

BIG BRAINS LLC PRIVACY POLICY

Last Updated: September 13, 2024

Introduction

Thank you for choosing to be part of our community at Big Brains LLC (“Company”, “Big Brain”, “we”, “us”, “our”). Big Brain takes seriously its commitment to safeguarding your privacy. This Privacy Policy describes:

- The types of information we may collect or that you may provide when you purchase, download, install, register with, access, or use any product or service that Big Brain offers, including our mobile application Parallel Live: Experience Fame (“Parallel Live”, the “App”) (collectively, the “Services” which includes the App).
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies only to information we collect through our Services, and any related sales, marketing or events.

Our websites and applications other than Parallel Live, and these other third parties, may have their own or additional privacy policies, which we encourage you to read before providing information on or through them.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not download, register with, or use our Services. By downloading, registering with, or using our Services, you agree to this privacy policy. This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of our Services after we revise this policy means you accept those changes, so please check the policy periodically for updates.

By visiting or using any product or service that Big Brain offers, including our App, you agree to be bound by the terms of this Privacy Policy and our Terms of Service.

If you have any questions or concerns about this privacy policy, or our practices with regard to your personal information, please contact us at privacy@bigbraintech.ai.

Children’s Privacy

The Big Brain Services are not available to persons under the age of 13. The Big Brain Services are not available to persons under the age of 16 who are located in the European Union, European Economic Area, Switzerland, Israel, Brazil, or Argentina. The Big Brain Services are not available to persons under the age of 18 who reside in California or Maryland or who are located in the United Kingdom. We do not knowingly collect personal information from children

who do not meet these thresholds. If we learn we have collected or received personal information from a child who does not meet these thresholds without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child who does not meet these thresholds, please contact us at privacy@bigbraintech.ai.

Information We Collect and How We Collect It

We collect information from and about users of our Services:

- Directly from you when you provide it to us.
- Automatically when you use our Services.

Information you Provide to Us

When you download, register with, or use our Services, we may ask you provide information that identifies, is linked, or is reasonably linkable to you, your household, or any other natural person, which we refer to as “personal information.”

The personal information we collect includes:

- Information that you provide by filling in forms regarding our Services. This includes information provided at the time of registering to use our Services, subscribing to our Services, and using our Services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Services or request further services.
- Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.
- Details of transactions you carry out through our Services and of the fulfillment of your orders. You may be required to provide financial information before placing an order through our Services.

You may also provide information by creating and recording content through our Services ("User Creations"), which may be linkable to you.

Information We Collect Through Automatic Data Collection Technologies

When you download, access, and use the App, it may use technology to automatically collect the following types of personal information:

- **Usage Details.** When you access and use our Services, we may automatically collect certain details of your access to and use of our Services, including traffic data, location data, logs, and other communication data and the resources that you access and use on or through our Services.

- **Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Stored Information and Files.** Our Services also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.
- **Precise location Information.** By default, we do not collect real-time information about the precise location of your device. We may specifically request your consent to collect such information. If you provide such consent, we may collect and use your precise location information in a manner that accords with your consent.

If you do not want us to collect this information, do not download the App or delete it from your device, and stop using our Services. You may opt out at any time by contacting us at privacy@bigbraintech.ai. For more information, see Your Choices About Our Collection, Use, and Disclosure of Your Information.

The technologies we use for automatic information collection may include:

- Cookies (or mobile cookies). A cookie is a small file placed on your smartphone. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your smartphone. However, if you select this setting you may be unable to access certain parts of our App.
- Web Beacons. Pages of the App may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages and for other related app statistics (for example, recording the popularity of certain app content and verifying system and server integrity).

Third-Party Information Collection

When you use our Services, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties include:

- Advertisers, ad networks, and ad servers.
- Analytics companies.
- Your mobile device manufacturer.
- Your mobile service provider.

These third parties may use tracking technologies to collect information about you when you use our Services. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or

other targeted content. If you are in a jurisdiction that requires us to offer you this option, you may opt out of interest-based (behavioral) advertising, please click on the Do Not Sell or Share My Info link on our homepage.

We do not control these third parties' tracking technologies or how these third parties may use your personal information. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with our Services and their contents, and any other information, products, or services that you request from us.
- Fulfill any other purpose for which you provide it.
- Give you notices about your account and any subscription, including expiration and renewal notices.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you when App updates are available, and of changes to any products or services we offer or provide through it.

The usage information we collect helps us to improve our Services and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Services according to your individual interests.
- Recognize you when you use the App.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please contact us at privacy@bigbraintech.ai. For more information, see Your Choices About Our Collection, Use, and Disclosure of Your Information.

