

Looped Privacy Policy

EFFECTIVE DATE: JANUARY 1, 2020

VIPVR, LLC, a Delaware limited liability company (“we”, “us” or “our”) values your privacy. In this Privacy Policy (“Policy”), we describe how we collect, use, and disclose information that we obtain about visitors to our websites at www.vipvrapp.com and www.loopedlive.com (the “Site”) and the services available through our Site, including the VIPVR and Looped mobile applications (the “App”) (collectively, the “Services”), and how we use and disclose that information.

This Policy applies to all users of our Site, App and Services, including fans that are users, Artists that interact with users or provide live performances through our Services, and authorized users of businesses (“Promotional Partners”) that use our Services to provide content such as video chats and meet and greets, and live and recorded performance to their user base (“Events”). We are not responsible, however, for the privacy practices of our Promotional Partners. You should review their privacy policies before providing them your personal information.

By visiting the Site, or using any of our Services or participating in Events, you agree that your personal information will be handled as described in this Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and the Looped Terms of Use (“Terms”), including its applicable limitations on damages and provisions relating to the resolution of disputes. Capitalized terms in this Policy not defined in this Policy shall have the meaning given to them in the Terms.

The Information We Collect About You

We collect information about you directly from you and from third parties, as well as automatically through your use of our Site or Services.

Information We Collect Directly From You. You may browse certain areas of the Site without registering with us or providing us personal information. If you register for our Services or App, then you must provide your name and email address. You may also register to use our App through your Facebook account. Please note that we will obtain your name and email address if you register or access the App through your Facebook account. This will not result in any posts on your timeline or us obtaining access to your contact information without your approval.

In connection with certain of the promotional events we may offer with our Promotional Partners, you may receive a unique ticket code to access that promotional event, which may be a video chat or virtual meet and greet with an Artist or a live or recorded performance. We may associate that ticket code with your email address solely for purposes of authenticating your right to access that event.

We use Stripe, a PCI-certified third-party payment service to process payments for our Services, including any purchases under our Purchase Policy. Although we do not process payments, we may require you to provide Stripe with contact information (e.g., name, email address, and company name) and financial and billing information (e.g., billing name and address, credit card number, expiration data and CVV). Stripe's privacy policy can be found at <https://stripe.com/US/privacy>.

We collect and retain information as necessary for purposes of fulfilling any purchases you make, including your email address and shipping address as needed. We also collect and retain relating to your history of purchases and transactions, which we use to identify other Services or Events that may be of interest to you and to improve our App and Services.

If you are providing personal information for third parties in connection with using our Services, you are responsible for ensuring that you have all required permissions and consents to provide such personal information to us for use in connection with the Services and that our use of such personal information to provide the Services does not violate any applicable law, rule, regulation or order.

Our App and Services include the ability to have video chats and virtual meet and greets between fans and Artists and to stream live or recorded performances by Artists. Our App and Services include the functionality that enables us to record video or audio feeds of actual video chats and meet and greets between users and Artists, and recording of communications and data in chatrooms provided through the App and Services. By using the Services or activating a ticket code to an Event, you consent to us recording any audio or video chats and virtual meet and greets, or other communications. Please note that video chats, virtual meet and greets and our chatrooms may be viewed by other users of the Services, and so we cannot ensure the privacy or confidentiality of information you may provide through these features. In connection with such Events and any recording of them, we may collect your name, voice, images of your face, movements, and other information you might provide during such an Event or recording thereof.

Information We Collect Automatically. We may automatically collect the following information about your use of our Site or Services through cookies and other technologies: your domain name; your browser type and operating system; the type of mobile device you use with our App (including manufacture, model and system used, e.g. iPhone X running iOS 10); web pages you view; links you click; your IP address; the length of time you visit our Site and or use our Services; and the referring URL, or the webpage that led you to our Site. We may combine this information with other information that we have collected about you, including, where applicable, your user

name, name, and other personal information. Please see the section “Our Use of Cookies and Other Tracking Mechanisms” below for more information.

