

JOY DEALER

Privacy Policy

BY DOWNLOADING, INSTALLING, ACCESSING, OR USING THE PLATFORM, YOU ACKNOWLEDGE AND AGREE TO THE DATA-COLLECTION, USE, AND DISCLOSURE PRACTICES DESCRIBED IN THIS PRIVACY POLICY. WITHOUT LIMITING THE FOREGOING, YOU EXPRESSLY CONSENT TO THE COLLECTION, PROCESSING, STORAGE, AND TRANSMISSION OF YOUR INFORMATION AS DESCRIBED HEREIN AND IN OUR TERMS OF SERVICE.

1. General

JOY DEALER LLC, a Florida limited liability company ("**JOY DEALER**," "**Company**," "**we**," "**us**," or "**our**"), respects the privacy of users ("**User(s)**" or "**you**") of the JOY DEALER mobile application, including any related website, sub-site, software, organizer dashboards, integrations, white-labeled instances, and other features, tools, or services made available by us (collectively, the "**Platform**").

This Privacy Policy describes the categories of information we collect about Users, the purposes for which we use that information, the parties with whom we may share it, and your rights and choices in relation to it, including rights available under U.S. state privacy laws and, where applicable, international data-protection laws. Capitalized terms not defined herein have the meanings given in our Terms of Service, into which this Privacy Policy is incorporated by reference.

This Privacy Policy does not apply to the data practices of third parties whose services may be accessible through, integrated with, or linked from the Platform. Such third parties' collection and use of your information is governed by their own privacy policies, which we encourage you to review. We do not control and are not responsible for the privacy practices of any third party, including Organizers, payment processors, advertising partners, analytics providers, or app marketplaces.

The Platform is hosted in the United States and is intended for users located in the United States. If you access the Platform from outside the United States, you consent to the transfer of your information to the United States, where data-protection laws may differ from those of your country.

2. Categories of Information We Collect

We collect information in three principal ways: (a) information you provide directly; (b) information collected automatically through your use of the Platform; and (c) information we receive from third parties. The categories below summarize the types of information involved.

2.1 Information You Provide

- Account and Registration Data. Name, username, email address, mobile phone number, password (stored only in hashed form), date of birth (for age verification), profile photograph, biographical information, mailing/billing address, and similar registration data.
- Profile and Public Information. Display name, profile photo, biography, interests, social-media handles, public Event-participation history, and Rankings information that you make available through your profile.

- Organizer Data. For Organizers: organization name, EIN/tax identification (where applicable for nonprofit-status verification), authorized-representative name and contact, organization logo, organization description, social-media handles, banking or payout information (collected by our payment processor), and other Organizer-related information.
- Event Participation Data. Information about Events you register for or attend, your role at each Event, attendance check-ins, completion data, volunteer hours logged, and similar participation records.
- User-Generated Content. Photographs, videos, audio recordings, text posts, Event listings (for Organizers), comments, chat messages, reviews, ratings, badges earned, and other content you upload.
- Communications. Messages you send through the Platform's chat or messaging features, including in-app direct messages, group chats, organizer announcements, support tickets, and emails or SMS messages you exchange with us.
- Payment and Donation Data. If you purchase a Paid Service or make a donation through the Platform, your payment-card information is collected and processed by our third-party payment processor and is not stored by JOY DEALER. We may receive limited transaction data (transaction amount, date, payment method type, last four digits of card, and confirmation token).
- Survey, Feedback, and Beta-Program Data. Information you provide when you respond to surveys, provide feedback, or participate in beta or early-access programs.
- Referral and Social Information. Information about contacts you choose to invite, refer, or share with through the Platform (only if you opt in to use such features).

2.2 Information Collected Automatically

- Device Information. Mobile device model, manufacturer, operating system and version, screen resolution, language and locale settings, device name, time zone, mobile carrier, network type (Wi-Fi/cellular), and similar device attributes.
- Device Identifiers. Advertising identifiers (e.g., Apple's IDFA and Google's GAID), installation IDs, push-notification tokens, hashed device fingerprints, and (where you authorize) other identifiers used for analytics or fraud prevention.
- Log and Usage Data. IP address, server logs, in-App actions, screens viewed, features used, buttons tapped, Events viewed or registered for, session duration, crash reports, error logs, referring URL, and similar usage data.
- Geolocation Data. With your permission, we may collect precise geolocation (GPS) from your device for features such as displaying nearby Events, verifying Event check-ins, and offering location-relevant recommendations. We may also infer approximate location from IP address even when precise location is disabled.
- Camera, Photo Library, Microphone, and Other Permissions. With your permission, we access your camera, photo library, microphone, contacts, calendar, or motion/Bluetooth sensors solely to provide features you have requested (such as uploading Event photos, recording video for User Content, sharing your calendar, or proximity check-in). You may revoke these permissions at any time in your device settings.

