

## PRIVACY POLICY

(hereinafter referred to as “the Policy”)

*Last updated of the Policy: January 1st, 2024*

This Policy describes the Company’s policies and procedures on collecting, using, and disclosing the User’s and/or the Boosters’ information when the User and the Boosters use the Online Service and tell the User and/or the Boosters about privacy rights and how the law protects the User and/or the Boosters.

The Company uses the User’s and/or the Boosters’ Personal Data that was provided by the Users and/or the Boosters the Company to provide and improve the Online Service. By using the Online Service, the User and/or the Boosters agrees to collect and use information following this Policy.

The Policy makes in compliance with Articles 12,13, and 14 of the GDPR and CCPA.

### I. INTERPRETATION AND DEFINITIONS

#### Interpretation

The words in which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or plural.

#### Definitions

For the purposes of this Policy:

**“The User”** means any person who registered an account on the Company’s Website and uses the Company’s Online Service.

**“Device”** means any device that can access the Website such as a computer, a telephone, or a digital tablet.

**“GDPR”** means general data protection rules relating to the protection of natural persons about the processing of personal data and rules relating to the free movement of Personal Data.

**“Website”** means the Company’s web platform for the User’s mobile devices or computers which can be used through a browser without downloading, under the name (domain) of [www.immortalboost.com](http://www.immortalboost.com) and it is not affiliated with any other websites, companies, brands, organisation, or similarly named entity resembling it.

**“Boosters”** means the Company’s employees, consultants, affiliates, subsidiaries, and agents.

**“Online Service”** means the Company’s products and services that are publicly available in a full version after creating an account on the Website. Online Service includes the following: the User can order online service from the Company through the Website. The Online Service could be provided by both the Company and the Boosters to the User.

**“Personal Data”** means any information relating to an identified or identifiable natural person (“data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, location data, an online identifier, etc.

**“Processing”** means any operation or set of operations that are performed on personal data or sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

**“Usage Data”** refers to data collected automatically, either generated using the Online Service or from the Online Service infrastructure itself (for example, the duration of a visit, website usage, and numbers of users).

## **II. COLLECTING AND USING THE USER’S AND/OR THE BOOSTERS’ PERSONAL DATA**

### *Personal Data:*

While using the Company’s Website, the Company may ask the User and the Boosters to provide the Company with certain personally identifiable information that can be used to contact or identify the User. Personally, identifiable information may include, but is not limited to:

- email address;
- first and last name of the User or the Boosters (when you add the payment information);
- country of the User or the Boosters;
- ID-card or passport if needed for identity verification;
- age of the User or the Boosters;
- billing address.

The Company has the right at any time at its sole discretion, to request the Boosters or the User to confirm their personal information such as documents confirming the identity of the User or the Boosters.

## **III. USAGE DATA**

Usage Data is collected automatically when using the Website.

Usage Data may include information, type of the Device, pages that the User or the Boosters visits, the time and date of the User’s or the Boosters’ visit, the time spent on those pages, and unique device identifiers and other diagnostic data.

When the User or the Boosters accesses the Website by or through a Device, the Company may collect certain information automatically, including, but not limited to:

- the type of Device that is used;
- Device unique ID;
- Device operating system;
- the type of internet browser that is used;
- unique Device identifiers and other diagnostic data.

## **IV. TRACKING TECHNOLOGIES AND COOKIES**

The Company use Cookies and similar tracking technologies to track the activity on the Company’s Website and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyse the Website. The technologies that the Company uses may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on the User’s or the Boosters’ Device. You can instruct the browser to refuse all Cookies or to indicate when Cookie is being sent. However, if the User or the Boosters does not accept Cookies, the User may not be able to use some parts of the Website.
- **Flash Cookies.** Certain features of the Website may use local stored objects (or Flash Cookies) to collect and store information about the User’s or Boosters’ preferences or activity on the Online Service. Flash Cookies are not managed by the same browser settings as those used for Browser Cookies.
- **Web Beacon.** Certain sections of the Website and the Company’s emails 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 guests who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a

certain section and verifying system and server integrity).

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on the User's or the Boosters' personal Devices when the User or the Boosters goes offline, while Session Cookies are deleted as soon as the User or the Booster closes the web browser.

The Company uses both Session and Persistent Cookies for the purposes set out below:

#### **Necessary/Essential Cookies**

Type: Session Cookies

Administered by the Company

Purpose: These Cookies are essential for providing the User and/or the Boosters with services available through the Website and to enable the User and/or the Boosters to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that the User has asked for cannot be provided, and the Company only use these Cookies to provide the User and/or Boosters with those services.

#### **Cookies Policy/Notice Acceptance Cookies**

Type: Persistent Cookies

Administered by the Company

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

#### **Functionality Cookies**

Type: Persistent Cookies

Administered by the Company

Purpose: These Cookies allow the Company to remember the choices the User and/or the Boosters make when using the Website, such as remembering the User's login details or language preference. The purpose of these Cookies is to provide the User and/or Boosters with a more personal experience and to avoid the User and/or the Boosters having to re-enter preferences every time the User or/and the Boosters use the Website.

