

UNDERCURRENT PRIVACY POLICY

UPDATED August 16, 2021

YOUR PRIVACY RIGHTS

This privacy policy applies to Undercurrent, a division of We Are Listen, LLC's use of information that it collects from individuals ("Policy"). Our Policy applies to our undercurrent.world website ("Website"). At undercurrent.world we collect information in several ways: you provide it to us, we use cookies to collect it while you are navigating and using features of the Website, and/or you order or purchase a product or service from a third party we are using to provide products or services to us and/or to process or fulfill orders ("Third Party Service Provider"). Information collection can occur when you access undercurrent.world or a Third Party Service Provider's site through the Website or through a link from the Website. When you provide information to a Third Party Service Provider, that information may be shared with us. In our Policy that information is included in what we refer to as "our information" and/or "information we collect." As we describe in our Policy, the information we collect in these ways is used by us, third parties with whom we share or to whom we sell the information, and the third party(ies) who collected it.

Information We Collect

We collect information from you when you provide it to us or one of our Third Party Service Providers and/or when you visit, use or navigate our Website. This includes when you provide information in the course of signing up to join our email list, placing an order, making a purchase or participating in an offer from us or a Third Party Service Provider. It also includes when you interact with us on social media, or otherwise contact us or request information from us. As a result of any of these, we may obtain your name, email address, phone number, and postal address, payment method, and other information related to you (such as demographic information like your age range, race, or gender, or information about events you like or products or services you buy), and information related to your actual or potential product preferences and purchasing decisions.

We also collect information automatically from your phone, computer or other device you use to connect to the internet when you visit, use or navigate our Website or provide or upload information through the Website. This may include information about the browser, device and the Internet Service Provider (ISP) you use, the Internet Protocol (IP) addresses involved in your connection to the Website, details about your visit (*e.g.*, what you view or click on), and other information like geographic location, date, and time stamps. We may access and collect this information when it is available even though you have not affirmatively provided it to us.

Our Website and social media pages may contain links to websites operated by third parties. Our Policy does not apply to these third parties (even Third Party Service Providers that are providing services to us or selling products or services to you on our behalf) or the information they may collect from you if you visit their websites or how they use that information. The privacy policies of such websites should explain what they collect and how they use it. We have no responsibility for the actions, omissions or policies of such third parties. In some cases the

third parties may provide us with some or all of the information they collect from you. When we get that information, we will use it in the ways described below.

By purchasing any products or services through our Website, by communicating with us, signing up for our newsletter, or visiting our Website, you agree to our and our Third Party Services Providers collecting and using information as we've described in this Policy. You can always change your mind and you may have other rights that relate to your information that is in our possession - see the Opting Out section below.

Our offers for products or services are open to legal residents of the United States. Our Website is hosted by third parties who maintain servers both inside and outside the United States, where the information we collect is stored. We comply with U.S. laws that relate to such collection and storage.

How We Use The Information We Collect

We use the information that you provide to us for the purpose for which it was provided. This includes communicating with you and providing you with information you may have requested or responding to an inquiry from you, or determining your eligibility for or fulfilling an offer you may have participated in or a purchase you have made or are attempting to make. If a Third Party Service Provider is involved in the sale or fulfillment of the offer, they may also retain your information.

Unless you opt out of receiving other types of communications, we may also use the information we collect to provide you with information about our products, services and other offers, or those of businesses we work with, and may tailor such communications for you based on the information collected. We may share or sell your information to third parties, including promotional partners, those we use to manage and promote our events and social media presence, our affiliated entities and other businesses that we work with and they may also make offers to you for products, services or promotions. See the opt out section below if you do not want to receive offers or other communications from us and do not want us to share or sell your information to other entities.

For billing, record keeping, compliance and auditing purposes, we and/or our Third Party Service Providers may retain and use your information after we have responded to your request or after the end of an offer you have participated in or the completion of a purchase you have made.

We may also use the information in the context of the social media presence that we or the businesses we work with maintain, which means that those businesses could be aware of your preferences for products, services, promotions and other activities. The information may also be used by us and/or the businesses we work with in developing future advertising, and in promotional and product development planning.

We will share your information if we are required by law, legal process or in response to a subpoena or request from law enforcement. In addition, if in our sole determination it is necessary for the protection of our or our customers' or clients' interests, we reserve the right to use and disclose your personal information.

