

Privacy Policy

This Privacy Policy explains the information practices of the Simon's Burger Corp, 320 Partridge Lane, Fairfield, CT, 06824 family of companies, ("we", "us", or "our"), and the choices you can make about information collected through our websites, applications ("apps"), services, connected devices (e.g., connected TVs), and other offerings (each a "Site" or collectively, the "Sites"). This Privacy Policy applies to any Site that links directly to this policy. For certain offerings on our Sites, there may be additional notices about our information practices and choices. Please read those additional privacy disclosures to understand how they apply to you. Our Privacy Policy is designed to provide transparency into our privacy practices and principles.

TABLE OF CONTENTS

- INFORMATION WE COLLECT
- HOW WE USE THE INFORMATION
- INFORMATION SHARING AND DISCLOSURE
- YOUR CHOICES AND CONTROLS
- COOKIES AND OTHER TECHNICAL INFORMATION
- INFORMATION SECURITY
- HOW YOU CAN ACCESS OR CORRECT INFORMATION
- ADDITIONAL INFORMATION REGARDING CHILDREN'S PRIVACY
- INTERNATIONAL TRANSFER
- CALIFORNIA AND OTHER US STATES RIGHTS
- NOTIFICATION REGARDING PRIVACY POLICY UPDATES
- HOW TO CONTACT US

INFORMATION WE COLLECT

We may collect different types of information during your interactions with our Sites and through our advertising and media across the Internet and mobile apps. This information may include personal information (e.g., name, phone number, postal address, email address, and certain payment information), technical information (e.g., device identifier, IP address, browser type, operating system) and usage information (e.g., how you use and navigate to and from our Sites, and information about content or advertisements you have been shown or have clicked on). We may combine these types of information together, and collectively refer to all of this information in this Privacy Policy as "Information." Information may be collected as described below and through the use of cookies, web beacons, pixels, and other similar technologies by us or by other companies on our behalf. Below we describe the types of Information we may collect:

Registration, account, and sign-up information. We may collect Information in the course of your use of, or registration with, our Sites. For example, when you create an account, register for or download an app, or sign-up for a product or service, you may provide us with certain personal information. This type of personal information may include name, phone number, postal address, fax number, email address, or certain payment information (e.g., billing and transaction information). We may

also collect Information about your interest in and use of various products, programs, services, and content available on or through our Sites.

Other information you provide. When you interact with our Sites, you may share other information about yourself by, for example, publishing and sharing the information with the Site's website or in the Site's community, creating a profile, or filing out a survey or application. Sometimes you may also choose to provide more sensitive forms of personal information to us, such as information regarding your physical or mental health, biometric data, race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, or trade union membership. For example, we may collect this type of sensitive information if you participate in surveys, focus groups, or opportunities to test new products, programs, or services. We collect this sensitive information with your consent, if required by law, and we take steps to protect and limit any use of it to the purposes for which it is provided. We may use third party service providers and/or third-party software to record voice or text chat to help address customer service inquiries.

Information from others; inviting friends. On some of our Sites we may collect Information other people submit about you. For example, a friend might submit Information to invite you to participate in an offering, make recommendations, or share content. By processing these requests, we may receive your Information, including a recipient's name, postal address, email address, telephone number, or information about your interest in and use of various products, programs, services, and content. Some of our Sites also allow users to invite friends to participate in activities by providing their friends' contact details or importing contacts from your address book or from other sites.

Information from other sources. On occasion, we combine Information with other online information we receive, including usage information about your interactions with other websites and with online advertising and media. We also supplement or combine Information with Information from a variety of other sources or outside records, including third-party data providers that provide us with Information such as demographics, transaction and purchase history, Information about the content and advertisements you interact with, or inferences about your demographics or preferences. We may receive Information from third parties with which you have a subscription agreement that includes access to our content or services, such as a cable or smart device provider.

Information you provide through social media. You can engage with some of our content and offerings, such as videos, games, apps, and other offerings on or through third party communities, forums, and social media sites, platforms, services, plug-ins, and applications ("Social Media Sites"). When you link to or interact with our Sites, content, or offerings through Social Media Sites, you may allow us to receive certain Information from your social media account (e.g., name, user ID, email address, profile photo, photos and videos, gender, birthday, location, your friends and their contact details, people you follow and/or who follow you, posts, 'likes', or other user-generated content). We may also receive Information from your interaction with our content (e.g., content viewed, game performance, high scores, and information about advertisements you have been shown or have clicked on). By providing this Information or otherwise interacting with our Sites through Social Media Sites, you consent to our use of Information from the Social Media Sites in accordance with this Privacy Policy. For information about how you can customize your privacy settings on Social Media Sites, and how those Social Media Sites handle your personal information and content, please refer to their privacy help guides, privacy policies, and terms of use.

