

ONLINE PRIVACY NOTICE

1. Introduction.

- (a) **Web Site Owner.** Play Frey Technologies ("Play Frey Technologies") is the owner of this website ("www.playfrey.tech"). Play Frey Technologies can be contacted by mail at 615 S. Saginaw Street, Suite 8003, Flint, MI 48502, by phone at 810-213-7153, or by e-mail at contact@playfrey.tech. This online privacy notice discloses Play Frey Technologies information practices for this Play Frey Technologies Web Site, including what type of personal identifiable information is requested in order to make a purchase, how the information is used, and with whom the information is shared. [Note that other Play Frey Technologies websites may be governed by privacy notices containing different information practices applicable to those sites.]
- (b) **[Anonymous] Web Site Visits.** In general, you can visit on the Play Frey Technologies Web Site without disclosing any personal information. Play Frey Technologies analyzes the data gathered from Web Site visits for trends and statistics.
- (c) **Web Site Transactions.** At times, Play Frey Technologies will need personal information regarding a customer or a prospect. For example, to process an order or provide a subscription, Play Frey Technologies may need to know a customer's name, mailing address, e-mail address, and credit card details. It is Play Frey Technologies' intent to inform you know before Play Frey Technologies collects personal information, such as the user's name and/or address on the Internet. If you tell us that you do not wish to have this information used as a basis for further contact with you, Play Frey Technologies will respect your wishes.

2. Personal Information That May Be Collected.

- (a) **Identifying Information.** In order to make a purchase or to access designated subscriber services and /or restricted areas within the Play Frey Technologies Web site, Play Frey Technologies will request a user to provide certain personal identifying information, which may include name, postal address, e-mail address, screen name, password, telephone number, method of payment, and, if applicable, credit card number. Play Frey Technologies may request additional information necessary to establish and maintain customer's account.
- (b) **Service Quality Monitoring.** Some Web site transactions may require a customer to telephone Play Frey Technologies or Play Frey Technologies to call the customer. Play Frey Technologies will not contact you by telephone without your prior consent, except to confirm an order placed online and/or to inform a customer of the status of such order. Customer should be aware that it is Play Frey Technologies' practice to monitor, and in some cases record such calls for staff training or quality assurance purposes.
- (c) **Information from Children.** Play Frey Technologies does not sell products or services for purchase by children and will not collect or post information from a child under the age of 18 without the involvement of a parent or guardian. Play Frey Technologies will notify the child's parent or guardian at the e-mail address provided by the prospective customer, alerting the parent or guardian to the child's use of the

Web site and providing instructions as to how the parent or guardian can delete the child's registration from the Web site. Play Frey Technologies does not use personally identifying information collected from children for marketing or promotional purposes and does not disclose such information to any third party for any purpose whatsoever.

- (d) **Lost or Stolen Information.** If a customer's credit card and/or password is lost or stolen, the customer should promptly notify Play Frey Technologies in order to enable Play Frey Technologies to cancel the lost or stolen information and to update its records with a changed credit card and/or password.
- (e) **Chat Rooms, Forums and Bulletin Boards.** If customer participates in a Play Frey Technologies chat room, discussion forum, or posts messages to a Play Frey Technologies bulletin board, customer should be aware that the information disclosed and shared will be broadly available to other persons, both inside of and/or outside Play Frey Technologies, who have access to that chat room, forum, or bulletin board. Some individual Play Frey Technologies chat rooms, forums or bulletin boards have additional rules and conditions regarding participation. Also, the participant's expressed opinion is his or her own and should not be considered as reflecting the opinion of Play Frey Technologies.
- (f) **Links to Other Web Sites.** A Play Frey Technologies Web site may contain links to other web sites. Play Frey Technologies is not responsible for the privacy practices or the content of those other Web sites.

3. Uses Made of the Information.

- (a) **Limited Uses Identified.** Without customer's prior consent, Play Frey Technologies will not use your personal identifiable information for any purpose other than that for which it is submitted. Play Frey Technologies uses personal identifiable information to reply to inquiries, handle complaints, provide operational notices and in program record-keeping. Play Frey Technologies also processes billing and business requests related to Play Frey Technologies Web Site participation.
- (b) **Marketing Uses.** Unless customer marks an "x" on the opt-out option box herein provided, Play Frey Technologies reserves the right to provide customer with information about Play Frey Technologies' Web site, Play Frey Technologies products and services, and related information in which the customer has indicated an interest.
- (c) **Stored Information Uses.** Play Frey Technologies stores and retains the information provided by customer or the information entered on the Play Frey Technologies Web site. This information is used to compile a customer's purchase history in order to enable Play Frey Technologies to recommend products, services, or special offers that would be of interest to a customer. Stored information is used by Play Frey Technologies, and/or Play Frey Technologies agents, to support customer interaction with the Play Frey Technologies Web site; to deliver customer purchases; and/or to contact customer again about other Play Frey Technologies services and products.
- (d) **Online Advertising.** Some companies that help Play Frey Technologies deliver interactive on-line advertising, such as banner ads, may collect and use information about Play Frey Technologies' customers to help Play Frey Technologies better