Third Party Access To Your Information

If we are using a Third Party Service Provider to sell products or services on our behalf or otherwise fulfill offers made on our Website, they will use your information to fulfill the offer, complete your purchase and to respond to any questions you have related to your purchase or attempted purchase and otherwise provide customer service. The Third Party Service Providers may also store and use your information; please refer to the Third Party Service Providers' privacy policies for additional information on how your information may be used.

Unless you have Opted Out, we may also share your information with third parties that we use to host our website and/or to disseminate information on our products, services and offers. And we may share or sell your information to third parties, as described above. The third parties with whom we share or sell your information may make offers to you for products, services or promotions. These businesses may also use your information to allow them to more effectively market our and their products or services to consumers and to better understand consumer buying patterns and purchasing decisions. We use third parties to host and administer our Website and in the course of the work they do for us, or to prevent fraud, misuse of our Website or unlawful behavior, or in offering for sale or selling products or services, these third parties may access and use your information.

If a third party were to purchase us or merge our company with theirs, or in the course of negotiating a purchase or merger of our business, we may need to disclose your personal information to the purchaser or prospective purchaser and to transfer your information to the purchaser if such a purchase or merger is concluded.

Except as described in this Policy, we do not sell or otherwise share your personal information with third parties.

Use Of Cookies

"Cookies" refer to software code that is placed on your computer or other device in the course of your accessing and using our Website (and websites generally). We and third parties that provide us with website analytical services, offer fulfillment or make sales on our behalf, use cookies, pixels and other technologies to track your use and navigation of our website and in some cases the particular pages and products or services that you view. We use this information to provide you with more relevant content and also to improve the usability and content of our Website. We and Third Party Service Providers use this information in the course of providing you with the products or services you have requested or ordered from us or the Third Party Service Provider. We and third parties that we do business with may also use this information to provide you with information about and ads for products, services and offers that may be of interest to you.

You can also block cookies from being placed on your computer or device through the settings tab of your browser. Blocking cookies using your browser setting may not, however, prevent third-party ad networks from being able to track your navigation and viewing. It may also affect your ability to use or navigate certain features on the Website. **You can turn off the GPS locator or push notifications on your device.**

Some browsers offer a "do not track" setting that allows you to communicate your preference not to be tracked by websites that you visit. Many websites, including ours, do not respond to the "do not track" signal received from browsers utilizing this setting.

Third Party Ads On The Website

We may allow third parties to display ads on our Website, as well to provide us with analytics and other information about users' access to and use of our Website. We do not share your personal information with any third party displaying such ads unless we have some other business relationship with them. They may, however, obtain personal identifying information related to you by placing cookies or other devices on your computer or other devices or use other similar tracking technology, so that ads or other content can then be targeted to you consistent with the third party's tracking information on your browsing habits and device or computer location. These third parties' actions are subject to their privacy policies, not ours. See "Use of Cookies" above on blocking cookies.

Opting Out

If you do not want to receive communications from us other than what relates to information, products or services you have signed up for or have requested, including offers related to our products and services and those of the businesses we work with, or other communications from us or them, you can advise us of your preferences and unsubscribe from all communications by emailing us at info@undercurrent.world, or by following the instructions in any marketing or promotional email you get from us. You can also correct or delete information we have collected about you that is identifiable to you and ask that your information not be sold or shared with other entities by contacting info@undercurrent.world. We will process your request as soon as reasonably possible. Even if you opt out of getting marketing or promotional emails, we and our Third Party Service Providers will still send you emails or other communications related to specific transactions or other business we have with you. For example, we may still contact you about your orders.

Storing Your Personal Information

We store the information we collect as long as reasonably necessary for the purposes described in this Policy and consistent with what you have indicated as your preferences related to receiving communications from us, unless we are legally required to keep it for a longer period by applicable U.S. law. When information is aggregated and can no longer be associated with you personally, it may be included in data that we retain and use indefinitely.

The entities that administer our Website and other third parties who have information about you may archive information for back-up, archival or storage purposes. We do not control their policies on information retention and do not undertake any obligation to change, modify or delete such information.