Information you provide through public forums. If you post or share Information or content, such as photos, letters, videos, or comments, while participating in online forums on our Sites, or when you interact with our Sites through Social Media Sites, depending on your privacy settings, this

Information or content and your username may become public on the Internet or within a community of users. We cannot prevent further use of this Information once you share it in a publicly available forum. For information about how you can customize your privacy settings on Social Media Sites, and how those Social Media Sites handle your personal information and content, please refer to their privacy help guides, privacy policies, and terms of use. To protect users on our own Sites, we may use third party service providers and/or third-party software to moderate chat among our users. These moderation services may include recordings of text or voice chat for purposes of avoiding or addressing potential abuses of our terms of use or other concerns on behalf of our users.

Location information. We may have access to certain Information about your location, such as your country or address, when you provide it either directly or via device information. If you access our Sites on your mobile device, we may collect Information about your device's precise location. We also may derive a general location from device information (such as an IP address).

Event Information. We may collect Information during our events, including images and clips, whether captured via technology, such as a photo booth or by other means, by us or a third party on our behalf, and other Information relating to participation in the event, such as food allergies and other individual requirements.

Information you provide through camera access. For some Sites, we will ask for permission to access your device's camera. If you grant permission, you may be able to take pictures or video within the app experience or to access certain augmented reality ("AR") features or similar interactive features. Some of these features may rely on camera systems to track movements of your eyes and other facial features or your immediate surroundings to apply AR effects, filters, effects, or other features. Information gathered from some facial scanning technology (e.g. TrueDepth API), is only used to make these services and features available to you and is only persistent on the device during use of the AR features. Other facial scanning technology may be used for research, analytics, and enhancing consumer experiences.

Video and streaming information. For some Sites, we collect information about the films, TV shows, and videos that you view. For example, if you stream video content using our Sites, we may collect information about your interaction with that content or service, such as the title and genre, watchlists you compile, and searches you conduct, duration and number of streams and downloads and system information related to streaming and download quality.

Technical and usage information. We also collect certain technical and usage information when you use our Sites, such as the type of device, browser, and operating system you are using, accounts you link together, your Internet service provider or mobile carrier, unique device identifier, IDFA or IDFV, MAC address, IP address, device and browser settings, the webpages and apps you use, advertisements you see and interact with, and certain Site usage information. See our Cookies and Other Technical Information section for more information on how we may use these technologies to collect this Information. We may use service providers or other solutions to record users' interactions with our Sites, which may include mouse clicks, mouse movements, page scrolling, and keystrokes/key touches during those sessions. We typically use these recordings to diagnose issues, identify areas for improvement of our Sites, and encourage further engagement with our sites.

HOW WE USE THE INFORMATION

We use Information for the purposes described in this policy or disclosed at the time of collection or with your consent.

Providing and marketing products and services. We may use the Information we collect about you through our Sites to fulfill your requests for, and otherwise provide or analyze your use of our products, programs, services and content, to facilitate sharing and other interactions with Social Media Sites, and to provide, develop, maintain, personalize, protect, and improve your experience and our offerings. For example, we use Information we collect to enable you to do things like (i) watch trailers, movies, programs, and video clips, (ii) get entertainment news and updates, (iii) get information about our products, programs, services, and content, (iv) locate and access personalized information or functionality based on your interests or location (e.g., find stores, theaters, or show times), (v) buy digital content, movie tickets, or other purchases (vi) play games, (vii) engage with interactive features, activities, and Social Media Sites, (viii) read and post comments, content, and reviews, (ix) fill out surveys or provide feedback, or (x) enter promotions, contests, and sweepstakes. We may also use Information to offer, market, and advertise products, programs, and services from us and our affiliates, business partners, and select third parties that we believe may be of interest to you or assess features of a Site and options to encourage more engagement. Information you provide on one Site may be used to provide targeted marketing and/or advertising on another Site.