- Cookies, SDKs, Pixels, and Similar Technologies. We use cookies, software development kits (SDKs), pixels, web beacons, and other tracking technologies operated by us or our service providers, including for analytics, fraud prevention, performance measurement, advertising, and personalization. For details, see our Cookie Policy and Targeted Ads Preferences.
- Engagement and Ranking Data. Joy Points earned, Rankings, badges, level progression, leaderboard position, streaks, completion records, and other engagement metrics.
- Push-Notification Engagement. Whether you opened, dismissed, or interacted with push notifications and in-App messages we sent.

2.3 Information from Third Parties

- Social Login Providers. If you sign in with Apple, Google, Facebook, or another social-login provider, we may receive your name, email address, profile photo, and other information you have authorized that provider to share with us.
- Organizers. Organizers may upload information about you to the Platform, such as volunteer hours you completed, achievements, or attendance records.
- Payment Processors. Limited transaction data described above.
- Analytics, Attribution, and Advertising Partners. Aggregated or pseudonymous data about your interactions with our marketing campaigns and advertisements served on third-party platforms.
- Authentication and Anti-Fraud Providers. Risk signals, fraud scores, and verification data used to protect Accounts and the Platform.
- Publicly Available Sources. Information from publicly available sources, business directories, and (for nonprofit Organizers) tax-exempt-status verification databases.

3. How We Use Information

We use the information described above for the purposes listed below, based on our legitimate interests, the performance of our contract with you, your consent (where required by law), and to comply with our legal obligations.

- to provide, operate, maintain, and improve the Platform and its features;
- to create and manage your Account, authenticate you, and personalize your experience;
- to enable you to discover, register for, participate in, and share Content from Events;
- to enable Organizers to create, manage, and administer Events, including by sharing Volunteer information through organizer dashboards;
- to deliver push notifications, in-App messages, SMS (where you have consented), and email communications, including transactional, operational, security, and (where you have opted in) marketing messages;
- to administer the Joy Points, Rankings, leaderboards, badges, and Rewards systems, including by publicly displaying your name, username, profile photo, rankings, and event-participation history;
- to process and record donations and payments, and to share required data with payment processors;

- to measure, analyze, and improve the performance and effectiveness of the Platform, our marketing, and our partnerships;
- to display, target, and measure advertising, including targeted advertising on the Platform and on third-party platforms (subject to your opt-out rights described below);
- to detect, prevent, investigate, and respond to fraud, abuse, security incidents, harassment, manipulation of the Rankings system, and violations of our Terms of Service;
- to comply with applicable laws, regulations, court orders, legal process, and lawful government requests, and to enforce our Terms;
- to facilitate business transactions, including mergers, acquisitions, financings, divestitures, reorganizations, dissolutions, or sales of assets; and
- to communicate with you about the Platform, including service updates, policy changes, surveys, research, beta tests, and similar matters.

4. How We Share Information

We may share your information with the following categories of recipients:

- **Organizers.** When you register for, attend, or interact with an Event, we share information about you with the Organizer through organizer dashboards, pro accounts, or other organizer-facing tools. The information shared may include your name, email, phone number, profile photo, participation history, Joy Points, and any information you have made publicly visible. Organizers' use of such information is governed by their own privacy policies and applicable law; we require Organizers to comply with applicable law in their use of Volunteer information, but we are not responsible for Organizers' independent privacy practices.
- **Other Users.** Information you make publicly visible on the Platform, including your username, profile photo, biography, Rankings, leaderboard position, public Event-participation history, and any User Content you share publicly, may be visible to other Users.
- **Service Providers.** Third-party vendors and service providers that perform services on our behalf, such as cloud hosting, infrastructure, payment processing, analytics, customer support, fraud prevention, email/SMS/push delivery, content moderation, mapping/geolocation, and authentication. These service providers are authorized to use your information only as necessary to provide their services to us.
- **Advertising and Analytics Partners.** Subject to your opt-out rights, advertising-technology companies, advertising networks, ad-measurement providers, and analytics partners. Certain disclosures to such partners may constitute a "sale" or "sharing" of personal information under California and other state laws. See Sections 7 and 8 below.
- **Partners and Sponsors.** With your consent (or, where permitted, on an aggregated or de-identified basis), we may share information with sponsors, leagues (including professional and amateur sports leagues), nonprofits, foundations, brands, schools, municipalities, celebrities, and influencers in connection with co-branded Events, partnerships, marketing, or recognition programs.