Geolocation. If you have provided permission through your mobile device to allow us to collect location information through the App, we may obtain your physical location information in terms of latitude and longitude from technologies like GPS, Wi-Fi, or cell tower proximity. You are able to withdraw your permission for us to acquire such physical location information from your mobile device through your mobile device settings, although we do not control this process. If you have questions about how to disable your mobile device’s location services, we recommend you contact your mobile device service provider or the mobile device manufacturer.

Legal Bases for Processing

For persons located in the EEA (“EU Data Subjects”), we will process your personal information in accordance with the Regulations (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, known as the General Data Protection Regulation (“GDPR”). For EU Data Subjects, we rely on a number of legal bases for processing your personal information. The legal basis for our processing activities includes processing personal information as necessary to comply with our contractual obligations, compliance with our legal obligations, protecting the safety of our employees, and other users, for our legitimate business interests, and pursuant to your consent. The particular legal basis for the processing of your personal information is based on the purpose for which such information was provided or collected.

For example, we use personal information as necessary for the performance of contracts with you, or in order to provide our App and Services to you. For example, we are not able to provide our Services and App according to our Terms of Use unless you provide us with certain necessary personal information, such as your name, email address, and credit card information, and allow us to collect certain information regarding your mobile device. We also rely on this same basis to transfer your personal information to third party service providers that assist us in providing Services or the App to you (e.g. we transfer credit card information to our payment processor, Stripe, to process credit card transactions with you on our behalf). This collection and processing of such personal information is based on Art. 6 para. 1(b) of the GDPR (necessary for the performance of a contract with you).

We may also process your personal information if we have received your consent or to respond to your communications or inquiries. For example, we may rely on your consent to record your video chats or to send you email communications about products, promotions or offers. Please note that if we rely on consent, you may withdraw your consent at any time by emailing us at support@vipvrapp.com, but such withdrawal will not affect the lawfulness of the processing prior to the withdrawal. This collection and

processing of the personal information is based on your consent in accordance with Art. 6 para. 1(a) of the GDPR.

We also process personal information for our legitimate interests, such as for marketing purposes or to inform you of our business operations, and to improve our products and services. For example, the legal basis for the processing of information we obtain through the use of cookies and third-party analytics is our legitimate interest in improving the performance of our Services and Site and analyzing its use. The legal basis for the transmission of information to third parties in case we become involved in a sale or transfer of assets, bankruptcy, reorganization, dissolution, or any other transaction is our legitimate interest in preparing and executing the applicable measure. The legal basis for the transmission of information to law enforcement, governmental agencies, or authorized third parties is the compliance with a legal obligation. The legal basis for the transmission of information to our legal counsel and other consultants in connection with actual or potential litigation is our legitimate interest in receiving consulting services. This collection and processing of such personal information on grounds of legitimate interest is based on Art. 6 para. 1(f) of the GDPR.

How We Use Your Information

We use your information, including your personal information, for the following purposes:

- To provide our Site and Services to you, to provide you Events, including video chats, virtual meet and greets, and live and recorded performances, to communicate with you about your use of our Site and Services, to respond to your inquiries, to fulfill your orders, and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to offer location customization, and personalized help and instructions, and to personalize your experiences while using the Site or our Services.
- For marketing and promotional purposes. For example, we may use your information, such as your email address, to send you news and newsletters, special offers, and promotions, or to contact you about products or information we think may interest you. We also may use the information that we learn about you to assist us in advertising our Services on third-party websites.
- To better understand how users access and use our Site and Services, both on an aggregated and individualized basis, in order to improve our Site and Services and respond to user desires and preferences, and for other research and analytical purposes.