understand the types of advertising or promotions that are most appealing to Play Frey Technologies' customers. After it is collected the information is aggregated so it is not identifiable to a specific individual. If, however, customer would prefer that these companies not collect such information, please mark an "x" on the opt-out option box herein provided.

4. Disclosure of the Information.

- (a) **Within Corporate Organization.** Play Frey Technologies is a national organization, with legal entities, business processes, management structures, and technical systems that cross state borders. Play Frey Technologies may share your personal information within the Play Frey Technologies corporate organization.
- (b) **Mergers and Acquisitions.** Circumstances may arise where for business reasons, Play Frey Technologies decides to sell, buy, merge, or otherwise reorganize its businesses in the United States or some other country. Such a transaction may involve the disclosure of personal identifying information to prospective or actual purchasers, and/or receiving such information from sellers. It is Play Frey Technologies' practice to seek appropriate protection for information in these types of transactions.
- (c) **Agents.** Play Frey Technologies employs or engages other companies and individuals to perform business functions on behalf of Play Frey Technologies. These persons are provided with personal identifying information required to perform their functions but are prohibited by contract from using the information for other purposes. These persons engage in a variety of functions which include, but are not limited to, fulfilling orders, delivering packages, removing repetitive information from customer lists, analyzing data, providing marketing assistance, processing credit card payments, and providing customer services.
- (d) **Affiliated Businesses.** Play Frey Technologies works closely with affiliated businesses operating web site stores, providing services or selling products on each other's Web sites. These businesses identify themselves to customers. Customer information related to a transaction with an affiliated business is shared with that affiliated business.
- (e) **Marketing Analysis by Third Parties.** Play Frey Technologies reserves the right to disclose to third parties' personal information about customers for marketing analysis; however, any information disclosed will be in the form of aggregate data that does not describe or identify an individual customer.
- (f) **Disclosure to Governmental Authorities.** Under certain circumstances, personal information may be subject to disclosure pursuant to a judicial or other government subpoenas, warrants or orders.

5. Use of Computer Tracking Technologies.

- (a) **No Tracking of Personal Information.** Play Frey Technologies' Web Site(s) are not set up to track, collect or distribute personal information not entered by visitors. Through web site access logs Play Frey Technologies does collect clickstream data and HTTP protocol elements, which generate certain kinds of non-identifying site usage data, such as the number of hits and visits to our sites. This information is used for

internal purposes by technical support staff for research and development, user analysis and business decision making, all of which provide better services to the public. The statistics garnered, which contain no personal information and cannot be used to gather such information, may also be provided to third parties.

- (b) **Use of Cookies.** Play Frey Technologies, or its third-party vendors, collects non-identifiable and personal information through the use of various technologies, including "cookies." A cookie is an alphanumeric identifier that a Web site can transfer to customer's hard drive through customer's browser. The cookie is then stored on customer's computer as an anonymous tag that identifies the customer's computer, but not the customer. Cookies may be sent by Play Frey Technologies or its third-party vendors. Customer can set its browser to notify customer before a cookie is received, giving an opportunity to decide whether to accept the cookie. Customer may also set their browser to turn off cookies; however, some Web sites may not then work properly.
- (c) **Use of Web Beacon Technologies.** Play Frey Technologies may also use Web beacon or other technologies to better tailor its Web site(s) to provide better customer service. If these technologies are in use, when a visitor accesses these pages of the Web site, a non-identifiable notice of that visit is generated which may be processed by Play Frey Technologies or by its suppliers. Web beacons usually work in conjunction with cookies. If customer does not want cookie information to be associated with customer's visits to these pages, customer can set its browser to turn off cookies; however, Web beacon and other technologies will still detect visits to these pages, but the notices they generate cannot be associated with other non-identifiable cookie information and are disregarded.
- (d) **Collection of Non-Identifiable Information.** Play Frey Technologies may collect non-identifiable information from user visits to the Play Frey Technologies Web site(s) in order to provide better customer service. Examples of such collecting include traffic analysis, such as tracking of the domains from which users visit or tracking numbers of visitors; measuring visitor activity on Play Frey Technologies Web site(s); Web site and system administration; user analysis; and business decision making. Such information is sometimes known as "clickstream data." Play Frey Technologies or its contractors may use this data to analyze trends and statistics.
- (e) **Collection of Personal Information.** Play Frey Technologies collects personal identifying information from customer during a transaction. Play Frey Technologies may extract some personally identifying information about that transaction in a non-identifiable format and combine it with other non-identifiable information, such as clickstream data. This information is used and analyzed only at an aggregate level (not at an individual level) to help Play Frey Technologies understand trends and patterns. This information is not reviewed at an individual level.