- **Legal and Safety.** Law enforcement, courts, regulators, and other authorities when we believe disclosure is necessary or appropriate to comply with applicable law, legal process, or government requests; to protect the rights, property, or safety of JOY DEALER, our Users, or others; to investigate fraud or violations of our Terms; or to enforce our agreements.
- **Business Transfers.** Acquirers, investors, and successors in connection with any merger, acquisition, financing, reorganization, bankruptcy, receivership, sale of assets, or other change-of-control transaction. We will require successors to honor this Privacy Policy or provide notice and opt-out where required by law.
- **Aggregated and De-Identified Data.** We may share aggregated or de-identified data that does not reasonably identify you with researchers, investors, advisors, and other third parties for any lawful purpose.
- **With Your Consent.** Any other party to whom you direct us to share your information.

5. Mobile Application-Specific Disclosures

5.1 Device Permissions

The Platform's mobile application may request the following device permissions; granting them is optional and may be revoked at any time in your device settings:

- **Camera and Photo Library,** to enable photo and video uploads for Event Content and profile photos.
- **Location (precise and/or approximate),** to display nearby Events, verify Event check-ins, and improve search relevance.
- **Push Notifications,** to deliver Event reminders, Joy Points updates, Organizer announcements, and (where you opt in) marketing messages.
- **Contacts,** for optional referral and friend-finding features.
- **Microphone,** for video recording and voice features.
- **Calendar,** to add Events to your device calendar.
- **Motion Sensors and Bluetooth,** for proximity-based check-in features or activity tracking, where offered.

5.2 Push Notifications and SMS

By installing the App, you may receive transactional and operational push notifications. By opting in, you may also receive marketing push notifications and SMS/MMS messages, which may be sent using automated technology. Message and data rates may apply. You may opt out of marketing notifications and SMS at any time through your device settings, in-App preferences, or by replying STOP to a marketing text. Consent to receive marketing messages is not a condition of using the Platform.

5.3 Geolocation

With your permission, the App accesses precise geolocation from your device. We use precise location data only for the features you have enabled and do not continuously track your location in the background.

unless you have explicitly enabled background-location features. You may revoke location permission at any time in your device settings; doing so may limit certain Platform features.

5.4 SDKs and Mobile Tracking Technologies

The App incorporates software development kits (SDKs), pixels, and similar technologies from JOY DEALER and our service providers. These technologies collect device, usage, and event data for analytics, performance, fraud prevention, advertising, and (where you opt in) personalization. For additional information and your choices, see our Cookie Policy and Targeted Ads Preferences.

5.5 App Store Data

Apple, Google, and other app marketplaces collect data about your download, installation, in-app purchases, and use of the App pursuant to their own privacy policies, which we do not control.

6. Rankings, Leaderboards, and Public Profile Information

The Platform's Rankings and leaderboards are designed to be publicly visible to other Users and, in some cases, to the general public. Information that may be publicly displayed in connection with Rankings includes your username, display name, profile photo, biographical information, Joy Points, ranking position, badges, Event-participation history, and aggregate engagement statistics. By using the Platform, you consent to such public display.

If you do not wish for your information to be publicly displayed, you may adjust your profile settings to reduce visibility (where such controls are offered), opt out of leaderboard participation (where offered), or stop using the Rankings features. However, certain Platform features may not function properly without public profile information.

7. Cookies, Pixels, and Similar Technologies

We and our service providers use cookies, pixels, SDKs, web beacons, and similar technologies to operate, secure, and improve the Platform; measure engagement; prevent fraud; and (where applicable and subject to your choices) deliver personalized content and advertising. Some of these technologies may constitute "sharing" or "selling" of personal information under applicable state privacy laws. We honor the Global Privacy Control (GPC) signal to the extent required by applicable law. For additional details, see our Cookie Policy and Targeted Ads Preferences.

You may decline or disable many cookies through your browser or device settings, but doing so may limit your ability to use certain Platform features.

8. Targeted Advertising; Sale and Sharing of Personal Information

Although we do not sell personal information for money, we may share certain categories of personal information with advertising and analytics partners to deliver targeted advertising and measure campaign effectiveness. These activities may constitute a "sale" or "sharing" of personal information under the California Consumer Privacy Act, as amended ("CCPA/CPRA"), and equivalent laws in Colorado, Connecticut, Utah, Virginia, Texas, Oregon, Florida, and other states.

You may opt out of such sale or sharing, and of targeted advertising, by visiting our Do Not Sell My Information notice and Targeted Ads Preferences page, by enabling a Global Privacy Control signal

where supported, or by contacting us as set forth below. Authorized agents may submit requests on your behalf in accordance with applicable law.

