



I AM LABS, a Limited Liability Company (“I AM LABS”, “we”, “our”, “us”), operates the website located at the URL www.iamlabs.co (as defined in our Terms & Conditions, the “Site”). I AM LABS honors your privacy and is devoted to protecting the information we gather from you on our Site. The purpose of this Privacy Policy is to inform you of the methods by which I AM LABS may collect, use, and disclose personal information from you and other users of the Site.

Extent of Policy

Our Privacy Policy defines how we gather, use, disclose, and manage your personal, financial, and any other information that you provide us with on our Site, and how we protect your information and privacy. This Privacy Policy is applicable to, without limitation, to any person that uses the Site, creates an Account (as defined in our Terms & Conditions), or alternatively supplies us with any personal, company, financial and/or any other information.

BY USING AND/OR ACCESSING THE WEBSITE, OR ALTERNATIVELY SUPPLYING US WITH ANY INFORMATION, YOU ARE AGREEING TO THIS PRIVACY POLICY, INCLUDING THE WAY WE USE YOUR INFORMATION, WITH OR WITHOUT AN ACCOUNT WITH I AM LABS. IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, OR TO ANY CHANGES WE SUBSEQUENTLY MAKE TO THIS PRIVACY POLICY, YOU SHOULD STOP USING BOTH USING THE WEBSITE AND/OR PROVIDING INFORMATION TO US, EFFECTIVE IMMEDIATELY.

Although the Site may include links to other websites, this Privacy Policy is not applicable to any information or data collected on or through any third party websites. We will not be held accountable for any of the privacy practices of such third party websites as they may have their own. We encourage you to review their privacy policies to fully comprehend their privacy procedures.

Information We Collect

When you visit our Site or use one of our mobile applications, we may collect your IP address, and standard web log information, such as your browser type and the pages you accessed on our website (“Usage Information”). Usage Information may be stored or accessed using a variety of technologies that may be downloaded to your personal

computer, laptop, tablet or mobile phone (a "Device") whenever you visit or interact with our Service.

Personal and demographic information is collected when you purchase our products, create an account or use our Services. This certain information may come from data you provide directly, such as your name, email address, date of birth, or phone number, etc. ("Personal Information"), and such information as your gender, age, home address, income, etc. ("Demographic Information"), when you purchase a product or register an account with us, subscribe to any of our services or newsletters, respond to survey questions, requests or inquiries you make through our Site, and/or any other information you provide to us or when you otherwise communicate or interact with us. If we combine demographic or similar information with the Personal Information we collect, we will treat it as Personal Information under this Privacy Policy.

Elements of our Sites and Services may allow users to upload photos, media, bios, original content, and to share their experiences, such as reviews and comments. We cannot prevent others from recording or capturing any of your posted photos, videos, or information through various technologies used to capture website content. You should not post text, photos, and videos on our Sites or Services if you do not want others to see or possibly copy the media you post.

We do not collect information related to your race or ethnic origin, political opinions, religious or philosophical beliefs, trade union memberships, genetic or biometric data, health or mortality, sex life or sexual orientation, unless we are required to do so by law.

How We Collect Information

We may collect information in one or multiple of the following ways:

- Through the completion or submission of paper and/or electronic forms found on the Site and/or a third party-hosted website;
- Through SMS (Short Message Service) messages sent via cellular phone, email, and/or other communications;
- Through inbound and/or outbound telephone calls and/or email between us and you;
- Through surveys;
- Through Social Media such as but not limited to Instagram, Facebook, Twitter, Pinterest, Youtube, and/or Google+;
- Through "cookies"(small files that are stored on a user's computer) and other similar technological means

How We Use Information

We may use your Personal Information, Demographic Information or Usage Information for a number of purposes, which may include; (i) to facilitate the creation of and secure your account on the Sites or Services; (ii) to identify you as a user in our system; (iii) to provide, personalize, and improve the Site or Services; (iv) to communicate with you about your use of the Sites or Services and identify your products and services preferences, and to inform you of new or additional products, services and promotions; (v) to develop new products and services; (vi) to customize your experience, the advertising you view and recommend content; (vii) to fulfill your requests with customer support; (viii) to send newsletters, surveys, offers, upcoming events, and promotional materials related to the Sites and Services; (ix) to notify you of any online entry sweepstakes, or contests so you may participate in them; (x) to protect, investigate, and prevent potentially fraudulent, unauthorized, or illegal activities; (xi) to protect our rights and the rights of other users; and (xii) as otherwise described in this Privacy Policy or in notices we provided to you.

