

PRIVACY POLICY

At Genesis Illustration & Design, LLC, your privacy is important to us. In this Privacy Policy, we tell you what information we collect, share with others, and how we use it.

Genesis Illustration & Design, LLC (“Genesis,” “we,” “our,” and/or “us”) values the privacy of individuals who use our website and mobile apps (collectively, our “Platform”). This privacy policy (the “Privacy Policy”) explains how we collect, use, and share information. It applies to our visitors (“Visitors”), anyone who signs up to become a user (“User”), and anyone who signs up to become a customer (“Customer”). By using the Platform, you agree to the Privacy Policy and any future amendments and additions. Your use of our Platform is also subject to our Terms of Service.

Capitalized terms used but not specifically defined in this Privacy Policy have the meanings as set forth in our User Terms of Use. Genesis creates decals, shirts, and other merchandise under the Wild Life™ brand. Genesis produces and publishes original works of digital photography, digital video, 3D models, vector and raster illustrations, digital reproductions of analog works in a variety of medium. Original works created and published by Genesis are offered as digital products that are made available as a download, subject to the products license agreement. Genesis also provides contracted drafting & design services that include, but are not limited to set, prop and costume design, landscape design, product design. Genesis creates and publishes stock design plans as a licensed retail or wholesale product. Genesis creates and publishes education products that are licensed articles, lesson plans, photographs, video, presentations, design plans, and branded educational products.

1. Information You Provide Directly to Us

a. Level 1 - No Data collected

i. Visitors:

1. may browse "public" content but cannot post, or download.
2. may become "Customer" by making a purchase.
3. may become "Members" by opting IN to our mailing list.

b. Level 2 - Data collected but not retained

- i. A visitor becomes a "Customer" when a purchase is made. A "customer" must provide personal information needed to complete the purchase such as name, address, phone, email and payment info.

ii. Customer:

1. must provide personal information needed to complete the purchase such as name, address, phone, email and payment info.
2. may browse "public" content but cannot post, or download.
3. may download a purchase using an expiring link sent via email.
4. May become "Members" by opting IN to our mailing list.

c. Level 3 - Data collected and retained

- i. A visitor or customer can become a "Member" by opting IN to our mailing list.

- ii. Member:
 - 1. personal information such as name, address, phone, and email is required. Such information will be retained and used to notify our "Members" of "member only" promotions, discounts, events, polls, etc.
 - 2. A previous purchase is not required for "Membership".
 - 3. may post to moderated blogs using the email they registered with.
 - 4. may purchase discounted items with promo codes that are sent via email.
 - 5. may access "Member Only" areas of the website for purchase and events.
 - 6. may become "VIP" through purchase of a subscription contract.

d. Level 4 - Data collected and retained

- i. A VIP is a "Member" opting IN to our mailing list AND is a subscription based "Customer". Personal information such as name, address, phone, and email is required and retained. Such information will be retained and used to notify our "Members" of "member only" promotions, discounts, events, polls, etc.

- ii. VIP:

- 1. payment info or authorization retained.
- 2. requires a subscription contract.
- 3. provides for monthly billing and purchase order payment options. As such, payment info may be retained.
- 4. may post to moderated blogs using the email they registered with.
- 5. may purchase discounted items with promo codes that are sent via email.
- 6. may access "VIP" areas of the website for purchase and events.

2. Other Information We Collect Through Your Use of the Platform

- a. Location Information. We receive location information when you're using the Genesis website and/or app, including when the website and/or app is in use in the foreground or background. We may continuously collect location information and other motion-generated or orientation-generated mobile sensor data from Visitors, Users, and Customers when the Genesis website and/or app is in use in the foreground or background in order to personalize the experience, offer Goods and/or Services, and for other similar purposes. We also use this information for analytics purposes. For information on your choices for sharing location information, please consult Section 7 in Your Choices.
- b. Device Information. We receive information from Users' devices, including IP address, web browser type, mobile operating system version, phone carrier and manufacturer, unique device identifiers, and, if you register with your Facebook account, your Facebook identifier.