9. State-Specific Privacy Rights

Depending on your state of residence, you may have additional rights under applicable state privacy laws, including the right to know, access, correct, delete, limit use of sensitive personal information, and opt out of targeted advertising, sale, sharing, or certain profiling. Detailed descriptions of these rights, the categories of personal information we collect, and how to exercise these rights are set forth in our Privacy Rights Summary Notice.

To exercise any of these rights, please contact us through the methods set forth in Section 14 below. We may require you to verify your identity before processing your request. We will respond within the timeframes required by applicable law.

10. Children's Privacy

The Children's Online Privacy Protection Act ("COPPA") protects the online privacy of children under thirteen (13) years of age. The Platform is not directed to children under thirteen (13) years of age, and we do not knowingly collect personal information from children under thirteen (13) without verifiable parental consent. If you become aware that a child under thirteen (13) has provided personal information to us without parental consent, please contact us at support@joydealer.com, and we will take appropriate steps to delete such information.

For Users between thirteen (13) and eighteen (18), the Platform may be used only with the consent and supervision of a parent or legal guardian, as described in our Terms of Service. Parents and legal guardians are responsible for monitoring their child's use of the Platform and may contact us at support@joydealer.com to review, modify, or delete their child's information.

11. International Users; EEA-Resident Disclosures

The Platform is hosted in the United States and is intended for users in the United States. If you access the Platform from outside the United States, you consent to the transfer of your information to the United States, where data-protection laws may differ from those of your country.

If you are located in the European Economic Area (EEA), the United Kingdom, or Switzerland and the Platform is made available to you, you may have certain rights under the General Data Protection Regulation (GDPR) and related laws, including the right to access, correct, or delete personal information; the right to object to or restrict processing; the right to data portability; the right to withdraw consent; and the right to lodge a complaint with a supervisory authority. We rely on the following legal bases for processing: performance of a contract, compliance with legal obligations, our legitimate interests, and (where required) your consent. We only send marketing communications to EEA Users with prior consent, which you may withdraw at any time.

12. Security

We take the security of your information seriously and implement reasonable administrative, technical, and physical safeguards designed to protect personal information against loss, theft, unauthorized access, disclosure, alteration, or misuse. However, no method of electronic transmission or storage is completely

secure, and we cannot guarantee absolute security. You are responsible for safeguarding your Account credentials and notifying us promptly of any suspected unauthorized access. In the event of a security incident affecting your personal information, we will notify you and applicable regulators where required by law.

13. Data Retention

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, comply with legal obligations, resolve disputes, enforce our agreements, prevent fraud, and protect the Platform. Retention periods vary based on the type of information and applicable legal requirements. Aggregated or de-identified data may be retained indefinitely. You may request deletion of your personal information as described in Section 9 and our Privacy Rights Summary Notice; we may retain certain information as permitted by law.

14. Contact Us; Exercising Your Rights

To exercise privacy rights or to ask questions about this Privacy Policy, please contact us using the information below. We may require additional information from you to verify your identity before processing a request.

JOY DEALER LLC

Attn: Privacy Officer

1390 S. Dixie Highway, Suite 1200

Miami, FL 33146

Email: support@joydealer.com

15. Do-Not-Track Signals

Some browsers and devices include a "Do Not Track" (DNT) feature. Because there is no common standard for interpreting DNT signals, the Platform does not currently respond to DNT signals. We do, however, honor Global Privacy Control (GPC) signals to the extent required by applicable law, as described above.

16. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. We will post the revised policy on the Platform and update the "Last Updated" date below. Material changes will, where practicable, be communicated through the Platform or to the contact information you have provided. Your continued use of the Platform after the effective date of any revised Privacy Policy constitutes your acceptance of the updates.

17. California Residents: Shine the Light

California Civil Code Section 1798.83 permits California residents to request information regarding the disclosure of personal information to third parties for their direct marketing purposes during the prior calendar year. To make such a request, please contact us at the address above and identify the request as a

"California Shine the Light" request. We may require additional information to verify your identity and are required to respond to such requests only once per calendar year.

18. Ad Management Partners

We may engage third-party advertising and analytics partners ("Ad Partners") that collect or receive information described in this Privacy Policy through cookies, pixels, SDKs, or server-to-server connections. Information shared with Ad Partners may include: advertising identifier, IP address, operating system type and version, device type and model, cookie data, language, browser type, and (in hashed form) email. Ad Partners may use this information for measurement, attribution, frequency capping, audience-segment creation, and delivery of interest-based advertising. For additional information and your choices, see our Cookie Policy and Targeted Ads Preferences. You may visit the Network Advertising Initiative (<https://thenai.org/opt-out/>), Your Ad Choices (<https://optout.aboutads.info/?c=2&lang=EN>), and AppChoices (<https://youradchoices.com/appchoices>) to learn more about and opt out of interest-based advertising.