How We Share Your Information

We may share your information, including personal information, as follows:

- **Artists.** We may disclose your personal information with artists with your prior consent so that you can interact with them.
- **Our Promotional Partners.** We may offer our Services, including any interaction with Artists, in conjunction with our Promotional Partners. In such cases, you are interacting with and your personal information will be shared with and collected by such Promotional Partners in accordance with their privacy policies.
- **Other Users.** As noted above, certain features of the App or Services may allow users to post or share information that can be viewed and accessed by other users. Such features are not private or confidential. Users should take care not to disclose information on such features that they want to keep private or confidential.
- **Affiliates.** We may disclose the information we collect from you to our affiliates or subsidiaries solely for the purpose of providing Services to you; however, if we do so, their use and disclosure of your personally identifiable information will be maintained by such affiliates and subsidiaries in accordance with this Policy.
- **Service Providers.** We may disclose the information we collect from you to third-party vendors, service providers, contractors or agents who perform functions on our behalf. For example, your credit card information is collected and processed by Stripe, our payment processor. We require such service providers to only use the information we provide them to perform such functions or provide services on our behalf.
- **Business Transfers.** As we continue to develop our business, we may sell or purchase assets or ownership of our business. If another entity acquires us or our assets, personal information collected through the App and Services may be disclosed to such entity as one of the transferred assets, including in connection with negotiations relating to such a transaction. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties. .
- **In Response to Legal Process.** We also may disclose the information we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a subpoena.
- **To Protect Others and Us.** We also may disclose the information we collect from you where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which we are involved.
- **Aggregate and De-Identified Information.** We may share aggregate or de-identified information about users with third parties and publicly for marketing, advertising, research or similar purposes.

Please note that except as noted above, we will not sell or share your personal information with any third party for their direct marketing purposes without your consent.

Our Use of Cookies and Other Tracking Mechanisms

Our third-party service providers and we may use cookies and other tracking mechanisms to track information about your use of our Site and Services. We may combine this information with other personal information collected from you (and our third-party service providers may do so on our behalf).

Currently, our systems do not recognize browser “do-not-track” requests. You may, however, disable certain tracking as discussed in this section (e.g., by disabling cookies), but such disabling will impair use of the Site and Services.

Cookies. Cookies are alphanumeric identifiers that we transfer to your computer’s hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Site and Services, while others are used to enable a faster login process or to allow us to track your activities at our Site and Services. There are two types of cookies: session and persistent cookies.

- **Session Cookies.** Session cookies exist only during an online session. They disappear from your computer when you close your browser or turn off your computer. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the Site. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site.
- **Persistent Cookies.** Persistent cookies remain on your computer after you have closed your browser or turned off your computer. We use persistent cookies to track aggregate and statistical information about user activity.

If you download and use our App, we will place a token that is associated with your device for purposes of sending you notifications through the App.

Disabling Cookies. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site who disable cookies will not be able to browse certain areas of the Site or use the Services.

Third-Party Analytics. We use automated devices and applications, such as the Firebase product offered by Google, to track your use of our App. We also may use other analytic means to evaluate our Services. We use these tools to help us improve our Services, performance and user experiences. These entities may use cookies and

other tracking technologies to perform their services. We do not share your personal information with these third parties.

Third-Party Links

Our Site and Services may contain links to or from third-party websites or services, such as websites or services of our Promotional Partners. Any access to and use of such linked websites or services (such as Stripe) is not governed by this Policy, but instead is governed by the privacy policies of those third-party websites or services. We are not responsible for the information practices of such third-party websites or services.

Security of My Personal Information

We have implemented commercially reasonable precautions to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee 100% security.

You should take steps to protect against unauthorized access to your account (including protecting your Facebook login and password if you access the App through your Facebook account), phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

Requests Regarding My Personal Information

You may access, modify, request information regarding, copies or deletion of your personal information that you have submitted to us or we have requested by accessing your profile on your App or by contacting us at support@vipvrapp.com. Please note that copies of information that you have updated, modified or deleted may remain viewable in cached and archived pages of the Site for a period of time. We will respond to such request within the period of time and to the extent required by applicable law. We may request certain information from you to verify the authenticity of your request.

Notice under California Consumer Privacy Act

As a California resident, you have certain rights under the California Consumer Privacy Act (CCPA), including the right to request us to:

(a) Disclose the categories of personal information that we have collected on you (if any); the categories of sources from which the personal information is collected; the business or commercial purpose for collecting or selling personal information; and the categories of third parties with whom the we share your personal information;

(b) Disclose the specific pieces of personal information that we have collected on you (if any); and

(c) Delete personal information we have collected on you (if you satisfy the conditions set out in the CCPA).