I AM LABS maintains a strict “no-spam” policy. If you register for an account on the Sites or Services, you may receive newsletters, notices and/or special offers via email or text message, unless you have requested otherwise at the time of registration.

We do not use your Personal Information, Demographic Information or Usage Information to make automated decisions.

Sharing Your Information

We do not share your Personal Information with any unrelated third party except as expressly provided herein. Information is shared within our Sites and Services and any information or content that you voluntarily post using our Sites and Services will become available to the public. Please be mindful of your own privacy needs as you choose what to share and make public. We cannot control the privacy or security of information you choose to make public or share with others. We may share information with businesses that are legally part of I AM LABS. We may remove parts of information that identify you and share this anonymous data with other parties. We take reasonable measures to help protect your information from loss, unauthorized access, alteration, and misuse.

The Sites and Services may provide options to share certain information in your account with third-party social networking services like Facebook, Google, or Twitter. We are not responsible for the use or re-sharing by others of any of your information once it is made public. If you do not want your information to be made public, you should not use our Sites and Services in this manner and/or you should adjust your privacy settings on the applicable social networking service accordingly. We are not

responsible for and we do not control these social networking services' privacy practices. Please review the applicable privacy policy for information about how they use your information.

We may share your Usage Information and user statistics with third parties. **We do not share your Personal Information collected directly from you with third parties unless you have consented (either through an opt-in or opt-out opportunity) at the time you provide your Personal Information.**

We may share the information we have collected about you, including Personal Information, as disclosed at the time you provide your information and as described below or otherwise in this Privacy Policy:

When You Agree To Receive Information From Third Parties. You may be presented with an opportunity to receive information and/or marketing offers from third party(s). If you do not agree to have your Personal Information shared, your Personal Information will not be shared with such third party(s) for direct marketing purposes. If you do agree to have your Personal Information shared, your Personal Information will be disclosed to such third party(s) and all information you disclose will be subject to the privacy policy and practices of such third party(s). We are not responsible for the privacy policies and practices of such third party(s) and, therefore, you should review the privacy policies and practices of such third party(s) prior to agreeing to receive such information from third party(s). If you later decide that you no longer want to receive communication from a third party, you will need to contact that third party directly.

Third Parties Providing Services On Our Behalf. We may use third party vendors to perform certain services on behalf of the Site, such as hosting the Site, designing and/or operating the Site's features, analyzing users' interactions with the Site, enabling us to send you e-mail, or performing other administrative services. We may provide these vendors with access to user information, including Personal Information, to carry out the services they are performing for you or for us.

Sweepstakes, Contests And Promotions. We may offer sweepstakes, contests, and other promotions (any, a "Promotion") through the Site that may require registration. By participating in a Promotion, you are agreeing to the terms, conditions or official rules that govern that Promotion, which may contain specific requirements of you, including, except where prohibited by law, allowing the sponsor(s) of the Promotion to use your name, voice and/or likeness in advertising or marketing associated with the Promotion. If you choose to enter a Promotion, Personal Information may be disclosed to third parties or the public in connection with the administration of such

Promotion including, without limitation, in connection with winner selection, prize fulfillment, and as required by law or permitted by the Promotion's official rules, such as on a winners list.

Administrative And Legal Reasons. We may also transfer and disclose user information, including Personal Information, to third parties: (i) in the event we are required to respond to subpoenas or other legal process or if in our good faith opinion such disclosure is required by law; (ii) at the request of governmental authorities conducting an investigation; or (iii) to protect and/or defend the Site's Terms and Conditions or other policies applicable to the Site or to protect the personal safety, rights, property or security of any individual. We may also use device identifiers (e.g., IP addresses) to identify users, and may do so in cooperation with copyright owners, Internet service providers, wireless service providers or law enforcement agencies, in our discretion. Such disclosures may be carried out without notice to you.

Business Transfers. We may share Personal Information with our subsidiaries and affiliates for internal business reasons. We also reserve the right to disclose and transfer all information related to the Site, including Personal Information: (i) to a subsequent owner, co-owner or operator of the Site or component of the Site, such as a database; or (ii) in connection with a corporate merger, consolidation, restructuring, the sale of substantially all of our assets or other corporate change, including, without limitation, during the course of any due diligence process.