6. Information Security.

- (a) **Commitment to Online Security.** Play Frey Technologies employs physical, electronic, and managerial procedures to safeguard the security and integrity of personal information. Billing and payment data is encrypted whenever transmitted or

received online. Personal information is accessible only by staff designated to handle online requests or complaints. All Play Frey Technologies agents and contractors with access to personal information on the Play Frey Technologies web site(s) are also bound to adhere to Play Frey Technologies security standards.

- (b) **No Liability for Acts of Third Parties.** Play Frey Technologies will exercise all reasonable efforts to safeguard the confidentiality of customer personal information. However, transmissions protected by industry standard security technology and implemented by human beings cannot be made absolutely secure. Consequently, Play Frey Technologies shall not be liable for unauthorized disclosure of personal information due to no fault of Play Frey Technologies including, but not limited to, errors in transmission and unauthorized acts of Play Frey Technologies staff and/or third parties.

7. Privacy Policy Changes and Opt-Out Rights.

- (a) **Changes to Privacy Policy.** This privacy notice was last updated on April 4, 2023. Play Frey Technologies reserves the right to update its privacy policy statement at any time. A notice of such change will be sent via email notification thirty (30) days prior to the implementation of such change.
- (b) **Opt-Out Right.** Customer and/or prospective customer has the right at any time to cease permitting personal information to be collected, used, or disclosed by Play Frey Technologies and/or by any third parties with whom Play Frey Technologies has shared and/or transferred such personal information. Right of cancellation may be exercised by contacting Play Frey Technologies via e-mail at contact@playfrey.tech, telephone at 810-213-7153, or certified postal mail to 615 S. Saginaw Street, Suite 8003, Flint, MI 48502. After processing the cancellation, Play Frey Technologies will delete customer or prospective customer's personal information from its database.

8. Access Rights to Data.

- (a) **Information Maintained by Play Frey Technologies.** Upon customer's request, Play Frey Technologies will provide a reasonable description of customer's personally identifiable information that Play Frey Technologies maintains in its data bank. Play Frey Technologies can be contacted by e-mail at contact@playfrey.tech, telephone at 810-213-7153, or certified postal mail to 615 S. Saginaw Street, Suite 8003, Flint, MI 48502.
- (b) **Corrections and Changes to Personal Information.** Help Play Frey Technologies to keep customer personal information accurate. If customer's personal information changes, or if customer notes an error upon review of customer information that Play Frey Technologies has on file, please promptly e-mail Play Frey Technologies at contact@playfrey.tech and provide the new or correct information.
- (c) **Your California Privacy Rights.** Beginning on January 1, 2005, California Civil Code Section 1798.83 permits customers of Play Frey Technologies who are California residents to request certain information regarding Play Frey Technologies' disclosure of personal information for their direct marketing purposes. To make such a request,

please write to Play Frey Technologies at 615 S. Saginaw Street, Suite 8003, Flint, MI 48502. Within 30 days of receiving such a request, Play Frey Technologies will provide a list of the categories of personal information disclosed to third parties for third-party direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. This request may be made no more than once per calendar year. Play Frey Technologies reserves the right not to respond to requests submitted other than to the address specified in this paragraph.

California's privacy laws require a company to provide notice to California users of their rights to receive information on to which entities their information was shared for marketing purposes.

9. Accountability.

- (a) **Questions, Problems and Complaints.** If you have a question about this policy statement, or a complaint about Play Frey Technologies compliance with this privacy policy, you may contact Play Frey Technologies by e-mail at contact@playfrey.tech.
- (b) **Terms of Use.** If customer chooses to subscribe to Play Frey Technologies' services, customer's action is hereby deemed acceptance of Play Frey Technologies practices described in this policy statement. Any dispute over privacy between customer and Play Frey Technologies is subject to the provisions of this notice and to Play Frey Technologies' Terms of Use Agreement, which is hereby incorporated herein, and which can be read at www.playfrey.tech.