of Use. If you do not agree to adhere to these Terms of Use or the Privacy Policy, then you may not use the App or Services.

We reserve the right to change these Terms of Use and our Privacy Policy. If you do not agree to any changes made to these Terms of Use or our Privacy Policy, you may no longer use the App or Services. We may also change, suspend, or end access to all or any part of the App and Services at any time, in our discretion.

BY USING AND/OR ACCESSING ANY PART OF THE APP OR SERVICES, YOU UNCONDITIONALLY AND EXPRESSLY ACKNOWLEDGE, REPRESENT AND AGREE THAT YOU: (A) ARE OVER 16 YEARS OF AGE; (B) HAVE READ AND UNDERSTAND THESE TERMS OF USE AND THE PRIVACY POLICY; (C) UNDERSTAND THAT YOU ARE BOUND BY THESE TERMS OF USE AND THE PRIVACY POLICY; AND (D) WILL COMPLY WITH THESE TERMS OF USE, THE PRIVACY POLICY AND ANY APPLICABLE LAWS AND REGULATIONS.

- License to Use the App and Services. Subject to these Terms of Use and the Privacy Policy, Ditto grants you a limited, non-transferable license to access and use the functionality, features, content and information provided through the App and/or Services for the purposes of obtaining information, reminders and content in the fields of self-improvement and relationship management / growth. You may not use the App or Services for any other purpose without first obtaining written permission from Ditto.
- Ownership Rights. You expressly acknowledge and agree that Ditto and/or its content providers and partners own all content, trademarks, copyrights and other intellectual property related to the App and Services.

- User Registration. To use the App and Services, you will be required to set up an account. During registration, you will be required to provide your name and contact information. You may also submit additional information, including text and photos to build your user profile. You will be solely responsible for all information you provide to us. You will also be solely responsible for the security of your account credentials and any activity (whether authorized or unauthorized) that takes place through your account. You agree to notify us immediately of any unauthorized uses of your account or any other breach of security. You agree not to submit false information to us or anyone else through the App or Services. By creating an account on the App, you consent to receive periodic communication from us and other users of the App.
- THE APP IS DESIGNED FOR USE BY INDIVIDUALS AGE SIXTEEN (16) AND OLDER. IF YOU ARE UNDER SIXTEEN (16) YEARS OF AGE, YOU MAY NOT USE THE APP. IF YOU HAVE KNOWLEDGE OF ANYONE USING THE APP THAT IS UNDER 16 YEARS OLD, PLEASE NOTIFY US AT LEGAL@GETDITTO.US.
- Your Information and Your Rights. You own the information you provide through the App. Our use of that information is governed by the terms of our Privacy Policy. [link to PP] By submitting your information and other content to the App, you grant Ditto, other users of the app and our vendors a royalty-free, fully paid up, non exclusive, irrevocable, worldwide, transferable license to use, copy, modify, distribute, publish, create derivative works, process and compile with other information without further notice, consent or compensation.
- User Generated Content. We do not review the information provided by users of the App and Services, and therefore cannot provide any warranties regarding the truthfulness, appropriateness or accuracy of such information. We are not responsible for any damages you may incur through your reliance on third-party information and you disclaim any and all rights relating to the same. By posting, uploading, inputting, providing or submitting content or other information, you represent and warrant that you own or otherwise control all of the rights to your submitted content, information and communications (as applicable) including, without limitation, all the rights necessary for you to provide, post, upload, input or submit the content and communications and grant the license above.
- Your Obligations to Us. In exchange for use of the App and/or any Services, you agree to the following:
- You're at least 16 years of age. You understand that the App and Services are designed for individuals 16 years old or older.
- If you are under 18 years of age, you will ensure a parent or legal guardian agrees
 to these Terms of Use and the Privacy Policy when your account is created
 and/or any time you receive notice that our Terms of Use and/or Privacy Policy
 have changed.