Keeping Your Information Safe

We use one or more third parties to administer and host our Website and that administrator(s) has advised us that they use industry standard protocols and software to reduce the risk of loss, unauthorized access, disclosure, or misuse of your information. However, no data is 100% secure, and we are not able to provide any assurances that the information that we collect and store will be secure or that it will not be subject to loss, unauthorized access, use or disclosure.

Use by Children

Our website and the offers or products and services available for sale are intended for people 18 years or older who are U.S. residents. We do not intend for our Website to be used by anyone under the age of 13 or for anyone under the age of 13 to participate in our offers or to make any purchases from us or a Third Party Service Provider. If you are the parent or guardian of a child under the age of 13 and believe we may have collected information about your child, please contact us at the email or mailing address below. In such a case, you may review and request deletion of your child's information as well as prohibit any use of that data.

California users under the age of 18 may request the removal of any publicly available content or information they have uploaded to our website or social media or mobile applications by sending us an email at the address below. Please note that it may not be possible to remove all such content when it is stored and controlled by third party providers.

Updates and Revisions to this Policy

We may change or update this Policy from time to time and will indicate in our posted Policy when and if we do that. We will also notify you of any updates or material changes if we determine that we are required by law to do so. We encourage you to check for updates.

How To Contact Us

if you have any questions, comments, or complaints about this Policy or if you believe that we have collected information in a way that you did not intend, or if you are a California resident making a request pursuant to the California Shine the Light law, please email us at info@undercurrent.world or write us at:

Undercurrent
Attn: PRIVACY REQUEST
1 Dock 72 Way
Brooklyn, NY 11205

Please do not include your credit card number or other sensitive information in your email.

RIGHTS OF CALIFORNIA RESIDENTS – You may have additional rights, please see below for more information.

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RIGHTS OF CALIFORNIA RESIDENTS

“Shine the Light” Law. If you are a California resident and have an established business relationship with Undercurrent, you can email us at info@undercurrent.world or write us at:

Undercurrent
Attn: PRIVACY REQUEST
1 Dock 72 Way
Brooklyn, NY 11205

to request a list of the personal information we have shared with third parties for their marketing purposes. You can make a request one time each year. If you contact us by email, please put “California Shine the Light” in the Subject line of the email. We will respond within 30 days.

Personal Information That May Be Collected on California Residents:

- Names and Aliases
- Physical Address
- Phone Number
- E-Mail Address
- IP Address
- Unique Identifiers
- Interactions with Customer Service
- Information about transactions made on our services
- Fan Preferences and Attributes
- Cookies/Web Beacons
- Device Attributes
- Other information as described in our privacy policy

Personal Information About California Residents That We May Disclose for a Business Purpose or Sell to Third Parties:

Categories of Personal	Personal Information	Disclosed for a Business Purpose	Sold
	Names and Aliases	X	
	Physical Address	X	
Identifiers	Phone Number	X	
	E-Mail Address	X	X
	IP Address	X	X

	Unique Identifiers	X	X
	Interactions with Customer Service	X	
Commercial Information	Information about transactions made on our services	X	
	Individual's Preferences and Attributes	X	X
	Cookies/Web Beacons	X	X
Internet/ Electronic Activity	Device Attributes	X	X

Sources of Data about California Residents:

- Self-disclosed (e.g. Information provided when ordering products or services, accepting a promotional offer, participating in a survey or other request for information or uploading information)
- Third parties (e.g. Analytics companies, service providers such as ticket sellers and fulfillment companies, etc.)
- Data brokers (e.g. Marketing companies, advertising partners, etc.)
- Technical service providers (e.g. Cloud service providers, web hosting services)

Business or Commercial Purposes for Collecting or Selling Personal Information about California Residents:

- Offering products, services or promotional offers
- Providing products and services and fulfilling offers
- Managing events
- Marketing, market research and aggregating analytics
- To prevent, detect, and manage abuse of offers, promotions, the website and unlawful behavior
- Providing customer service and other services or assistance to customers
- Administration of offers and events
- Other uses as described in our privacy policy

Third Parties with Whom we Share Personal Information:

- Business partners (e.g. Analytics companies, companies we do business with, advertisers, event planners and venue owners, etc.)
- Data brokers (e.g. Marketing companies, advertising partners, etc.)
- Technical service providers (e.g. Cloud service providers)
- Other third parties as described in our privacy policy