

## Privacy Policy

IB Social LTD ("we," "us," or "our") operates the website [www.ibsocial.co.uk] (the "Service"). This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy.

### Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

#### 1. PERSONAL INFORMATION WE COLLECT

Personal Information You Provide: We collect the following categories of personal information from you when you use or interact with us through the Services:

- **Identification Information:** We collect your name, email address, phone number, address, profile photo, and, for Creators, social security number. We may also collect any additional information you provide to us when you create an account or use the Services.
- **Financial Information:** Our payment processor collects the financial information necessary to process payments through the Service. Accordingly, in addition to this Privacy Policy and our Terms of Service, your financial data is also processed in agreement and privacy policy.
- **Communication Information:** We may collect information when you contact us with questions or concerns and when you voluntarily respond to questionnaires, surveys or requests for market research seeking your opinion and feedback. Providing communication data is optional to you.
- **Commercial Information:** We may retain a history of the Creator Content you browse, make available, and/or purchase using the Service.
- **Demographic Information:** We collect your age and gender.
- **Social Media Information:** We have pages on social media sites like Instagram, Facebook, Instagram, LinkedIn and TikTok ("Social Media Pages"). When you interact with our Social Media Pages, we will collect personal information that you elect to provide or make available to us through your settings with the relevant Social Media Pages, such as your contact details, profile photos, and friend lists. In addition, the companies that host our Social Media Pages may provide us with

aggregate information and analytics regarding the use of our Social Media Pages.

- **Internet Activity Information:** When you visit, use, and interact with the Service, we may receive certain information about your visit, use, or interactions. For example, we may monitor the number of people that visit the Service, peak hours of visits, which page(s) are visited, the domains our visitors come from (e.g., google.com, yahoo.com, etc.), and which browsers people use to access the Service (e.g., Chrome, Firefox, Microsoft Internet Explorer, etc.), broad geographical information, and navigation pattern. In particular, the following information is created and automatically logged in our systems:
- **Device Information:** Includes name of the device, operating system, and browser you are using. Information collected may depend on the type of device you use and its settings.
- **Usage Information:** We collect information about how you use our Service, such as the types of content that you view or engage with, the features you use, the actions you take, and the time, frequency, and duration of your activities.
- **Location Information:** We derive a rough estimate of your location from your IP address.
- **Email Open/Click Information:** We use pixels in our email campaigns that allow us to collect your email and IP address as well as the date and time you open an email or click on any links in the email.
- **Google Information:** In order to provide the Service, we will sync with your gmail account so we can help you monetize your business. Through this integration, we will have access to your gmail inbox and any information available there ("Google Information"). Notwithstanding anything else in this Privacy Policy, we (1) only use the Google Information to provide the Service; (2) do not transfer Google Information to third parties except as necessary to provide or improve the Service, as required by law, or in connection with a merger, acquisition, or sale of assets where we provide notice to users; (3) do not use the Google Information for serving advertisements; and (4) do not permit humans to read Google Information, except (a) if we obtain your affirmative consent, (b) as necessary for security purposes or to comply with applicable law, or (c) our use is limited to internal operate
- **Analytics:** We use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies to help us analyze how users use the Site and enhance your experience when you use the Site. For more information on how Google uses this data, go to [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/).
- **Online Tracking and Do Not Track Signals:** We and our third party service providers may use cookies ,pixels, or other tracking technologies to collect

information about your browsing activities over time and across different websites following your use of the Site. Our Site currently does not respond to “Do Not Track” (“DNT”) signals and operates as described in this Privacy Policy whether or not a DNT signal is received. If we do respond to DNT signals in the future, we will update this Privacy Policy to describe how we do so.

2. HOW WE USE PERSONAL INFORMATION We may use personal information for the following purposes:

- To provide you with access to or use of the Services or functionality, including sharing personal information of Customers with Creators they purchase goods or services from, and to analyze your use of such Services or functionality;
- To respond to your inquiries, comments, feedback, or questions;
- To send administrative information to you, for example, information regarding the Service and changes to our terms, conditions, and policies;
- To analyze how you interact with our Service;
- To maintain and improve the Service;
- To develop new products and services;
- To prevent fraud, criminal activity, or misuses of our Service, and to ensure the security of our IT systems, architecture, and networks; and
- To comply with legal obligations and legal process and to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or other third parties.

**Aggregated Information.** We may aggregate personal information and use the aggregated information to analyze the effectiveness of our Service, to improve and add features to our Service, and for other similar purposes. In addition, from time to time, we may analyze the general behavior and characteristics of users of our Service and share aggregated information like general user statistics with prospective business partners. We may collect aggregated information through the Service, through cookies, and through other means described in this Privacy Policy.

**Marketing.** We may use your personal information to contact you to tell you about products or services we believe may be of interest to you. For instance, if you elect to provide your email or telephone number, we may use that information to send you special offers. You may opt out of receiving emails by following the instructions contained in each promotional email we send you. You can also control the marketing emails and/or text messages you receive by updating your settings through your account. In addition, if at any time you do not wish to receive future marketing communications, you may contact us. If you unsubscribe from our marketing lists, you will no longer receive marketing communications but we will continue to contact you regarding management of your account, other administrative matters, and to respond to your requests

3. **CHILDREN:** Our Service is not directed to children who are under the age of 16. IB Social does not knowingly collect personal information from children under the age of 16. If you have reason to believe that a child under the age of 16 has provided personal information to IB Social through the Service please contact us and we will endeavor to delete that information from our databases

4. **LINKS TO OTHER WEBSITES** The Service may contain links to other websites not operated or controlled by Stan, including social media services (“Third Party Sites”). The information that you share with Third Party Sites will be governed by the specific privacy policies and terms of service of the Third Party Sites and not by this Privacy Policy. By providing these links we do not imply that we endorse or have reviewed these

5. **SECURITY** You use the Service at your own risk. We implement commercially reasonable technical, administrative, and organizational measures to protect personal information both online and offline from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no Internet or e-mail transmission is ever fully secure or error free. In particular, e-mail sent to or from us may not be secure. Therefore, you should take special care in deciding what information you send to us via the Service or e-mail. Please keep this in mind when disclosing any personal information to Stan via the Internet. In addition, we are not responsible for circumvention of any privacy settings or security measures contained on the Service, or third party websites.

6. **YOUR CHOICES** In certain circumstances providing personal information is optional. However, if you choose not to provide personal in

7. **CHANGES TO THE PRIVACY POLICY** The Service and our business may change from time to time. As a result we may change this Privacy Policy at any time. When we do we will post an updated version on this page, unless another type of 5 notice is required by the applicable law. By continuing to use our Service or providing us with personal information after we have posted an updated Privacy Policy, or notified you by other means if applicable, you consent to the revised Privacy Policy and practices described in it.

8. **CONTACT US** If you have any questions about our Privacy Policy or information practices, please feel free to contact us at [im@ibsocial.co.uk](mailto:im@ibsocial.co.uk)