

Greyscalegorilla, Inc. Privacy Policy

Effective Date: April 5th, 2022

Greyscalegorilla, Inc. (“Company,” “we,” “our,” or “us”) is committed to respecting and protecting the privacy of our users. This Privacy Policy (“Policy”), describes how we collect, use, and disclose information that we obtain about visitors to our website, <https://greyscalegorilla.com/> (the “Site”), our SaaS service, plugin software, and stock materials offered in conjunction with our SaaS service (collectively, the “Platform Offering”), and the services available through our Site and Platform Offering (collectively, the “Services”).

Your use of our Services, and any dispute over privacy, is subject to this Policy and our [Terms of Use](#), including its applicable limitations on damages and the resolution of disputes.

The Information We Collect About You

We collect information about you directly from you, from third parties, and automatically through your use of our Services.

Information We Collect Directly from You. The information we collect from you depends on how you use our Services. Information we collect may include:

- When you create an account, we collect information such as your name and e-mail address. If you choose to provide it to us, we may also collect your company name and value-added tax identification number (“VAT”).
- When you purchase the Services, we collect information such as your name, e-mail address, physical address, and payment information (which is processed by our payment processor).
- We collect the information you provide us when you fill out a survey, questionnaire, or other type of form through the Services.
- We collect photos and user generated content, such as comments to our online blog posts, that you choose to provide when using the Services.
- If you contact us, we collect records and copies of your correspondence, including e-mail addresses and other contact information. We may also collect product order information, and other information you choose to submit to us, such as information regarding events related to the products or services you requested or purchased from us.
- If you choose to provide a testimonial or other feedback to us, we may collect your written feedback, or an audio or video recording of you detailing your experience with using the Services.
- We may also collect and maintain information from customer service sessions that you may engage in with us, such as phone calls and live chat messages.
- When you subscribe to receive updates from us about new features available on our Site or through the Services, we collect contact information from you, such as your name, mailing address, e-mail address, or telephone number.

- While you are navigating the Site or using the Services, we may also collect your search queries or information about your viewing history.
- We collect any information you choose to e-mail or communicate to us while using the Services.

Information We Collect Automatically. We automatically collect information about your use of our Services through cookies, web beacons, and other technologies. To the extent permitted by applicable law, we combine this information with other information we collect about you, including your personal information. Please see the section **Our Use of Cookies and Other Tracking Mechanisms** below for more information.

When you use our Services, we may collect your browser type and operating system, web pages you view, links you click, your IP address, device identifier, and geolocation information. We may also collect information about the length of time you spent visiting our Site and/or using our Services, and the referring URL, or the web pages that led you to our Site.

Information We Collect from Other Entities. When you use the Services, we may collect information, including personal information, about you from third-party sources, such as authorized resellers, service providers, marketing partners, or other third parties. Information we collect may be combined with other information we have collected about you in order to complete requests you have made or facilitate transactions you have initiated via the Services, or for other purposes, such as fraud prevention, authentication, and marketing or promotional purposes.

We store the information that we receive from third parties with other information that we collect from you (like when you created an account) or receive about you (from third parties). The third-party platform controls the information it collects from you. For information about how third-party platforms may use and disclose your information, including any information you make public, please look at their respective privacy policies. We have no control over how any third-party uses or discloses the personal information it collects about you.

How We Use Your Information

We use your information, including your personal information, for the following purposes:

- To present our Site and its contents to you, or to provide you with access to the Services.
- To provide you with information, products, or services that you request from us.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, such as for billing and collection.
- To notify you about changes to our Services, or any products or services we offer or provide through the Services.
- To communicate with you about your use of our Services, to respond to inquiries and complaints, and for other customer service purposes.
- To tailor the content, information, and recommendations that we may send or display to you, to offer location customization, personalized help and instructions, and to otherwise personalize your experiences while using the Services.

- To contact you via e-mail or text messages regarding services you have requested from us.
- To verify that you meet the eligibility requirements for purchasing or receiving our Services.
- For marketing purposes, including to provide you with special offers, promotions, news, and newsletters; to contact you about products we think may interest you; to administer contests, promotions, and other offers; and for other marketing, advertising, and promotional purposes.
- To better understand how users access and use our Services, both on an aggregated and individualized basis, and for research and analytics purposes.
- To administer surveys and questionnaires, such as for market research or user satisfaction purposes.
- For research and analytics purposes, including analyzing data, identifying trends and issues and creating statistical reports, analyzing the accuracy and effectiveness of our Services, including administering, troubleshooting, and enhancing and improving the Services.
- To comply with legal obligations, as part of our general business operations, and for other business administration purposes, such as maintaining customer records, monitoring your compliance with any of your agreements with us, collecting debts owed to us, and safeguarding our business interests.
- Where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, and in situations involving potential threats to the safety of any person or violations of our Terms of Use or this Privacy Policy.
- To fulfill any other purpose for which you provide the information.
- For any other purpose with your consent.