How Can You Verify Your Information?

You may check your information to verify, update, or correct it, and to have any obsolete information removed. If you created an account on our Site, you can access and change your online account profile yourself. You can also ask to review any of the information that we have retained, how we have used it, and to whom we have disclosed it at any time by contacting us as indicated below the heading “Questions? Please Contact Us.” Subject to certain exceptions prescribed by law, and provided we can authenticate your identity, you will be given reasonable access to your personal information, and will be entitled to challenge the accuracy and completeness of the information and to have it amended as appropriate. You may also ask us to change your preferences regarding how we use or disclose your information, or let us know that you do not wish to receive any further communication from us.

Choice/Opt-Out You may unsubscribe from marketing emails at any time by following the instructions included in the marketing emails or by contacting our Customer Service team. If you would like us to delete your Account or personal information within your Account, we will put fair efforts forth to honor your request.

It is important to note that we may be required to retain certain information and not delete it and that certain information may remain in our archives.

Consent to Transfer Information to the United States

The Site is operated in the United States. If you are located in the European Union, Canada or elsewhere outside of the United States, please be aware that information collected on the Site will be transferred to and processed in the United States. By using this Site or providing us with any information, you consent to this transfer and to the processing and storage of your information in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside and/or are a citizen.

Information You Provide About A Third Party If you send someone else a communication from the Site, such as sending a video to a friend, the information you provide (names, e-mail addresses, etc.) is used on a one-time basis to facilitate the communication and is not used for any other marketing purpose unless we obtain consent from that person.

Security

We take commercially reasonable steps to safeguard your information and keep it confidential and free from any loss, misuse and unauthorized access, or disclosure. For example, when you enter sensitive Personal Information such as your credit card number via the Site, we encrypt that information using secure socket layer (SSL) technology.

However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to protect your personal information, we cannot guarantee its absolute security. To help protect yourself and your information, choose a unique password for our Sites and do not use a password on our Sites that you would use on any other website or online service. If you discover inaccuracies or alterations in your Personal Information, or believe it to be at risk for any reason, we urge you to notify us immediately.

We will make any legally required disclosures of any breach of the security, confidentiality, or integrity of your unencrypted electronically stored “personal data” (as defined in applicable state statutes concerning security breach notifications) to you via email or conspicuous posting on the Site as promptly as possible, and without unreasonable delay, taking into account the legitimate needs of law enforcement or any measures necessary to determine the scope of the breach and/or to restore the reasonable integrity of the affected data system.

Restricting Cookies

A “cookie” is a text file that websites send to your computer or other internet-connected device to uniquely identify your browser or to store information or settings in the browser. We may use cookies to collect, store, and sometimes track information for statistical purposes to improve the products and services we provide and to manage our telecommunications networks. While it may impact the functionality of our Site, you may choose to set your web browser to remove/reject browser cookies.

Additionally, be aware that if you visit other websites where you are prompted to log in or that are customizable, you may be required to accept cookies.

Advertisers and partners may also use their own cookies. We do not control use of these cookies and expressly disclaim responsibility for information collected through them.

Account Management

You may review, revise, and/or update your Account information at any time by logging in. If you no longer want to use our Site and/or Services, please contact Customer Service. To the extent that your Account becomes inactive, we’ll continue to protect your information as described in this Privacy Policy.

Targeted Advertising

We permit advertisements to be delivered to you by third party Internet advertising companies (also known as ad networks or network advertisers), who may use cookies, Web beacons, platform device identifiers, software agents, and other technologies to collect non-personally identifiable information about your visits over time on our Sites and Services and across other websites to deliver advertisements to you targeted to your interests, measure their effectiveness and personalize advertising content, and to understand the usage and visitation of the Services and the other applications and websites tracked by these advertising companies. We do not have access to or control over cookies, Web beacons, platform device identifiers, software agents, or other technologies that they may use. We are not responsible for the privacy practices of third party advertisers. If you would like to have more information about the usage and privacy policies of third party Internet advertisers, you should check their policies or contact them directly.

Online behavioral advertising (“Targeted Advertising”) utilizes data collected on an individual’s online browsing habits i.e. the web pages that they visit and/or the searches they have made. This information is accessible by third parties through cookies in your browser when you visit this Site and/or other websites. You may

educate yourself further about third party advertisers and/or Targeting Advertising on www.networkadvertising.org.