#### **Advertising Cookies**

Administered by the Company

Purpose: Those cookies can be turned on and off by the Website to deliver our potential customers the best advertising experience. They do not contain personal information and are based on the User's and/or the Boosters' actions over the Website.

### **V. USE OF THE USER'S AND/OR THE BOOSTERS' PERSONAL DATA**

The Company may use Personal Data for the following purposes:

**To provide and maintain the Website,** including monitoring the usage of the Website.

**For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items, or services the User and/or the Boosters have purchased or of any other contract with the Company through the Website.

**To provide the User** with news, special offers and general information about other goods, services, and events that the Company offers that are like those that the User and/or the Boosters have already

purchased or enquired about unless the User and/or the Boosters have opted not to receive such information.

**To manage the User's requests:** To attend to and manage the User's and/or Boosters' requests to the Company.

**For business transfers:** the Company may use the User's and/or the Boosters' information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or another sale or transfer of some or all the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by the Company about the Website users is among the assets transferred.

**For other purposes:** the Company may use the User's and/or Boosters' information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of the Company's promotional campaigns, and evaluating and improving the Website, products, services, marketing, and the User's or/and the Boosters' experience.

The Company may share the User's and/or the Boosters' Personal Data in the following situations:

- **With service providers:** the Company has the right to share the User's and/or the Boosters' Personal Data with service providers to monitor and analyse the use of the Website, and to contact the User and/or the Boosters.
- **For business transfers:** the Company may share or transfer the User's and/or the Boosters' Personal Data in connection with, or during negotiations of, any merger, sale of the Company assets, financing, or acquisition of all or a portion of the Company's business to another company.
- **With Affiliates:** the Company has the right to share the User's and/or the Boosters' Personal Data with the Company's affiliates, in which case the Company will require those affiliates to honour this Privacy Policy. Affiliates include the Company's parent company and any other subsidiaries, joint venture partners or other companies that the Company controls or that are under common control with the Company.
- **With business partners:** the Company has the right to share the User's and/or the Boosters' Personal Data with business partners to offer the User and/or the Boosters certain products, services, or promotions.
- **With the User's Consent:** the Company has the right to disclose the User's and/or the Boosters' personal information for any other purpose with the User's and/or the Boosters' consent.

## **VI. RETENTION OF THE USER'S AND/OR THE BOOSTERS' PERSONAL DATA**

The Company will retain the User's and/or the Boosters' Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy.

The Company will retain and use the User's and/or the Boosters' Personal Data to the extent necessary to comply with the Company's legal obligations (for example, if we are required to retain the User's and/or the Boosters' Personal Data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period, except when this Personal Data is used to strengthen the security or to improve the functionality of the Website, or the Company are legally obligated to retain this data for longer periods.

## **VII. TRANSFER OF THE USER'S AND/OR THE BOOSTERS' PERSONAL DATA**

The User's and/or the Boosters' information, including Personal Data, processing by the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of the User's and/or the Boosters' state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of the User's and/or the Boosters' jurisdiction.

The User's and/or the Boosters' consent to this Privacy Policy followed by submission of such information represents the User's and/or the Boosters' agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that the User's and/or the Boosters' Personal Data is treated securely and following this Privacy Policy and no transfer of the User's and/or the Boosters' Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of the User's and/or the Boosters' Personal Data and other personal information.

## **VIII. DISCLOSURE OF THE USER'S AND/OR THE BOOSTERS' PERSONAL DATA**

### **Business Transactions**

If the Company is involved in a merger, acquisition or asset sale, the User's and/or the Boosters' Personal Data may be transferred. The Company will provide notice before the User's and/or the Boosters' Personal Data is transferred and becomes subject to a different Privacy Policy.

### **Law enforcement**

Under certain circumstances, the Company may be required to disclose the User's and/or the Boosters' Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

### **Other legal requirements**

The Company may disclose the User's and/or the Boosters' Personal Data in the good faith belief that such action is necessary to:

- Comply with legal obligations.
- Protect and defend the rights or property of the Company.
- Prevent or investigate possible wrongdoing in connection with the Website.
- Protect the personal safety of the User and/or the Boosters of the Online Service or the public.
- Protect against legal liability.

## **IX. CHILDREN'S PRIVACY DATA**

The Company's Website does not address anyone under the age of 14 (fourteen). The Company do not knowingly collect personally identifiable information from anyone under the age of 14 (fourteen). If the User is a parent or guardian and is aware that the child has provided the Company with Personal Data, please contact us.

If the Company becomes aware that the Company has collected Personal Data from anyone under the age of 14 (fourteen) without verification of parental consent, the Company takes steps to remove that Personal Data from the Company's servers or/and any storage used by the Company.

If the Company needs to rely on consent as a legal basis for processing the User's and/or the Boosters' information and the User's and/or the Boosters' country requires consent from a parent, the Company may require the User's and/or the Boosters' parent's consent before the Company collect and use that information.