In order to submit a request, we will need to verify your identity. If you have an account with us that is password-protected, we may verify your identity through our existing authentication practices for your account.

If you do not have an account with us, and your request concerns "categories" of personal information collected, we can request from you two data points of personal information to verify your identity. If you do not have an account with us, and your request concerns specific personal information, we can request from you at least three data points of personal information as well as a signed declaration with penalty of perjury to verify your identity.

Please note that following your verified request, we will send you your personal information from the following email address: support@vipvrapp.com. (Any response to your request, including any personal information, may be sent as an encrypted file.)

Please note that once you have submitted a request, we will send you a receipt, acknowledging your request, within 10 business days. If, for some reason, you do not receive such a receipt within 10 business days of your submitted request, please send us an email as an error may have occurred.

We will process and respond to your request within 45 calendar days after it is received (in some cases, as is allowed under the CCPA, this process may be extended by an additional 45-90 calendar days).

Please note, that regarding requests to know under subsections (a) and (b) above, you may only make two requests in a 12-month period, and the information provided need only cover the 12-month period prior to your request.

You have the right to designate an agent to exercise these rights on your behalf. We may require proof that you have designated the authorized agent to act on your behalf and to verify your identity directly with us. Please contact us at support@vipvrapp.com for more information if you wish to submit a request through an authorized agent. We hereby inform you that if you exercise any of your rights under the CCPA, we may not deny you goods or services for that reason, or subject you to different prices than those paid by other consumers, unless provided otherwise under the CCPA, Federal, or State law.

We collected the following categories of personal information from users of our Site and Services in the past 12 months for the following purposes, and from the following categories of sources and disclosed to the following categories of third parties:

- Identifiers (Cal. Civ. Code Section 1798.140(o)(1)(A); **Purpose:** to register users and provide the App and Services; verify user identity for Services; respond to inquiries; to ensure the security of our App and Services; market to users, including sending promotional emails; **Categories of Sources:** users, Promotional Partners and service providers; **Categories of Third Parties To Whom Disclosed:** artists and Promotional Partners with whom you intend to interact; other users if you are posting such information on public areas of the Services; service providers.
- Commercial Information (Cal. Civ. Code Section 1798.140(o)(1)(B); **Purpose:** to provide the App and Services; process payment and other transactions; improve and develop our products and Services; respond to inquiries; and identify products and Services of interest to users; **Categories of Sources:** users, Promotional Partners and service providers; **Categories of Third Parties To Whom Disclosed:** Artists and Promotional Partners with whom you intend to interact; service providers.
- Internet or Electronic Activity (Cal. Civ. Code Section 1798.140(o)(1)(F); **Purpose:** to track usage of the Site and Services; to verify and authenticate access to Events, including enforcing geographical restrictions; improve and develop our products and Services; detect fraudulent activity and protect the security of the App and Services; and identify products and Services of interest to users; **Categories of Sources:** users and service providers; **Categories of Third Parties To Whom Disclosed:** service providers and on an aggregate basis to Artists and Promotional Partners.
- Geolocation Data (Cal. Civ. Code Section 1798.140(o)(1)(G); **Purpose:** to track usage of the Site and Services; confirm and enforce geographical restrictions for content and promotions; detect fraudulent activity and protect the security of the App and Services; **Categories of Sources:** users and service providers; **Categories of Third Parties To Whom Disclosed:** service providers.
- Audio and Visual Information (Cal Civ. Code Section 1798.140(1)(H); **Purpose:** to record video chats and virtual meet and greets, and stream live and recorded performances and Event; **Categories of Sources:** users, Artists, Promotional Partners and service providers; **Categories of Third Parties To Whom Disclosed:** Artists and Promotional Partners with whom you intend to interact; other users participating in the video chat and virtual meet and greets and streamed performances; and service providers.