- c. Usage Information. We automatically receive information about your interactions with our Platform, such as the pages or other content you view, the products you search for or purchase, and the dates and times of your visits, to help us understand how you use our Platform, help us improve our Platform, and provide you information about our Platform.
- d. User Feedback. Visitors and Users may be able to rate and review Goods and/or Services. After a purchase, we may share feedback or comments that Visitors and/or Users provide. Visitors and Users may also provide us information and feedback related to your experience on the Platform, including, but not limited to order reviews
- e. Information from Cookies and Similar Technologies. We and our service providers collect information through the use of “cookies” and similar technologies to understand how you navigate through and interact with our Platform, to learn what content is popular, for authentication and advertising purposes, and to save your preferences. Cookies are small text files that web servers place on your device; they are designed to store basic information and to help websites and apps recognize your browser. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be accessed every time you use our Platform. We also use cookies for data analytics purposes, including from Google Analytics. You can find more information on how Google uses data from these cookies at [google.com/policies/privacy/partners](https://www.google.com/policies/privacy/partners). To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-Out Browser Add-on. You should consult your web browser to modify your cookie settings. Please note that if you delete or choose not to accept cookies from us, you may be missing out on certain features of our Platform.

3. Information We Receive from Third Parties

- a. Information from Affiliates and Non-Affiliated Third Parties
 - i. We may collect information about you or others through Genesis affiliates or through non-affiliated third parties. For example, you may be able to access the Platform through a social networking account, such as Facebook. If you access the Platform through your Facebook account, you may allow us to have access to certain information in your Facebook profile. This may include your name, profile picture, gender, networks, and/or email address and other information you allow to be imported from Facebook, which is controlled in your Facebook privacy settings.
 - ii. Social networking sites, such as Facebook, have their own policies for handling your information. For a description of how these sites may use and disclose your information, including any information you make public, please

consult the sites' privacy policies. We have no control over how any third-party site uses or discloses the personal information it collects about you.

- iii. We may also collect information about you or others through non-affiliated third parties. For example, to the extent permitted by law, we may, in our sole discretion, ask for and collect supplemental information from third parties, such as information about your credit from a credit bureau, or information to verify your identity or trustworthiness, or for other fraud or safety protection purposes. We may combine information that we collect from you through the Platform with information that we obtain from such affiliated and non-affiliated third parties and information derived from any other products or services we provide.

4. How We Use Information We Collect

a. Uses of Information Collected from All Visitors, Users, and Customers

- i. We may use the information we collect from all Visitors, Users, and Customers to:
 - 1. Provide, improve, expand, and promote our Platform and Goods and/or Services;
 - 2. Analyze how you use our Platform;
 - 3. Communicate with you for marketing and promotional purposes;
 - 4. Facilitate transactions, deliveries, and payments;
 - 5. Respond to customer support questions or your requests;
 - 6. Conduct research;
 - 7. Find and prevent fraud;
 - 8. Resolve disputes, to protect ourselves and other Visitors and/or Users, and to enforce any legal terms that govern your use of the Platform; and
 - 9. Respond to any issues that may arise during deliveries.
- ii. We may aggregate and/or de-identify information collected through the Platform. We may use de-identified or aggregated data for any purpose, including without limitation for research and marketing purposes and may also share such data with any third parties, including without limitation, advertisers, promotional partners, sponsors, event promoters, and/or others.

5. How Genesis Shares Information It Collects from Users

- a. Sharing. We may share your information with third parties in the following cases:
 - i. Where disclosure is required or appropriate in order to comply with laws, regulations, legal process, or a governmental request;

- ii. With law enforcement officials, government authorities, or third parties, if we think doing so is necessary to protect the rights, property, or safety of Genesis, our Visitors, Users and/or Customers, or the public;
- iii. To protect the security or integrity of our Platform;
- iv. To enforce our agreements, policies, and Terms of Service;
- v. To respond to an emergency which we believe in good faith requires us to disclose information to assist in preventing the death or serious bodily injury of any person;
- vi. To investigate and defend ourselves or others against any third-party claims or allegations;
- vii. To provide information about the use of our Platform to potential business partners in aggregated or de-identified form that cannot reasonably be used to identify you;
- viii. While negotiating or in relation to a business transaction, such as a merger, sale of assets, or bankruptcy;
- ix. Whenever you consent to the sharing, including without limitation when you use the social features of the Platform to (1) review, rate, and/or provide feedback on Goods and/or Services which will be available for viewing by other Visitors, Users and/or Customers, and (2) share the orders, you've made through the Platform with other Visitors, Users and/or Customers including, but not limited to any designated favorite orders;; and
- x. When you share certain information related to orders with other Visitors, Users and/or Customers, including, but not limited to (a) your cart; (b) the fees associated with your Order, e.g. to split payment with others; and/or (c) the estimated time of delivery and progress of your Order.