## **X. SECURITY OF THE USER'S PERSONAL DATA**

The Company takes all reasonable steps to protect information that is received from the User and/or the Boosters from accidental or unlawful destruction, loss, alteration, and unauthorized disclosure or access. The Company has put in place appropriate physical, technical and administrative measures to safeguard and secure the User's and/or the Boosters' information, and the Company make use of privacy-enhancing technologies such as encryption. If you have any questions about the security of your personal information, you can contact us VIA email: [support@immortalboost.com](mailto:support@immortalboost.com)

## **XI. LINKS TO OTHER WEBSITES**

The Company's Website may contain links to other websites that are not operated by the Company. If the User and/or the Boosters click on a third-party link, the User and/or the Boosters will be directed to that third-party's website. The Company strongly advise the User and/or the Boosters to review the Privacy Policy of every site that the User and/or the Boosters visit.

The Company has no control over and assumes no responsibility for the content, privacy policies or practices of any third-party sites or services.

## **XII. CHANGES TO THIS PRIVACY POLICY**

The Company may update the Policy from time to time. The Company will notify the User, the Boosters and any other third parties of any changes by posting the new Policy on this page.

The Company has the right to update the Policy. The Company will let the User, the Boosters and any other third parties know via updating the "Last Updated" date at the top of this Policy.

The User, the Boosters and any other third parties are advised to review this Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## **XIII. GDPR NOTICE**

The legal basis for processing the User's and/or the Boosters' Personal Data is Art. 6 sec. 1 a) b), f) Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals about the processing of personal data and the free movement of such data and repealing Directive 95/46 / MI Laws UE.L.2016.119.1) (GDPR), where the legitimate interest of the Company is related to providing the Website for the User.

Personal Data will be processed for a period until an objection to data processing or termination is made, but no longer than 10 (ten) years.

The User and/or the Boosters have the right to access, correct, delete, or restrict his or her Personal Data or to object to the processing, as well as the right to transfer the Personal Data and the right to complain to the supervisory authority.

In the case of obtaining data and processing them based on Art. 6 sec. 1 year a) GDPR – the User and/or the Boosters have the right to withdraw consent at any time, without prejudice to the lawfulness of the processing carried out based on consent to its withdrawal.

To GDPR the Company is a data controller for the Personal Data collected from all categories of data subjects listed above, with the following exceptions: the Company is a data processor of the User logs, administrative user logs, and some account settings information. In addition, the Company is a data processor for any of the content provided by the User through the Online Services that transit. Where the Company is a data processor, the Company processes data on behalf of its the User under their data processing instructions.

## **XIV. INFORMATION FOR CALIFORNIA RESIDENTS**

This section provides additional disclosures required by the [California Consumer Privacy Act](#) (or "CCPA").

Please see Chart "Categories of personal information we collect" below in this Policy for a list of the personal information the Company has the right to collect about California consumers in the last 12 (twelve) months, along with the Company's business and commercial purposes and categories of third parties with whom this information may be shared. For more details about the personal information the Company collect, including the categories of sources, please see the "Collecting and using Personal Data".

### **Categories of personal information we collect**

Internet or other electronic network activity, such as browsing behaviour and information about the User's and/or the Boosters' usage and interactions with the Company's Website.

### **Parties with whom the information may be shared**

The third parties that provide services to the Company, such as those that assist us with customer support, subscription and order fulfillment, advertising measurement, communications and surveys, data analytics, fraud prevention, cloud storage, bug fix management and logging, and payment processing. The Company's advertisers and marketing partners, such as partners that help determine the popularity of the content, deliver advertising and content targeted to the User's and/or the Boosters' interests and assist in better understanding the User's and/or the Boosters' online activity.

Subject to certain limitations and exceptions, the CCPA provides California users with the right to request to know more details about the categories and specific pieces of personal information, to delete their personal information, to opt out of any "sales" that may be occurring, and to not be discriminated against for exercising these rights.

The Company does not "sell" the personal information we collect (and will not sell it in the future without providing a right to opt out). The Company does allow our advertising partners to collect certain device identifiers and electronic network activity via the Company's Online Service to show ads that are targeted to the User's and/or the Boosters' interests on other platforms. To opt out, the User and/or the Boosters can adjust Device settings to limit ad tracking via the Website.

California users may make a rights request by emailing us at support@immortalboost.com. The Company will verify the User's and/or the Boosters' request by asking user to provide information that matches the information the Company has on file about the User and/or the Boosters. The User and/or the Boosters can also designate an authorized agent to exercise these rights on their behalf. Authorized agents should submit requests through the same channels, but the Company will require proof that the person is authorized to act on the User's and/or the Boosters' behalf and may also still ask the User and/or the Booster to verify his/her identity with the Company directly.

### **XIII. DISPUTE RESOLUTIONN**

If you have an unresolved privacy or data use concern that the Company has not addressed satisfactorily, please contact us via admin@immortalboost.com.

### **XIV. CONTACTS**

If you have any questions about this Policy, you can contact us:

- by email: admin@immortalboost.com