We and the third parties discussed above may use the information we collect to display advertisements to our advertisers' target audiences.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

In addition, we may disclose personal information that we collect or you provide:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Big Brains LLC's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Big Brains LLC about users of our Services is among the assets transferred.
- To third parties to market their products or services to you if you have consented to or not opted out of these disclosures. For more information, see Your Choices About Our Collection, Use, and Disclosure of Your Information.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the Terms of Service and for billing and collection.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Big Brains LLC, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Your Choices About Our Collection, Use, and Disclosure of Your Information

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of your information.

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. You can choose whether or not to allow our Services to collect information through other tracking technologies by opting out of specific trackers and confirming your choices when prompted by your device. If you disable or refuse cookies or block the use of other tracking technologies, some parts of our Services may then be inaccessible or not function properly.

- **Promotion by the Company.** If you do not want us to use your email address to promote our own or third parties' products or services, you can opt-out by contacting us at privacy@bigbraintech.ai.
- **Targeted Advertising by the Company.** If you do not want us to enable third parties to use information that we or a third party collects from you or your use of the to deliver advertisements according to our advertisers' target-audience preferences and you are in a jurisdiction that legally requires us to offer such an option, you can opt-out by clicking on the Do Not Sell or Share My Info link on the homepage.
- **Disclosure of Your Information for Third-Party Advertising and Marketing.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for advertising and marketing purposes, you can opt-out by contacting us at privacy@bigbraintech.ai.

We do not control third parties' use of your information beyond passing along a signal to them indicating that you do not wish to receive targeted advertising, if you have elected to do so. However, these third parties may provide you with ways to choose not to have your information collected or used for certain purposes. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website: <https://thenai.org/opt-out/>. Google also provides information on their website on opting out of Google Analytics' processing of your personal information at <https://tools.google.com/dlpage/gaoptout>.

Residents in certain states, such as California, may have additional personal information rights and choices. Please see Your State Privacy Rights for more information.

Region-Specific and State-Specific Rights

Notice for the European Economic Area, Switzerland, and the United Kingdom

Our Lawful Bases for Using Personal Information

We collect, use, and otherwise process your personal information as described above, based on your consent, in connection with performing a contract to which you are a party, and otherwise in connection with a legitimate business interest that is not outweighed by your privacy interests.

Your Rights

If you are a data subject whose personal information was collected from the E.E.A., Switzerland, or the U.K., you can exercise the following rights:

- **Right to Access.** You have the right to obtain confirmation as to whether we process your personal information, and, if so, to access your personal information and certain information related to the collection of your personal information.

- **Right to Rectification.** You have the right to request the rectification of inaccurate personal information.
- **Right to Erasure.** You have the right to request erasure of your personal information if (i) it is no longer necessary for the purposes for which it was collected, (ii) you withdraw your consent and no other legal ground exists for the processing, (iii) you object and no overriding legitimate basis for the processing exists, (iv) the processing is unlawful, or (v) erasure is required for compliance with a legal obligation.
- **Right to Restriction of Processing.** You have the right to request that we restrict the processing of your personal information in certain circumstances, including when (i) you contest the accuracy of the personal information, for a period enabling us to verify the accuracy of your personal information, (ii) the processing is unlawful, you oppose the erasure of your personal information, and you request the restriction of our use, (iii) we no longer need your personal information for the purposes of processing, but it is required by you to establish, exercise, or defend legal claims, or (iv) you object to the processing, pending verification of whether there are other legitimate grounds for us to override your objection.
- **Right to Data Portability.** You have the right to request the portability of your personal information in a structured, commonly used, and machine-readable format and to transmit such personal information to other data controllers. The right to portability is applicable only when the processing is based on your consent or a contract and it is accomplished by automated means.
- **Right to Object.** You have the right to object to the processing of your personal information on grounds related to your particular situation, unless we can demonstrate compelling legitimate grounds for the processing that overrides the interests, rights, and freedoms of you or that it is required for the establishment, exercise, or defense of legal claims.
- **Right to Withdraw Consent.** If we process your personal information with your consent, you can withdraw your consent at any time without negative consequences. The lawfulness of any processing of your personal information that occurred prior to your withdrawal of consent will not be affected.
- **Right Not to Be Subject to a Decision Based Solely on Automated Processing.** You have the right not to be subject to a decision based solely on automated processing and to be given additional information about why any such decision was made.
- **Right to Lodge a Complaint.** You have the right to lodge a complaint with a supervisory authority in the country of the E.E.A. or the U.K. where you reside.

We may market our Services to you. If you do not want us to use your personal information for direct marketing purposes, you have the right to opt-out of such use or sharing.

