

PRIVACY POLICY

Last Updated: [8 Dec 2025]

The Dapp List Ltd., a company incorporated under the laws of the British Virgin Islands (BVI), including its affiliates and subsidiaries worldwide (hereinafter referred to as “**TDL**”, “**we**”, “**us**” or “**our**”) is committed to protecting its users’ (“**you**”, “**your**” or “**user(s)**”) privacy and implementing appropriate security measures. We appreciate the trust you place in us while visiting, accessing and/or using TDL’s website <https://www.tdl.eco/> and all of its subpages (the “**Platform**”). This Privacy Policy (the “**Policy**”) governs the Platform and outlines the limited data interactions of the users with the Platform, how such data is used, and users’ rights regarding their information.

The Platform contains links to sites, domains and subdomains associated with or linked to TDL, specifically: (i) <https://rayo.gg/>; and (ii) <https://not.market/> (collectively, the “**Products**”).

When you leave the Platform, to access any subsequent website, application, product or service including the Products, or any other website(s) that include our branding, this Policy no longer applies and each product, service and offering including the Products is subject to its own terms of service and privacy policy, and not this Policy.

The terms of this Policy are applicable to you for accessing our Platform as detailed in our Terms of Use that can be accessed at: [\[https://docs.google.com/document/d/1CbmfxnxOtvf4ow-3LAgPOSNSFjnZTztJ/edit?usp=sharing&oid=116456454965743757350&rtpof=true&sd=true\]](https://docs.google.com/document/d/1CbmfxnxOtvf4ow-3LAgPOSNSFjnZTztJ/edit?usp=sharing&oid=116456454965743757350&rtpof=true&sd=true). You are subject to the Terms of Use of this Platform. The terms used in this Policy shall have the same meaning as in the Terms of Use, except as otherwise provided herein. Please read this Privacy Policy carefully. If you do not agree with this Policy or any part thereof, you should not access or use any part of the Platform.

1. ABOUT THE PLATFORM

TDL is building the infrastructure for the **Attention Economy** — creating new rails for discovery, speculation, and tokenized culture powered by attention.

In a world saturated with noise, we believe that attention is more than a mere signal; it is the foundation of conviction, coordination, and capital formation. Our mission is to supercharge this.

We’re making this possible through two core products that revolve around discovery and speculation: Rayo and not.market.

A. Rayo

Rayo is a community-powered platform to surface emerging crypto projects — from dApps to infra, networks to tools. Rayo is available at <https://rayo.gg/> and its use is

governed by its own terms of use [<https://rayo.gg/privacy-policy.pdf>] and its privacy policy [<https://rayo.gg/privacy-policy.pdf>].

B. not.market (<https://not.market/>)

not.market is a crypto-native platform where narratives themselves become tradable tokens. From market memes like AI Agents to cultural theses like Chain Abstraction, not.market transforms narratives into on-chain assets — letting users speculate directly on belief, sentiment, and the stories driving capital flows. not.market is available at <https://not.market/> and its use is governed by its own terms of use [[to be updated](#)] and its privacy policy [[to be updated](#)].

Together, these Products create the foundation for a new type of economic system — one where attention becomes a market force, and narratives are priced like assets.

2. DATA WE COLLECT

For the purposes of data protection laws of the European Union and other relevant jurisdictions where users are located, TDL is a data controller (i.e., the company who is responsible for, and controls the processing of, your personal data).

When you visit the Platform, we collect: (a) technical data that is used to provide the contents and services on the Platform to you, and for other purposes as described below; and (b) data that you voluntarily provide to us.