- You agree not to create false accounts or to provide false information. You
 represent and warrant that the contact information and account information you
 provide is truthful at the time you provide it.
- The security of your account is your responsibility. You agree to choose a strong
 password and keep it private to you. You're responsible for any and all activity
 on your account. If you suspect misuse of your account, please contact us
 immediately.
- From time-to-time we may need to contact you in order to provide important notices about your account.
- When using the App and/or Services, you will obey all applicable federal, state and local laws.
- You will not engage in any of the following activities:
 - Using or submitting any offensive content including, but not limited to, obscene language, obscene references, obscene images, threatening or harassing messages, discriminatory actions, messages, or images, and defamatory statements.
 - Creating a username that is offensive or violates anyone else's trade secret, copyright, privacy right, publicity right or other intellectual property right. Engaging in activity that is unauthorized advertisement or promotions, including unauthorized solicitation of users of the App and/or Services. Collecting personal information of other users of the App and/or Services without such user's consent.
 - Engaging in activity that compromises the App and/or Services. Such activity may include, but is not limited to hacking, IP attacks, worms, viruses, spamming, phishing, cancel bots, Trojan horses, and mail bombing or crashing, and transferring any malware to the App or other users of the App or Services.
 - Allowing unauthorized access, whether intentionally or unintentionally, to the App and/or Service.
 - Using the App, Services and/or any information or content available through the App or Services in any manner that is not expressly permitted under these Terms of Use.
 - Taking any action that imposes, or may impose, in our sole discretion, an unreasonable or disproportionately large data load on the App system or infrastructure;
 - Interfering or attempting to interfere with the proper working of the App and/or Services: or
 - Bypassing measures used to prevent or restrict access to the App and/or Services, violating or attempting to violate the security or authentication measures of the system, or attempting to prove, scan, or test the vulnerability of a system or network without proper written authorization from us.

The license granted to you under this Terms of Use to access and use the App and Services shall automatically terminate if you violate any of these restrictions. We reserve the right to disclose the identity of anyone posting or transmitting information or materials violating the above prohibitions.

- Accessibility. We value all of our users, and it is our goal to provide an excellent online experience for all our users, including our users with disabilities. You understand and accept, however, that some of the features of the App and/or Services may not be fully accessible because they are provided by third-party platforms, such as social media platforms, instead of us. If you have comments regarding the accessibility of the App and/or Services, or would like to report an issue you are experiencing, please email us at legal@getditto.us.
- DISCLAIMERS AND LIMITS ON LIABILITY. THE APP AND SERVICES, AND ALL INFORMATION AND MATERIALS AVAILABLE THROUGH THE APP AND SERVICES ARE PROVIDED TO YOU ON AN "AS IS" AND "AS AVAILABLE" BASIS WITHOUT ANY IMPLIED OR EXPRESS WARRANTY OF ANY KIND (INCLUDING, WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR Α PARTICULAR PURPOSE. SUITABILITY, SECURITY, CORRECTNESS, ACCESSIBILITY AND NON INFRINGEMENT). DITTO, ITS SUBSIDIARIES, AFFILIATES, OFFICERS, DIRECTORS. EMPLOYEES. CONTRACTORS. AGENTS. AND SUPPLIERS (COLLECTIVELY THE "DITTO PARTIES") MAKE NO REPRESENTATION OR WARRANTY REGARDING: (A) THE CONTINUED AVAILABILITY. RELIABILITY, ACCURACY, ACCESSIBILITY, RESULTS OR PERFORMANCE OF THE APP AND SERVICES; (B) THE EXISTENCE (OR ABSENCE) OF ANY VIRUS, WORM, MALWARE, MALICIOUS CODE OR OTHER DISABLING DEVICES OR CODE FROM ANY SOURCES; (C) THE UNAUTHORIZED ACCESS TO OR USE OF YOUR INFORMATION; (D) ANY TECHNICAL FAILURES (INCLUDING HARDWARE OR SOFTWARE FAILURES); OR (E) LOSS, USE OR MISUSE OF YOUR DATA.

YOUR USE OF THE APP AND SERVICES IS AT YOUR OWN RISK. YOU AGREE THAT THE DITTO PARTIES ARE NOT LIABLE FOR ANY CONSEQUENTIAL. SPECIAL, DIRECT, INDIRECT, EXEMPLARY, OR PUNITIVE DAMAGES. IN NO EVENT SHALL THE DITTO PARTIES' TOTAL LIABILITY TO YOU FOR ANY DAMAGES, LOSSES, FEES AND EXPENSES (INCLUDING ATTORNEYS' FEES), WHETHER IN CONTRACT, TORT, OR OTHERWISE, EXCEED THE AMOUNT (IF ANY) PAID BY YOU TO DITTO FOR THE USE OF THE APP AND/OR SERVICES WITHIN THE LAST TWELVE MONTHS TO ACCESS OR USE THE APP AND SERVICES WHICH FORM THE BASIS OF YOUR CLAIM. IF YOU LIVE IN A STATE THAT DOES NOT ALLOW THE WAIVER OF CERTAIN WARRANTIES, OR LIMITATIONS OR DAMAGES WAIVERS DESCRIBED IN THIS SECTION, SOME OF THESE PROVISIONS MAY NOT APPLY TO YOU. YOU AGREE TO PROMPTLY NOTIFY DITTO IN WRITING IF YOU BELIEVE YOU HAVE ANY CLAIM AGAINST ANY OF THE DITTO PARTIES, AND, IN ANY EVENT, YOU AGREE THAT ANY CLAIM NOT BROUGHT WITHIN ONE YEAR

AFTER IT ARISES (OR SUCH SHORTER PERIOD UNDER APPLICABLE STATUTES OF LIMITATION) SHALL BE WAIVED AND RELEASED.