You can exercise your rights listed above at any time by contacting us at privacy@bigbraintech.ai. If you think your request has not been resolved satisfactorily or our response was not provided within a reasonable time period, you may contact your local Data Protection Authority.

Notice for California, Colorado, Connecticut, Utah, and Virginia

This Notice for California, Colorado, Connecticut, Utah, and Virginia applies to “Consumers” as defined by the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act (“the CCPA”), the Colorado Privacy Act, the Connecticut Act Concerning Personal Data Privacy and Online Monitoring, Utah Consumer Privacy Act, and the Virginia Consumer Data Protection Act. California’s “Shine the Light” law (Civil Code Section § 1798.83) permits users of our Services that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to privacy@bigbraintech.ai or write us at: Big Brains LLC, 390 NE 191st St, STE 8256, Miami, FL 33179.

Our Data Practices

We may collect your personal information from you, your devices, our affiliates, our service providers, public sources of data, and/or from other businesses or individuals. We process your personal information to deliver our Services and for the purposes outlined in this Notice and in our Privacy Policy.

We may also use personal information for other business purposes in a manner that may constitute a sale or sharing under the state data privacy laws of California, Colorado, Connecticut, Utah, and Virginia.

We do not knowingly sell or share the personal information of consumers under the age of 16.

The below chart (i) summarizes the personal information we collect by reference to the categories of personal information specified in the CCPA and (ii) describes our current practices and practices during the twelve (12) months preceding the effective date of this Notice regarding disclosures for business purposes. Information you voluntarily provide to us may contain other categories of personal information not described in this chart.

Categories of Personal Information We Collect and Examples	CCPA’s Categories	Categories of Third Parties to Whom We Disclose This Type of Personal Information for a Business Purpose
Contact information such as your name, mailing address, email address, telephone number.	Identifiers; California Customer Records.	Big Brian affiliates; service providers; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.
Account profile information such as your username,	Identifiers; Professional Information; Commercial	Big Brain affiliates; service providers; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.

encrypted password, and preferences.	Information; California Customer Records.	
Communications and survey information, including your name, email address, telephone number, and other personal information you share when you communicate with customer service, provide feedback, or participate in surveys.	Identifiers; Commercial Information; California Customer Records; Internet or Network Information.	Big Brain affiliates; service providers; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.
Marketing information, including contact information and your preferences for receiving marketing communications.	Identifiers; Commercial Information; California Customer Records; Internet or Network Information.	Big Brain affiliates; service providers; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.
Payment information, including billing address and payment details.	Commercial Information; Financial Information; California Customer Records.	Big Brain affiliates; service providers; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.
Transactional information, including account history, subscription history, customer service records, and data collected for user authentication.	Commercial Information; Financial Information; California Customer Records.	Big Brain affiliates; service providers; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.
Device information, including IP address, log-in information,	Identifiers; Internet or Network Information.	Big Brain affiliates; service providers; marketing companies who place tracking technologies on our Services; and other third parties (including law enforcement agencies) as required by law or

and unique device identifiers.		in connection with the protection of legal rights and interests.
Online activity and usage information, including your use of our Services.	Identifiers; Commercial Information; Internet or Network Information.	Big Brain affiliates; service providers; marketing companies who place tracking technologies on our Services; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.
Precise location information, which is sensitive information, if you permit such sharing in your web browser or device settings.	Geolocation data.	Big Brain affiliates; service providers; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.
Communications interaction information, including information from email providers about your interactions with our communications to you.	Identifiers; Commercial Information; California Customer Records; Internet or Network Information.	Big Brain affiliates; service providers; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.
Information derived from the above categories.	Inferences.	Big Brain affiliates; service providers; marketing companies who place tracking technologies on our Services; and other third parties (including law enforcement agencies) as required by law or in connection with the protection of legal rights and interests.

The below chart describes the business purposes for which we use and disclose personal information, and the categories of personal information used for each business purpose.

Business Purpose	Example(s) of Business Purpose	Categories of Personal Information Involved
Deliver our Services	Create your account; authenticate your log-ins; process payments;	Identifiers; Personal Records; Commercial Information;

	communicate with you about our Services; and provide customer service.	Geolocation Data; Professional or Employment Information; Sensitive Personal Information; Inferences.
Personalize your experience on our Services	Save your preferences; customize your experience on our Services; serve specific content and offers.	Identifiers; Personal Records; Commercial Information; Geolocation Data; Inferences.
Marketing	Share marketing information about our Services that may be of interest to you.	Identifiers; Personal Records; Commercial Information; Internet Usage Information; Geolocation Data; Inferences.
Internal research and development	Improve the quality, reliability, security, and usefulness of our Services, including training our artificial intelligence and/or other machine learning models.	Identifiers; Personal Records; Commercial Information; Internet Usage Information; Geolocation Data.
Maintain our business	Monitor the performance of our systems and Services; perform analytics and quality control; protect against the unauthorized use of our Services; prevent fraudulent or illegal activity; ensure compliance with our Terms and Conditions; comply with legal and regulatory requirements; defend the rights, property, safety, and security of Big Brains LLC, our users, employees, or others; and exercise our rights in legal proceedings.	Identifiers; Personal Records; Commercial Information; Geolocation Data; Sensitive Personal Information.