A. Data collected when you use the Platform.

We may automatically collect certain data, due to your access and use of the Platform, either directly or through third-party service providers. We use this information to enable the basic functionalities of the Platform. This may include the following:

- Data collected by log files, including internet protocol (IP) addresses, hardware and software information (including operating system version and type), browser type, device identifiers, crash data, cookie data, Internet Service Provider (ISP), date and time stamp, referring/exit pages.
- When you use the Platform, we may collect general location information of the user (such as general location inferred from an IP address) and user demographics such as age or gender (if enabled).
- To continuously enhance the usability and performance of our Platform, we may collect behavioural and interaction data, which helps us analyse how users engage with the Platform. By analysing this data, we can make data-driven decisions to refine our user interface, enhance features, and improve overall Platform performance. This data includes:

- (i) *Clicks and navigation behaviour*: tracking which buttons, features, and menus users interact with. This helps us determine which parts of the Platform are most frequently accessed and which may require improvements, as well as understand navigational patterns. This also helps us improve workflows, streamline processes, and reduce friction in the user journey.
- (ii) *View times*: Measuring how long users spend on different pages, tools, or sections of the Platform. This allows us to assess user engagement levels and optimize content presentation.

- We also use cookies and similar tracking technologies to automatically collect data from and store information on your device when you use, access, or otherwise interact with the Platform. Should you wish to opt out of automatic data collection, you have the option to disable cookies. For more information on cookies and other tracking technologies, as well as instructions on how to disable them, please refer to Section 8 of this Policy.
- We may integrate services and technologies from third parties into some functionality of the Platform or engage third-party service providers to facilitate the delivery of our communications. For more information on how the third parties may independently collect and process information, we recommend reviewing their privacy policies and associated terms. Please note that we are not responsible for the data protection practices of any third party.

B. *Data you voluntarily provide to us while using the Platform and Services:*

We collect the data that you may provide to us. The specific types of data we may collect will depend upon your engagement with the Platform and Services, and may include the following:

- Any identification and contact data such as your email address, your name, social media account details and any other personal data you voluntarily provide to us when communicating with us (in limited circumstances, e.g. when you reach out to us for feedback, support, legal notices or security reporting).
- Any data related to your use of the Platform that is accessible when interacting with the Platform.
- Information about your business such as business title, contact information, business product and service offerings, and other information you may provide to us when communicating with us.

You are not required to provide us with personal data to use the Platform. If you choose to contact us or sign up for email updates (if such feature is enabled), we

may collect the information you provide (such as your name and email address) in order to respond or send you updates.

In case you contact us with a request (for example, to receive updates, exercise your privacy rights or report an issue such as copyright infringement), we may ask you for the personal data necessary to respond to such request on a case-by-case basis. Where additional information is required, we will let you know at the time.

Third-Party Collaborations

We may collect information when you communicate with us on social media services such as Telegram, Discord and X (*formerly, Twitter*). We may combine information that we collect from you through the Platform with information that we obtain from other parties and information derived from other products or services including the Products that we provide through the Platform.

The Platform may enable you to interact with certain third party services, decentralized applications, or third party platforms (collectively, “**Third Party Platforms**”). However, this Policy does not address, and we are not responsible for, the privacy practices of any third parties, including but not limited to those that operate websites to which the Platform links. The inclusion of a third party link on the Platform does not imply that we endorse the practices of the linked third party website(s). Your use of such Third Party Platforms and those Third Party Platforms’ use of your personal data is subject to their respective terms of use and privacy policies (if any) and is not subject to this Policy.

TDL does not control how these Third Party Platforms handle user data, and users are encouraged to review the respective privacy policies of such Third Party Platforms (if any) before engaging with them. Our Platform may contain social media buttons linking to Third Party Platforms which may have privacy policies that differ from our own. We are not responsible for the activities and practices that take place on those Third Party Platforms, including any social media platforms. The use of tracking technologies by third parties, technology partners or other third party assets (such as social media links) on the Platform is not covered by this Policy. We do not have access or control over these technologies.

3. HOW WE USE THE DATA WE COLLECT

We use the data we collect for the following purposes:

A. To provide access to our Platform to you

We use the data we collect to provide access to our Platform, including to operate and support the content and services offered through our Platform. We may also use the data we collect to assess, analyse and improve the performance of the Platform and to perform maintenance work from time to time.