How We Share Your Information

We may share your information, including personal information, as follows:

Vendors, Service Providers, and Other Processors. We may disclose the information we collect from you to vendors, service providers, contractors, agents, or other processors who perform functions on our behalf. For example, we share your information with customer management providers, IT services providers, data storage providers, technical support providers, and payment processors. We also share your information with service providers who host our Site, analyze aggregate information about our customers, assist us in detecting and deterring fraud, security incidents, or other unlawful activity, and for other business purposes as described in the **How We Use Your Information** section.

Subsidiaries and Affiliates. We may disclose the information we collect from you to any current or future parent company, affiliate, subsidiary, or division.

Site Users. We may share your information with other users of our Site. For example, if you post a comment or other content on our Services, or if you choose to provide us with feedback or an audio or video testimonial regarding your experience using our Services, the contents of your post, feedback, or audio or video testimonial, as well as other information, such as your name or username may be available to all visitors to our Site.

Analytics Providers/Advertisers. As set forth above, we share information with analytics providers and advertisers to assist us in implementing and evaluating relevant advertising. Often, the information that we share is collected from you through cookies and other tracking

technologies on our Sites. See the section **Our Use of Cookies and Other Tracking Mechanisms** for more information.

We also disclose information in the following circumstances:

Business Transfers. If (i) we or our affiliates are or may be acquired by, merged with, or invested in by another company, or (ii) if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may transfer the information we have collected from you to the other company. As part of the business transfer process, we may share certain of your personal information with lenders, auditors, and third-party advisors, including attorneys and consultants.

In Response to Legal Process. We disclose your information to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.

To Protect You, Us and Others. We disclose your information when we believe it is appropriate to do so to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which we are involved.

Aggregate and De-Identified Information. We may also use and share aggregate or de-identified information about users with third parties for marketing, advertising, research, or other purposes.

Our Use of Cookies and Other Tracking Mechanisms

We and our third-party service providers use cookies and other tracking mechanisms to track information about your use of our Site or Services. We may combine this information with other personal information we collect from you (and our third-party service providers may do so on our behalf).

Cookies. Cookies are alphanumeric identifiers that we transfer to your device's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Site and Services, while others are used to enable a faster log-in process or to allow us to track your activities at our Site and Service. There are two types of cookies: session and persistent cookies.

- ***Session Cookies.*** Session cookies exist only during an online session. They disappear from your device when you close your browser or turn off your device. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the Services. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site.
- ***Persistent Cookies.*** Persistent cookies remain on your device after you have closed your browser or turned off your device. We use persistent cookies to track aggregate and statistical information about user activity.

Disabling Cookies. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site and Services who disable cookies will be able to browse certain areas of the Site, but some features may not function.

Clear GIFs, Pixel Tags and Other Technologies. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web and app pages. We may use clear GIFs (a.k.a. web beacons, web bugs or pixel tags), in connection with our Services to, among other things, track the activities of Site visitors, help us manage content, and compile statistics about Site usage. We and our third-party service providers may also use clear GIFs in HTML e-mails to our customers, to help us track e-mail response rates, identify when our e-mails are viewed, and track whether our e-mails are forwarded.

Third Party Analytics. We use automated devices and applications, such as Google Analytics, to evaluate usage of our Site. We also may use other analytic means to evaluate our Site. We use these tools to help us improve the performance of our Site and user experiences. These entities may use cookies and other tracking technologies, such as web beacons or local storage objects (LSOs), to perform their services. To learn more about Google's privacy practices, please review the Google Privacy Policy at <https://www.google.com/policies/privacy/>. You can also download the Google Analytics Opt-out Browser Add-on to prevent their data from being used by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

Cross-Device Use. We and our third party service providers, including Google, may use the information that we collect about you (whether directly from our Site, through your device(s), or from a third party) to help us and our third party service providers identify other devices that you use (e.g., a mobile phone, tablet, other computer, etc.). We and our third-party service providers also may use the cross-device use and other information we learn about you to serve targeted advertising on your devices and to send you e-mails. To opt-out of cross-device advertising, you may follow the instructions set forth in the Third-Party Ad Networks section below. Please note: if you opt-out of these targeted advertising cookies, your opt-out may be specific to the web browser, app, or device from which you accessed the opt-out. If you use multiple devices or web browsers, you may need to opt-out from each browser or device that you use.

Do-Not-Track Signals. Please note that our Site does not recognize or respond to any signal which your browser might transmit through the so-called "Do Not Track" feature your browser might have. If you wish to disable cookies on our Site, you should not rely on any "Do Not Track" feature your browser might have. For more information about do-not-track signals, please click [here](#).