Opt-Out of Sale of Personal Information

In general, VIPVR does not sell personal information of California residents as that term is defined under the CCPA or Nevada residents as that term is defined under Nevada law. However, out of an abundance of caution and according to California and Nevada law, any California or Nevada resident who wants to opt out of the sale of personal information may submit a request by contacting us at support@vipvrapp.com. If we

think the opt-out right applies, we will process the request in accordance with the CCPA and Nevada law, as applicable.

What Choices Do I Have Regarding Use of My Personal Information for Marketing?

We may send periodic promotional or informational emails to you. You may opt-out of such communications by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out of receiving emails about recommendations or other information we think may interest you, we may still send you emails about your account or any Services you have requested or received from us.

EU Data Subject Rights

Under the GDPR, EU Data Subjects have the following rights:

1. You have the right to information as to whether or not and to which extent we process which of your personal information.
2. You have the right to object to the processing of your data based on Article 6 (1) (e) or (f) of the GDPR on grounds relating to your particular situation at any time.
3. You have the right to rectification of any inaccurate personal information about you and, taking into account the purposes of the processing, to have any incomplete personal information about you completed.
4. You have the right to the erasure of your personal information without undue delay unless we have a legitimate interest to keep the information, such as in the event we need the information to perform a contract with you, provide you the App or Services, or to comply with a legal obligation.
5. You have the right to restrict the processing of your personal information, unless we have a legitimate interest to continue processing the information for the purpose in respect to which you requested the restriction. For example, you have the right to object to our processing of your personal information for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal information for this purpose.
6. You have the right to receive your personal information from us in a structured, commonly used and machine-readable format in certain circumstances. However, this right does not apply where it would adversely affect the rights and freedoms of others.
7. You have the right to withdraw your previously given consent at any time, provided that such withdrawal does not affect the lawfulness of processing prior

to that time. You can withdraw such consent by emailing us at support@vipvrapp.com.

The controller of your personal information under the GDPR is VIPVR, LLC, a Delaware limited liability company, with an address at 2373 Broadway, Apt 1723, New York, NY, 10024.

If you are an EU Data Subject, you may exercise any of your rights in this section in relation to your personal information by written notice to us at the following email address: support@vipvrapp.com.

If you believe our processing of your personal information violates data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged violation.

For EU Data Subjects, your personal information will not be stored longer than permitted by applicable law or longer than necessary to fulfill our purposes for processing your personal information, which are stated in this Policy. The personal information of EU Data Subjects will be processed by us during the following time periods:

- Users of Services and App: If you, your personal information is saved for as long as necessary in order for us to perform the agreement with you, e.g. until we have delivered the product or performed the Services that you have ordered. This does, however, not apply if we need to save your personal information for a longer period of time due to any of the reasons stated below.
- Communication: If you have contacted us, e.g. via email, your personal information will be stored as long as necessary for us to complete any request or handle any issue for which you contacted us.
- Legal obligation: We may retain personal information as long as necessary to comply with legal or accounting obligations.
- Direct marketing: We may process your personal information for direct marketing purposes, until you object to your personal information being used for such purposes.

California Privacy Rights

Section 1798.83 of the California Civil Code permits California residents to request from a business, with whom the California resident has an established business relationship, information related to the personal information disclosed by us to third parties for direct marketing purposes and the names and addresses of the third parties with whom the business has shared such information during the immediately preceding calendar year. If

you are a California resident, you may make one request each calendar year by emailing us at support@vipvrapp.com.

'Children Under 13

Our Site and Services are not designed for children under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems. For EU Data Subjects, we will request parental consent if a user is under the age specified in the applicable member state for which parental consent is required to process their personal information. We may request certain information from users to verify their age before allowing them to register for the Site and Services.

Contact Us

If you have questions about the privacy aspects of our Site or Services or would like to make a complaint, please contact us at support@vipvrapp.com.

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on the Site and on the App. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site or if you have an account with us, providing notice to the email address in your account (for this reason you should make sure to update your account information promptly if it changes).