Communicating with you and others. We may use Information about you to communicate with you, such as (i) to notify you when you win one of our contests or sweepstakes or when we make changes to our policies or user agreements, (ii) to respond to your inquiries and provide you with customer service, (iii) to communicate with you about your purchases or transactions, (iv) to contact you about your account, or (v) to send you information about promotions, offerings, and Site features. You may also choose to receive push notifications from us on your mobile device. If you choose to submit content for publication online or in other forums, we may publish your screen name or username and other Information you have provided to us on our Sites, the Internet, or elsewhere. We use Information that you provide about others to enable us to send them invitations, promotions, or other content on your behalf or through our Sites. From time to time, we also may use this Information to offer, market, or advertise products, programs, or services to them from us and our affiliates, and business partners.

Use of technical and usage information. We may use technical and usage information to improve the design, functionality and content of our Sites and to enable us to personalize your experience with our Sites and offerings. For example, we may use this Information (i) to provide, develop, maintain, personalize, protect, and improve our Sites, products, programs, and services and to operate our business, (ii) to perform analytics, including to analyze and report on usage and performance of our Sites, (iii) to protect against, identify, and prevent fraud and other unlawful activity, (iv) to create aggregate data about groups or categories of our users, and (iv) for us and our affiliates, business partners, and select third parties to target, offer, market, or advertise products, programs, or services.

Compliance. We may use Information we collect to detect, investigate, and prevent activities on our Sites that may violate our terms of use, could be fraudulent, violate copyright, or other rules or that may be otherwise illegal, to comply with legal requirements, and to protect our rights and the rights and safety of our users and others.

INFORMATION SHARING AND DISCLOSURE

We may share and disclose Information in the following ways or for any other purpose disclosed at the time of collection:

With your consent. We may disclose Information when you provide us with your consent to do so.

Legal and law enforcement purposes. We may disclose Information in response to legal process, for example in response to a court order or a subpoena, or in response to a law enforcement agency's request. We also may disclose such Information to third parties: (i) in connection with fraud prevention activities, (ii) where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, (iii) in situations that may involve violations of our terms of use or other rules, (iv) to protect our rights and the rights and safety of others, and (v) as otherwise required by law.

Change of control. We may transfer Information in the event of a business transaction, such as if we or one of our business units or our relevant assets are acquired by, sold to, or merged with another company or as part of a bankruptcy proceeding or a business reorganization.

Service providers. Organizations that perform services for us may have access to Information to help carry out the services they are performing for us, such as, but not limited to, creation, maintenance, hosting, and delivery of our Sites, products, and services, conduct marketing, handle payments, email and order fulfillment, administer contests, conduct research and analytics, or customer service.

Affiliates. We may disclose Information to affiliates. For example, we may share Information we collect with our affiliates to provide, improve, offer, market, and otherwise communicate with you about their own products and services. Our products and services may be developed, managed, marketed and sold by a variety of our affiliates. We share Information that may identify you internally among affiliates publicly recognized as a Simon's Burger Corp, 320 Partridge Lane, Fairfield, CT, 06824 affiliate. Public recognition may derive from, for example, use of common branding elements, advertising, press, social media reports or other public form of notice. We require the affiliate to protect the Information consistent with this Policy. We may also combine Information that identifies you personally with data that comes from an affiliate that has a different privacy policy. When we do that, our Policy applies to the combined data set.

Business partners and third parties. We may also share Information with business partners and third parties (e.g., other companies, retailers, research organizations, advertisers, ad agencies, advertising networks and platforms, participatory databases, publishers, and non-profit organizations) that may want to market products or services to you. If we share personal information with such unaffiliated third parties for their own marketing purposes, we provide you with an opportunity to opt out of such uses either at the point of collection or through the choice mechanisms set forth in this Privacy Policy. To learn more about your choices, please see our Your Choices and Controls section below.

Linked sites. Some of our Sites contain links to other sites, including Social Media Sites, whose information practices may be different from ours. Information you submit to other sites will be governed by the other sites' privacy policies and terms.

Sponsors and co-promotions. We may sometimes offer content or programs (e.g., contests, sweepstakes, promotions, games, applications or Social Media Site integrations) that are sponsored by or co-branded with identified third parties. By virtue of these relationships, the sponsoring or co-branding parties may collect or obtain Information from visitors that participate in the activity. We have no control over these sponsoring or co-branding parties' use of this Information. We encourage you to visit the privacy policy of any such sponsoring or co-branding party to learn about their data practices prior to providing Information through sponsored or co-branded content or programs.