We continuously analyse user interaction data to refine our Platform's functionality, improve navigation, and create a seamless experience. Specifically, we use this data to:

- *Identify areas where users drop off before completing actions:* Understanding where users abandon processes allows us to refine workflows, reduce friction, and enhance ease of use.
- *Assess how long users take to navigate certain features:* Measuring time spent on different sections of the Platform helps us determine which features are intuitive and which may require additional user guidance or redesign.
- *Improve Platform design and ease of use:* By analysing navigation behaviour, we can make data-driven improvements to our Platform's interface, simplify complex processes, and enhance the overall user journey.
- *Enhance overall Platform performance:* Understanding how users interact with our Platform enables us to optimize system responsiveness, reduce latency, and provide a smoother user experience.
- *Market & regional analysis:* Tracking IP addresses allows us to gain valuable insights into our global user base. We use this information to: (i) determine which countries and regions have the highest user activity – identifying geographic trends enables us to recognize markets where our Platform is gaining traction and where additional support or localized features may be required; (ii) focus our marketing and service efforts in regions with strong user engagement – by understanding which regions have a high concentration of active users, we can tailor our outreach strategies, develop region-specific campaigns, and allocate resources effectively; and (iii) optimize language support and customer assistance – based on regional data, we can enhance multilingual support and provide customer service that caters to specific geographic preferences.
- *Security & compliance:* To maintain a secure and trustworthy environment, we may monitor user activity for detecting fraudulent behaviour and system abuse, identifying potential security threats, unauthorized access attempts, and other forms of malicious behaviour that could compromise the integrity of our Platform.

B. To communicate with you

We may use the data we collect to communicate with you, answer your queries, and to provide you with such support as may be requested from you.

C. For administrative and legal purposes

We may use the data we collect for administrative and legal purposes, such as for compliance purposes. This includes enforcing our Terms of Use, or enforcing or

defending other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency, and to comply with our legal obligations and internal policies as permitted by applicable laws, such as preventing the Platform from being accessed by individuals in sanctioned territories, or by sanctioned individuals.

Please note that we will not process your personal data for any purpose that is incompatible with the purposes listed above.

4. WHO WE SHARE THE DATA WITH

In the context of processing the data we collect in accordance with this Policy, we may communicate such data to the following recipients, if necessary, with:

- A. our subsidiaries or affiliates (if any) only if necessary for operational purposes;
- B. any third parties we may work with for the purpose of providing our services and offerings, such as hosting, maintenance, network management, cybersecurity and support.
- C. any third parties that may provide us with: (i) customer relationship management services, (ii) assist us in operating, analysing, and displaying content on our Platform, (iii) provide analytics information, advertise or market our products, services and offering, and (iv) provide legal and accounting services.
- D. law enforcement agencies, regulatory bodies, public authorities or pursuant to the exercise of legal proceedings if we are legally required to do so, or if we believe, in good faith, that such disclosure is necessary to comply with a legal obligation or request, to enforce our Terms of Use, to prevent or resolve security or technical issues, or to protect the rights, property or safety of TDL, our users, a third party, or the public.
- E. third-party platforms, where you have requested to interact with a third-party service or platform.

We will only communicate the data we collect to any third party recipient on a need-to-know basis and only when the processing by the third party recipient is strictly limited to the purposes identified in this Policy. As we operate globally, we may process your personal data around the world where our facilities or providers are located. We do not sell your personal data.

5. DATA RETENTION AND STORAGE

We retain your personal data (if any) only for as long as necessary for the purposes for which it has been collected, as specified in this Policy, and in accordance with the applicable laws. This means that the retention periods we apply may vary depending on the purpose for which we process your personal data. When determining the appropriate retention period, we take into account the category and amount of

personal data, potential risks and harm that may arise from unauthorized access or disclosure, the specific purposes for which the data is processed, the availability of alternative means to achieve those purposes, and the applicable legal requirements.