Your Consumer Rights and How to Exercise Your Rights

In compliance with applicable law, we provide you with the privacy rights described in this section, subject to (a) a verifiable consumer request and (b) other statutory exemptions. We use commercially reasonable efforts to verify requests to exercise consumer rights and may request further information reasonably necessary to verify your request. Other statutory exemptions include: (i) complying with requests or demands from law enforcement or other government agencies, (ii) investigating, exercising, or defending legal claims, (iii) preventing or

detecting security incidents, identity theft, or fraud, or (iv) engaging in public or peer-reviewed scientific research in the public interest.

To submit a request to exercise your rights, please contact us at privacy@bigbraintech.ai. We will respond to your request within forty-five (45) days of receipt. We reserve the right to extend our response time by an additional forty-five (45) days (or sixty (60) days, where permitted by applicable law) after informing you of the reason for the extension, where permitted by applicable law. If we decline to process your request, we will inform you within forty-five (45) days (or sixty (60) days, where permitted by applicable law) the reason for declining and how to appeal the decision.

You may appeal our decision regarding an exercise of your consumer rights by emailing privacy@bigbraintech.ai or writing to us at: Big Brains LLC, 390 NE 191st St, STE 8256, Miami, FL 33179. Your email or letter must provide your name, your state of residence, and a brief description of the appeal subject matter. Upon receipt, we will inform you in writing of our response to the appeal, including an explanation of the reasons for our decision, within forty-five (45) days. Where required by law, we will also provide you a method through which you can submit a complaint to the Attorney General.

Right to Confirm and Access. California and Virginia consumers may access personal information up to twice in a twelve (12) month period. Colorado, Connecticut, and Utah consumers may access personal information once in a twelve (12) month period. Requests exceeding these limits may incur a service fee or may be denied, in Big Brain's sole discretion.

Right to Access Categories of Information (California only). California consumers have the right to submit a request to access the following information about how we have collected and used your personal information during the past twelve (12) months: (i) the categories of personal information we collect; (ii) the categories of sources from which we collect your personal information; (iii) the business or commercial purpose(s) for collecting, selling, and/or sharing your personal information; (iv) the categories of third parties to whom we disclosed your personal information; (v) a list of categories of personal information disclosed for a business purpose and the categories of recipients, if any; and (vi) a list of categories of personal information sold and/or shared and the categories of recipients, if any.

Right to Correct. You have the right to correct inaccurate personal information maintained by us. You can edit and correct your personal information at any time by logging into your account or by contacting us.

Right to Delete. Under certain circumstances, you have the right to request that we delete your personal information. Depending on your state of residence, we may not be required to delete personal information that we did not collect directly from you.

Right to Data Portability. You have the right to obtain your personal information in a portable, and where technically feasible, readily usable format that allows you to transmit the data to another entity.

Right to Opt Out of Sale. You have the right to opt out of the sale or sharing of your personal information at any time by clicking on the Do Not Sell or Share My Info link on the homepage of the Service.

Non-Discrimination and Non-Retaliation. We do not discriminate or retaliate against you in a manner prohibited by applicable law for exercising your rights.

Authorized Agents. You may use an authorized agent to exercise your rights by contacting us at privacy@bigbraintech.ai. The authorized agent must present a signed, written authorization to act on your behalf. You will also be required to verify independently your identity directly with us and confirm that you authorize your agent to submit the request. This verification process is not necessary if your authorized agent provides documentation showing that the authorized agent has power of attorney to act on your behalf.

Changes to Our Privacy Policy

We may update our privacy policy from time to time. The date the privacy policy was last revised is identified at the top of the policy. If we make material changes to how we treat our users' personal information, we will notify you either by prominently posting a notice of such changes or by directly sending you a notification.

You are responsible for periodically visiting this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at: privacy@bigbraintech.ai or by post to:

Big Brains LLC
390 NE 191st St
STE 8256
Miami, FL 33179

To register a complaint or concern that cannot be resolved through communications with Big Brain as prescribed in this section, you must adhere to the Alternate Dispute Resolution procedures in Big Brain's Terms of Service.