Advertising networks. We may share certain information with parties to provide advertising to you based on your interests. For more information, please see our Ad Choices section below.

YOUR CHOICES AND CONTROLS

Marketing communications and sharing with third parties. We provide you with an opportunity to express your preferences with respect to receiving certain marketing communications from us, and our sharing of personal information with unaffiliated third parties for their direct marketing purposes. If you ever decide in the future that you would like to update these preferences, you may (i) log in to an account you have created with us at one of our Sites to adjust your settings, or (ii) send us an email at info@ictlions.com. To opt out of receiving our email marketing communications, you can also follow the “unsubscribe” instructions provided in any marketing email you receive from us. If you previously chose to receive push notifications on your mobile device from us, but no longer wish to receive them, you can manage your preferences through your device or app settings, depending on the type of device. If you have signed up to receive text messages from us and no longer wish to receive such messages, you may follow the instructions to stop the delivery of such messages, which may include by replying “STOP” to the received text message.

Ad Choices. On our own or working with affiliates or third parties, we may present advertisements and engage in data collection, reporting, ad delivery and response measurement, and site analytics on our Sites and on third party websites across the Internet and applications over time. We, our affiliates, or third parties may use cookies, web beacons, pixels, software development kits (“SDKs”) or similar technologies to collect information, including third party information, across websites, services, and apps over time to perform this activity. We, our affiliates, or third parties may use and transfer this information in order to help serve advertising that may be more relevant to your interests on and off our Sites and across your devices and browsers. This type of advertising is known as “interest-based advertising” or “targeted advertising”. We, our affiliates, or third parties may also use this information to associate your different browsers and devices together for interest-based advertising and for other purposes like research, analytics, internal operations, fraud prevention, and enhancing consumer experiences.

For more information about interest-based or targeted advertising on your desktop or mobile browser, and to opt out of this type of advertising by third parties that participate in self-regulatory programs, please visit the [Network Advertising Initiative website](#) and/or the [Digital Advertising Alliance \(“DAA”\) Self-Regulatory Program for Online Behavioral Advertising website](#). To learn more about interest-based advertising in mobile apps and to opt out of this type of advertising by third parties that participate in the DAA’s AppChoices tool, please use this link to download the [version of AppChoices for your device](#). Please note that any opt-out choice you exercise through these programs will apply to interest-based advertising by the third parties you select, but will still allow the collection of data for other purposes, including research, analytics, and internal operations. You may continue to receive advertising, but that advertising may be less relevant to your interests.

To opt out of our own collection, use, and transfer of data as described above for interest-based or targeted advertising, please visit our Opt-Out page to opt-out. Please note that if you opt out, we will continue to collect data for other purposes, including research, analytics, and internal operations. You may continue to receive advertising on our Sites based on your activities on our Sites.

You may have more options depending on your mobile device and operating system. For example, most device operating systems (e.g., iOS for Apple phones, Android for Android devices, and Windows for Microsoft devices) provide their own instructions on how to limit or prevent the delivery

of tailored in-application advertisements. You may review the support materials and/or the privacy settings for the respective operating systems to learn more about these features and how they apply to tailored in-app advertisements.

Precise location information. To disable the collection of precise location information from your mobile device through our mobile apps, you can access your mobile device settings and choose to limit that collection.

See also our Cookies and Other Technical Information section for more choices about managing other technical and usage information.

COOKIES AND OTHER TECHNICAL INFORMATION

Cookies and other technologies. We, and our affiliates, vendors, and business partners may send “cookies” to your computer or use similar technologies to understand and enhance your online experience at our Sites and through our advertising and media across the Internet and mobile apps.

We may use these technologies to help recognize your browser or device, maintain your preferences, provide certain Site features, and collect Information about interactions with our Sites, our content, and our communications. For example, when corresponding with you via HTML capable email, web beacons and other technologies let us know about your activity, including whether you received and opened our email, clicked through a link, or otherwise interacted with our content, and this information may be associated with Information previously collected.