Third Party Content

Our Site may contain links to third-party websites, services, and applications, such as (but not limited to), Instagram, Facebook, Twitter, that are not managed by I AM LABS. This Privacy Policy is not applicable to any third-party website and/or services, and I AM LABS is not responsible for the content, Privacy Policies and/or Practices of third-party websites.

Be sure to review any available policies before submitting any personally identifiable information to a third-party application or otherwise interacting with it and exercise caution in connection with these applications. We also encourage you to note when you leave our Sites and Services and to review the third-party privacy policies of all third-party locations and exercise caution in connection with them.

SMS/MMS Mobile Messaging Marketing Program

We respect your privacy. We will only use the information you provide through the SMS/MMS Mobile Messaging Marketing Program (“Program”) to transmit your mobile messages and respond to you, if necessary. This includes, but is not limited to, sharing information with platform providers, phone companies, and other vendors who assist us in the delivery of mobile messages. WE DO NOT SELL, RENT, LOAN, TRADE, LEASE, OR OTHERWISE TRANSFER FOR PROFIT ANY PHONE NUMBERS OR CUSTOMER INFORMATION COLLECTED THROUGH THE PROGRAM TO ANY THIRD PARTY. Nonetheless, We reserve the right at all times to disclose any information as necessary to satisfy any law, regulation or governmental request, to avoid liability, or to protect Our rights or property. When you complete forms online or otherwise provide Us information in connection with the Program, you agree to provide accurate, complete, and true information. You agree not to use a false or misleading name or a name that you are not authorized to use. If, in Our sole discretion, We believe that any such information is untrue, inaccurate, or incomplete, or you have opted into the Program for an ulterior purpose, We may refuse you access to the Program and pursue any appropriate legal remedies.

California Civil Code Section 1798.83 permits Users of the Program that are California residents to request certain information regarding our disclosure of the information you provide through the Program to third parties for their direct marketing purposes. To make such a request, please contact us at the following address:

I AM LABS LLC

461 Old Newport Blvd. Unit D

Newport Beach, California 92627

hello@iamlabs.co

This Privacy Policy is strictly limited to the Program and has no effect on any other privacy policy(ies) that may govern the relationship between you and Us in other contexts.

Privacy Policy Updates

We ask that you review this Privacy Policy regularly as we reserve the right to change it at any time. The date of revision is posted at the top of this page and any changes will reflect here. By using the Site, accessing any Services, or maintaining an Account, you are agreeing to and have accepted this Privacy Policy.

Children

The Site and Services are not intended for children. We do not knowingly collect information or data from children. If you believe that a child may have provided us with personal information, please contact customer service. We will put forth reasonable efforts to delete that information from our database.

International Users

I AM LABS is based in the US. Any information you provide to us through your use of the Site, Services, and/or creating an Account are subject to the laws of the US. Laws surrounding privacy and data protection in the US, may not be the same to the laws in your country of residence. You are consenting and agreeing to the collection, transfer, storage, and processing of your information in the US. If we detect an IP address outside of the US, we reserve the right to deny access to our Site and Services.

California Privacy Rights

California law warrants California residents to ask for notice on how their personal information is shared with third parties for marketing purposes and the ability to opt out of that sharing. If you are a resident of California and would like a copy of this notice or to opt out, please submit a request to us in writing here: 461 Old Newport Blvd. Unit D, Newport Beach CA 92627, or by email our support team at hello@iamlabs.co.

Changing Your Information

It is your sole responsibility to maintain the accuracy of your Personal Information. The Sites and Services may allow you to review, correct or update Personal Information you have provided through forms or otherwise. It is not always possible to completely remove or delete all of your information from our databases and that residual data may remain on backup media or for other reasons. Additionally, any public postings made, such as reviews in forums or blogs, cannot generally be removed. You may cancel or modify our email marketing communications you receive from us by following the instructions contained within our promotional emails. We reserve the right to send you certain communications relating to your account or use of our Sites and Services, such as administrative and service announcements and these transactional account messages may be unaffected if you choose to opt-out from receiving our marketing communications.

Your Consent

By using our Site, you consent to our Privacy Policy.

Questions? Please Contact Us

Please contact our Customer Service team with any questions or concerns regarding this Privacy Policy.

I AM LABS LLC

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Newport Beach, California 92627

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