We may also retain personal data in order to comply with legal and regulatory obligations that may apply to us. We may also keep your personal data for as long as it is needed in relation to a legal claim, complaint, litigation or regulatory proceedings. Sometimes business and legal requirements oblige us to retain certain data, for specific purposes, for an extended period of time (e.g., to comply with AML compliance requirements, or record-keeping obligations imposed by applicable accounting, financial, or regulatory laws). In some situations, we may anonymize personal information about you so that it can no longer be used to identify you. In such cases, we can use this information indefinitely without further notice to you.

6. YOUR RIGHTS

You have the following rights associated with the processing of your personal data:

A. Right of access

You have the right to request confirmation of whether we hold any off-chain personal data about you. You may request access to such personal data at any time. If you exercise your right of access, we will provide you with a copy of the personal data we hold about you as well as information relating to its processing.

B. Right of rectification

You have the right to ask us to rectify or complete any personal data in our possession that you consider to be inaccurate or incomplete.

C. Right of erasure

You can ask us to delete your personal data if, for example, it is no longer necessary for the processing we carry out. We will use our best efforts to comply with your request. Please note, however, that we may have to retain some or all of your personal data if we are required to do so by applicable law or if the personal data is necessary for the establishment, exercise, or defence of our rights. Further, please note that data recorded on public blockchains is immutable and cannot be deleted or altered.

D. Right to restriction of processing

You may request that we restrict or limit the processing of your personal data under certain conditions (e.g., pending verification of accuracy or in case of an objection). In such cases, we will temporarily refrain from processing your personal data until necessary verifications have been made or until we comply with your requests.

E. Right to object

You may object at any time, on grounds relating to your particular situation, if we use your personal data. We will then stop processing of your personal data unless there are overriding legitimate grounds for continuing to process your personal data (for example, if your personal data is necessary for the establishment, exercise, or defence of our rights or the rights of third parties in court proceedings). If we are unable to comply with your request to object, we will inform you of the reasons for our refusal. You can also object at any time to our processing of your personal data for marketing or analytics purposes.

F. Right to data portability

Where applicable and technically feasible, you may request portability of the personal data you have provided us with. At your request, we will provide you with your personal data in a readable and structured format, for transfer to another service provider.

The portability of your personal data applies only to personal data that you have provided to us or that result from your activity on the Platform, under the condition that the disclosure of your personal data does not infringe the rights of third parties. If we are unable to comply with our request, we will inform you of the reasons for our refusal.

G. Right to withdraw consent

You have the right to withdraw consent at any time for processing of your personal data based on consent. Withdrawing your consent prevents us from processing your personal data but does not affect the lawfulness of the processing carried out before the withdrawal.

H. Right to complain

If you believe your data protection rights have been violated, you have the right to lodge a complaint with the Office of the Information Commissioner (OIC) in the British Virgin Islands.

If you wish to exercise your rights, you may contact us by using the contact information provided in Section 12 of this Policy. To be able to process your request efficiently, we may ask you to provide additional information to confirm your identity and/or to help us retrieve the personal data related to your request.

7. STORAGE, SECURITY AND RISK MITIGATION

We implement a variety of security measures that are reasonably designed to protect the safety of your personal data from loss, misuse, and unauthorized access, disclosure, alteration, or destruction when you enter or submit your personal data to us. However, no internet or email transmission is ever fully secure or error free. Please keep this in mind when disclosing any information to us via the internet. If you believe

your privacy has been breached through use of the Platform, please contact us immediately.

All off-chain data, if collected, is stored using industry-standard security protocols, and may be hosted on cloud infrastructure compliant with global security and privacy standards. No sensitive personal data is intentionally collected or stored. TDL follows, to its best efforts, the security practices, continuously updating its systems to address new security risks.