Ad Networks. We use network advertisers to serve advertisements on non-affiliated websites or other media (e.g., social networking platforms). This enables us and these network advertisers to target advertisements to you for products and services in which you might be interested. Ad

network providers, advertisers, sponsors and/or traffic measurement services may use cookies, JavaScript, pixels, LSOs and other tracking technologies to measure the effectiveness of their ads and to personalize advertising content to you. These cookies and other technologies are governed by each entity's specific privacy policy, not this one. We may provide these advertisers with information, including personal information, about you.

Users may opt out of many ad networks. For example, you may go to the Digital Advertising Alliance ("DAA") [Consumer Choice Page](#) for information about opting out of interest-based advertising. Please be advised that opting out of ad networks will opt you out from certain companies' delivery of interest-based content or ads to you, but it does not mean you will no longer receive any advertising through our Site or on other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing (i.e., contextually based ads). Additional information is available on the DAA's websites at www.aboutads.info and <https://youradchoices.com/appchoices>.

User Generated Content

We invite you to post content on our Services, including your comments that you would like to be available on our Services. If you post content to our Services, including any photos, all of the information that you post will be available to all users on our Services. If you post your own content on our Services, your posting may become public and we will not have control over how your content may be used by third parties.

Third-Party Links

Our Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those third-party websites. We are not responsible for the information practices of such third-party websites.

Security of Your Personal Information

We have implemented precautions to protect the personal information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee security.

You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust, unique password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

Access Your Personal Information

You may modify or delete personal information that you have submitted through use of the Services by contacting us via the information provided in the **Contact Us** section below.

Your Choices Regarding Our Use of Your Personal Information

We may send periodic promotional e-mails to you. You may opt-out of promotional e-mails by following the opt-out instructions contained in the e-mail. If you opt-out of receiving promotional e-mails, we may still send you e-mails about your account or any services you have requested or received from us.

Notice Concerning Children

Our Services are not designed for children under thirteen (13). If we discover that a child under thirteen (13) has provided us with personal information, we will delete such information from our systems.

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site.

Contact Us

If you have questions about the privacy aspects of our Site or Services or would like to make a complaint, please contact us at:

Greyscalegorilla, Inc.
3320 W. Foster Avenue, #230
Chicago, IL 60625
E-mail: support@greyscalegorilla.com

Additional Information for Users in the EU and the UK

UK and EU visitors to our website should consider the US Privacy Policy and the below additions to be the applicable privacy notice for the UK and the EU, as applicable:

International Transfers of Your Personal Information

Subject to compliance with local law requirements, the recipients of personal information may be located inside or outside your own country, in countries whose laws regarding data protection may not offer an adequate level of protection compared to the laws in your country. For example, not all countries outside the European Economic Area ("EEA") or the UK, as applicable, offer the same level of protection as in the EEA or the UK.

We will take all necessary measures to ensure that transfers out of your country are adequately protected as required by applicable data protection law. With respect to transfers to countries not providing an adequate level of data protection, we may base the transfer on appropriate safeguards, such as the EU standard contractual clauses adopted by the European Commission or other approved data transfer or certification mechanisms together with binding and enforceable commitments of the recipient. In each instance, we will review the transfer and ensure that any additional technical and organizational measures are put in place to ensure that an adequate level of protection is provided. You are entitled to receive a copy of any documentation showing the suitable safeguards that have been taken by making a request using the contact details provided in **Contact Us**.

Lawful Basis

We collect, use and disclose your personal information only where we have a legal basis to do so. For example:

To fulfill your order, including for the purposes of confirming your order, delivering the Services, responding to returns or any queries in relation to your order, and operating Plus. Terms of Use .	Performance of our Terms of Service
To create and manage a customer account	Performance of our Terms of Service
To communicate with you or answer your queries, outside of an order process (and excluding marketing communications, see below)	Legitimate interest in providing customer service and notifying you of important or relevant developments
To send you and then process customer satisfaction / feedback surveys/questionnaires/other forms, audio or video recording(s) of you detailing your experience	Legitimate interest in understanding the customer experience in order to make improvements to it (either for you personally or for all customers)
Collecting personal information via non-essential cookies and similar technologies	Consent

To market to you B2B, including to provide you with special offers, promotions, news, and newsletters; to contact you about products we think may interest you; to administer promotions, and other offers; and for other marketing, advertising, and promotional purposes	Legitimate interest; consent
To analyze data, identify trends and issues and create statistical reports, analyze the accuracy and effectiveness of our Services, including administering, troubleshooting, and enhancing and improving the Services	Legitimate interest
To maintain customer records, monitor compliance with any agreements, collect owed debts, safeguard our business interests	Legal obligations, as part of our general business operations where processing is necessary for compliance
To investigate, prevent or take action regarding illegal activities, suspected fraud, and in situations involving potential threats to the safety of any person or violations of our Terms of Use or this Privacy Policy	Public interest – preventing or detecting unlawful acts, legitimate interest.