We may also use these technologies (i) to provide, develop, maintain, personalize, protect, and improve our Sites, products, programs, and services and to operate our business, (ii) to perform analytics, including to analyze and report on usage and performance of our Sites and marketing materials, (iii) to protect against, identify, and prevent fraud and other unlawful activity, (iv) to create aggregate data about groups or categories of our users, (v) to synchronize users across devices, affiliates, business partners, and select third parties, and (vi) for us and our affiliates, business partners, and select third parties to target, offer, market, or advertise products, programs, or services. These technologies also facilitate, manage, and measure the performance of targeted advertisements displayed on or delivered by or through us and/or other networks or sites. By visiting the Site, whether as a registered user or otherwise, you acknowledge, and agree that you are giving us your consent to track your activities and your use of the Site through the technologies described above, as well as similar technologies developed in the future, and that we may use such tracking technologies in the emails we send to you.

Managing cookies and other technologies. These technologies can either be persistent (i.e., they remain on your computer until you delete them) or temporary (i.e., they last only until you close your browser). Check your browser settings to learn how to delete cookies and other tracking technologies.

You may adjust your browser to reject cookies from us or from any other website. Controlling cookies via browser controls may not limit our use of other technologies. Please consult your browser’s settings for more information. However, blocking these technologies might prevent you from accessing some of our content or Site features.

Some of our Sites may use locally stored objects (“LSOs”) to provide certain content, such as video on demand, video clips, or animation, and a better user experience. Adobe’s Flash player and similar applications use this technology to remember settings, preferences, and usage similar to browser cookies. Flash cookies are not managed through your web browser, but you can access your Flash management tools by visiting Adobe’s web site. Your browser may also offer other tools to delete or reject other LSOs; please check your browser’s settings or help menu for more information.

Some of our sites may use Google Analytics to analyze traffic. You can find out more information about Google Analytics cookies by visiting the following location provided: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>. To opt out of Google Analytics relating to your use of our Sites, you can download and install the Browser Plugin available by visiting the following location provided: <https://tools.google.com/dlpage/gaoptout?hl=en>.

See the Your Choices and Controls section to learn how to control data collection for certain purposes.

INFORMATION SECURITY

We have put in place reasonable controls designed to help safeguard the personal information we collect via the Sites. However, no security measures are perfect, and we cannot assure you that personal information that we collect will never be accessed or used in an unauthorized way.

HOW YOU CAN ACCESS, DELETE, OR CORRECT INFORMATION

To access, delete, or correct personal information that we have collected about you online from Sites on which this Privacy Policy is posted, please log into your account if you have created one with us, or send an email to info@ictlions.com. Residents of some US states have specific rights relating to access, deletion, and correction requests.

ADDITIONAL INFORMATION REGARDING CHILDREN’S PRIVACY

On most Sites, we do not knowingly collect information from children. On some Sites, we may ask the user to provide us with the user’s age information. If the person indicates that he or she is under 13 years old, as permitted by law, we will (i) collect no or limited personal information (e.g. persistent identifier and/or email address only) from that individual, (ii) inform the child that a parent’s verifiable consent is required, and/or (iii) collect the email address of the user’s parent in addition to the user’s email address. We may use the parent’s email address to seek the parent’s verifiable consent or notify the parent of his/her child’s online activities and enable the parent to unsubscribe his/her child from a newsletter or other similar activity. If a user is under 13, we will not condition his/her participation in an online activity on the disclosure of more personal information than is reasonably necessary to participate in the activity. Children’s data on our Sites is governed by the Children’s Privacy Policy, unless otherwise specified on the Site. Please see that policy for more information and for rights that may be available with respect to children’s data.

INTERNATIONAL TRANSFER

We operate internationally, and many of our computer systems are currently based in the United States, which means Information we collect will be processed by us in the U.S. where data protection and privacy regulations may not offer the same level of protection as in other parts of the world, such as the European Union. If you use or visit our Sites from outside the United States, you consent to the collection and/or processing in the United States of Information we collect from you.

CALIFORNIA AND CCPA PRIVACY RIGHTS, METRICS, AND DISCLOSURES

Some US states, such as California and Virginia, require us to inform their residents about additional privacy information and rights.

NOTIFICATION REGARDING PRIVACY POLICY UPDATES

From time to time, we may update this Privacy Policy. We will notify you about material changes to this Privacy Policy by placing a notice on our Sites. We encourage you to periodically check back and review this policy so that you always know our current privacy practices.

HOW TO CONTACT US

If you have any questions about this Privacy Policy you may contact us at: [.com](mailto:privacy@simonsburger.com) or at Simon's Burger Corp, 320 Partridge lane, Fairfield, CT, 06824 or contact us at +1 (475) 341 6877.