Users are encouraged to report security issues promptly to help maintain the Platform's integrity, avoiding unexpected software bugs or vulnerabilities which may occur. All and any third-party integrations may be subject to data breaches beyond our control. Users are advised to review all third party providers' security policies before engagement.

8. COOKIES AND OTHER TRACKING TECHNOLOGIES

Cookies and similar tracking technologies (the “**cookies**”) are text files that can be stored on your devices when you visit an online service such as an application or a website. Cookies are used to store information on the user's device so that it can be accessed later.

As you navigate through and interact with the Platform, different types of cookies may be placed on your device and we may ask your consent to use those cookies. These cookies may be placed directly by us or by third parties. The data we collect automatically includes statistical and performance information arising from your use of the Platform. This type of data will only be used by us in an aggregated or anonymized manner.

Except for cookies that are necessary for the proper functioning of the Platform, you are free to refuse the deposit of cookies on your device at any time. If you do not want cookies to be placed or read on your device and choose this option when presented to you, a refusal cookie will be stored on your device so that we can keep track of your choice. If you delete this cookie, we will no longer be able to know that you have refused the use of cookies. Similarly, when you consent to accept cookies, a consent cookie is placed on your device.

You can choose to disable cookies through your individual browser options. The settings for each browser are different. They are described in the help menu of your browser, which will enable you to know how to change your cookies preferences.

We may use third-party web analytics services on the Platform such as Google Analytics. Google Analytics may use cookies to collect and analyze information about how users interact with the Platform. Google may also collect demographic and other data if advertising features are enabled. You may learn more about how Google collects and processes data, specifically in connection with Google Analytics at <https://policies.google.com/technologies/partner-sites>. To prevent Google Analytics

from using your information for analytics, you may install the [Google Analytics Opt-out Browser Add-on](#).

9. USER REPRESENTATIONS AND WARRANTIES

The users acknowledge and accept that:

- A. Users' interaction with any Third Party Platforms, its data collection and disclosure practices are independent from the Platform. We do not control, access, or assume liability of the data processed by these Third Party Platforms.
- B. Any interactions requiring limited, non-identifiable data processing are necessary for the proper functioning of the Platform and are not retained by us.
- C. Certain third party service providers engaged through the Platform may process data in jurisdictions outside of the user's country of residence. Such transfers will be governed by the privacy policies of the respective third party service providers.
- D. The Platform uses cookies and similar technologies to enhance user experience, improve the Platform's performance, and conduct analytics. Users can control cookie preferences through their browser settings, however, disabling certain cookies may impact the Platform's functionality.
- E. In the event of a change in ownership, or a merger with, acquisition by, or transfer or sale of all or a portion of our assets to another entity, we reserve the right to transfer all your data including any personal data to that entity. We may use reasonable efforts to notify you of a transfer to an unaffiliated third party (by a posting on our homepage, or by email to your email address that you provided to us, as chosen by us at our discretion).

10. MINOR

As provided in our Terms of Use, our Platform is not intended for anyone who is under the age of 18 (eighteen) years or minor under their respective jurisdictions, or where the Platform is accessed ("**Minor**"). We do not intend to or knowingly collect any data related to a Minor. If you believe that any kind of data related to a Minor has been collected or provided to us, please contact us at legal@thedapplist.com.

11. POLICY UPDATES

We reserve the right to amend this Policy at any time to reflect changes in the law, our data collection, use or sharing practices, advances in technology, changes in features, security measures, or compliance requirements, as indicated by "Last Updated" date at the beginning of this Policy. Therefore, we encourage you to review this Policy regularly. Any modifications will take effect on the date specified as the "Last Updated" date.

By continuing to access or use the Platform, you are confirming you have read and understood the latest version of this Policy.

12. CONTACT INFORMATION

If you have any questions or comments about this Policy, our privacy practices, the processing of your personal data under this Policy, including the exercise of your rights as detailed above, please contact us by email at legal@thedapplist.com