Electronic Marketing

We will obtain prior consent to send electronic marketing, where required by applicable law.

Data Retention

We retain your personal information for as long as required to satisfy the purpose for which they were collected and used (for example, for the time necessary for us to provide you with customer service, answer queries or resolve technical problems), unless a longer period is necessary to comply with legal obligations (such as fiscal or legal obligations) or to defend a legal claim. If you would like to receive further information on how long we store your personal information, please contact us using the contact details provided in the **Contact us** section and specify your request.

Your Rights

We will comply with your privacy rights consistent with all local legal requirements. Any individual may inquire as to the nature of the personal information stored or processed about him or her by us or through a third party authorized by us.

Subject to the conditions set forth in the applicable law of your jurisdiction, you have the right to access, right to rectification, right to erasure, right to restrict data processing, right to object

against profiling and processing, right to lodge a complaint with your local supervisory authority and your right to data portability.

Right to access personal information

You have a right to request that we provide you with a copy of your personal information that we hold and you have the right to be informed of; (a) the source of your personal information; (b) the purposes, legal basis and methods of processing; (c) the data controller's identity; and (d) the entities or categories of entities to whom your personal information may be transferred.

Right to rectify or erase personal information

You have a right to request that we rectify inaccurate personal information. We may seek to verify the accuracy of the personal information before rectifying it.

You can also request that we erase your personal information in limited circumstances where:

- it is no longer needed for the purposes for which it was collected; or
- you have withdrawn your consent (where the data processing was based on consent); or
- following a successful right to object (see right to object); or
- it has been processed unlawfully; or
- to comply with a legal obligation to which the company is subject.

We are not required to comply with your request to erase personal information if the processing of your personal information is necessary:

- for compliance with a legal obligation; or
- for the establishment, exercise or defence of legal claims;

Right to restrict the processing of your personal information

You can ask us to restrict your personal information, but only where:

- its accuracy is contested, to allow us to verify its accuracy; or
- the processing is unlawful, but you do not want it erased; or
- it is no longer needed for the purposes for which it was collected, but we still need it to establish, exercise or defend legal claims; or
- you have exercised the right to object, and verification of overriding grounds is pending.

We can continue to use your personal information following a request for restriction, where:

- we have your consent; or

- to establish, exercise or defend legal claims; or
- to protect the rights of another natural or legal person.

Right to data portability

You can ask us to provide your personal information to you in a structured, commonly used, machine readable format, or you can ask to have it transferred directly to another data controller, but in each case only where:

- the processing is based on your consent or on the performance of a contract with you; and
- the processing is carried out by automated means.

Right to object to the processing of your personal information

You can object to any processing of your personal information which has our legitimate interests as its legal basis, if you believe your fundamental rights and freedoms outweigh our legitimate interests.

If you raise an objection, we have an opportunity to demonstrate that we have compelling legitimate interests which override your rights and freedoms.

Right to object to how we use your personal information for direct marketing purposes

You can request that we change the manner in which we contact you for marketing purposes.

You can request that we not transfer your personal information to unaffiliated third parties for the purposes of direct marketing or any other purposes.

Right to obtain a copy of personal information safeguards used for transfers outside your jurisdiction

You can ask to obtain a copy of, or reference to, the safeguards under which your personal information is transferred outside of the European Union or the UK, as applicable.

We may redact data transfer agreements to protect commercial terms.

Right to withdraw consent

You may withdraw consent (where such consent was obtained and relied on for the purposes of the Processing).

Right to lodge a complaint with your local supervisory authority

You have a right to lodge a complaint with your local supervisory authority in the country where you live or work or where you believe your rights have been infringed, if you have concerns about how we are processing your personal information or if you believe that your data protection rights have been violated.

We ask that you please attempt to resolve any issues with us first, although you have a right to contact your supervisory authority at any time.

Further, to the extent we rely on legitimate interests to process your personal information, you have the right to object to such use (unless we can either demonstrate compelling legitimate grounds for the use that override your interests, rights and freedoms or where we need to process the data for the establishment, exercise or defence of legal claims).

Finally, in the event your personal information is processed on the basis of your consent, you can withdraw consent at any time by contacting us, using the contact details provided below, without affecting the lawfulness of processing based on consent before its withdrawal.

If you have any questions or if you wish to exercise one of your rights under applicable local privacy laws or submit any objections regarding the processing of your personal information, please use the contact details provided in **Contact us** and specify your request.