- Indemnification. You agree to indemnify, defend and hold harmless Ditto and its affiliates, employees, agents, representatives and third party service providers, for any and all claims, demands, actions, liability, fines, penalties and expenses, whether based on warranty, contract, negligence, strict liability or otherwise, that may arise from any of your acts through the use of the App and/or Services. Such acts may include but are not limited to: unauthorized use of material obtained through the App and/or Services, breach the terms of these Terms of Use or any applicable law, or sharing of unauthorized, infringing or otherwise unlawful materials.
- Third-Party Links. The App may contain links to other third-party websites. Such third-party websites are maintained by persons or organizations over which Ditto exercises no control. Ditto expressly disclaims any responsibility for the content or results from your use of such third-party websites.
- **Copyright Complaints.** Ditto respects the intellectual property of others. If you believe that your work has been copied in a way that constitutes copyright infringement, please provide Ditto's copyright agent with the following information.
- An electronic or physical signature of the person authorized to act on behalf of the owner of the copyright interest;
- Description of the copyrighted work that you claim has been infringed;
- The location on the App of the material that you claim is infringing;
- Your address, telephone number and e-mail address;
- A statement that your claim of infringement is based on a good faith belief; and
- A statement made under penalty of perjury that the information you have provided is accurate and that you are the copyright owner or authorized to act on the copyright owner's behalf.

Ditto's copyright agent for notice of claims of copyright infringement on the App can be reached as follows: legal@getditto.us

• Consent to Receive Electronic Notifications. Electronic communication is the most effective and timely way to provide the users of the App and/or Services with any optional or required notifications and disclosures. In some circumstances, however, state and/or federal laws may require us to send you disclosures or communications in paper format unless you have affirmatively consented to receiving electronic notifications only in advance of the notification. Through this Agreement, pursuant to 15 U.S.C. § 7001, you hereby affirmatively consent to receive electronic notifications and disclosures from us only (without requiring a paper copy) and you represent that, to date, you have not withdrawn such consent. You have the right to change your mind and withdraw your consent at any time. If you would like to withdraw your consent to receive electronic notifications and/or would like to request a paper copies of

any electronic notifications you receive, please contact: <code>legal@getditto.us</code>. To receive electronic records, you will need access to a smart phone, tablet, laptop or computer with Internet access and either email software (such as Microsoft Outlook) or access to a web-based electronic mail software platform, such as Gmail, Yahoo or other electronic mail provider.

• Miscellaneous Provisions

- Severability. If any term or provision in these Terms of Use is found to be void, against public policy, or unenforceable by a court of competent jurisdiction and such finding or order becomes final with all appeals exhausted, then the offending provision shall be deemed modified to the extent necessary to make it valid and enforceable. If the offending provision cannot be so modified, then the same shall be deemed stricken from these Terms of Use in its entirety and the remainder of these Terms of Use shall survive with the said offending provision eliminated.
- Availability. DITTO CANNOT GUARANTEE THE APP WILL BE AVAILABLE 100% OF THE TIME BECAUSE PUBLIC NETWORKS, SUCH AS THE INTERNET, OCCASIONALLY EXPERIENCE DISRUPTIONS. ALTHOUGH DITTO STRIVES TO PROVIDE THE MOST RELIABLE APPS REASONABLY POSSIBLE, INTERRUPTIONS AND DELAYS IN ACCESSING THE APP ARE UNAVOIDABLE AND DITTO DISCLAIMS ANY LIABILITY FOR DAMAGES RESULTING FROM SUCH PROBLEMS.
- *Headings*. Condition and section headings are for convenience of reference only and shall not affect the interpretation of these Terms of Use.
- Controlling Law and Venue. It is understood and agreed that all the construction and interpretation of these Terms of Use and the relationship between the parties shall at all times and in all respects be governed by the internal laws of the State of Wisconsin, without giving effect to the conflict of laws provisions thereof. Venue of any action brought to enforce or relating to these Terms of Use or arising out of the relationship between the parties shall be brought exclusively in the courts located in Dane County, Wisconsin.

Questions

If you have any questions about Ditto, the App, our products, the Services, the Privacy Policy, or these Terms and Conditions, you may contact us at:

Ditto, LLC

th
303 N. 29 Avenue
Monroe, WI 53566
legal@getditto.us