6. Advertising Partners

- a. Third parties whose products or services are accessible or marketed via the Platform may also place cookies or other tracking technologies on your computer, mobile phone, or other device to collect information about your use of the Platform in order to (a) inform, optimize, and serve marketing content based on past visits to our websites and other sites and (b) report how our marketing content impressions, other uses of marketing services, and interactions with these marketing impressions and marketing services are related to visits to our websites. We also allow other third parties, e.g., ad networks and ad servers such as Google Analytics, DoubleClick, and others, to serve tailored marketing to you and to access their own cookies or other tracking technologies on your computer, mobile phone, or other device you use to access the Platform. We neither have access to, nor does this Privacy Policy govern, the use of cookies or other tracking technologies that may be placed on your computer, mobile phone, or other device you use to access the Platform by non-affiliated, third-party ad technology, ad servers, ad networks or any other non-affiliated third parties. Those parties that use these technologies may offer you a way to opt out of targeted advertising as described below. You may receive tailored

advertising on your computer through a web browser. Cookies may be associated with de-identified data linked to or derived from data you voluntarily have submitted to us, e.g., your email address, that we may share with a service provider in hashed, non-human-readable form.

- b. If you are interested in more information about tailored browser advertising and how you can generally control cookies from being put on your computer to deliver tailored marketing, you may visit the [Network Advertising Initiative's Consumer Opt-Out Link](#) and/or the [Digital Advertising Alliance's Consumer Opt-Out Link](#) to opt-out of receiving tailored advertising from companies that participate in those programs. To opt out of Google Analytics for Display Advertising or customize Google Display Network ads, you can visit the Google Ads Settings page. Please note that to the extent advertising technology is integrated into the Platform, you may still receive advertising content even if you opt out of tailored advertising. In that case, the advertising content will just not be tailored to your interests. Also, we do not control any of the above opt-out links and are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms. If your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer or change web browsers, your NAI or DAA opt-out may no longer be effective. Additional information is available on NAI's and DAA's websites, accessible by the above links.

7. Your Choices

- a. In addition to other choices described in this Privacy Policy and in the Platform, you have other choices regarding your information:
 - i. Profile Information. You can update your profile information through your profile settings. If you need to change the email address associated with your account, please contact us via our admin@genesis-illustration.com.
 - ii. Location Information. While you can prevent your device from sharing location information at any time through your device's operating system settings.
 - iii. Email Subscriptions. You can always unsubscribe from our promotional emails via the link provided in the emails. Even if you opt out from receiving promotional messages from us, you will continue to receive administrative messages from us.
 - iv. Account Deletion. If you would like to delete your Genesis account, please contact us through our admin@genesis-illustration.com with your request. If you choose to delete your account, we will delete it for you, but may retain your account information to collect any fees owed, resolve disputes,

troubleshoot problems, analyze usage of the Platform, assist with any investigations, prevent fraud, enforce our Terms of Service, or take other actions as required or permitted by law and/or regulations.

8. Accessing and Correcting Your Personal Information

a. Keeping your personal information current helps ensure that we provide you with the most relevant offers. You can access and update your personal information via your Account profile. While we are ready to assist you in managing your subscriptions, deactivating your account, and removing your active profile and data, we cannot always delete records of past interactions and transactions. For example, we are required to retain records relating to previous purchases for financial reporting and compliance reasons. In addition, because of the way we maintain certain information, after you delete certain information, we may temporarily retain backup copies of such information before it is permanently deleted.

b. Data Retention

i. We will retain your personal information for as long as your account is active or as needed to provide you services and to maintain a record of your transactions for financial reporting purposes. We will also retain and use your personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

ii. Genesis may retain aggregate or anonymized data indefinitely.

9. Third-Party Links

a. Our Platform may contain links to other websites, products, or services that we do not have control over. Please be aware that we are not responsible for the privacy practices of such third parties. We encourage you to read their privacy policies before giving them your information.

10. Data Security

a. We are committed to protecting your information. Even though we take precautions to protect Visitors', Users' and/or Customers' data, no security measures can be 100% secure, and we cannot guarantee the security of Visitors', Users' and/or Customers' data.

11. Children's Privacy

- a. Genesis is not directed to children, and we do not knowingly collect personal information from children under 13. If you believe that a child under the age of 13 has given us personal information, please contact us via our Help Center.

12. California Residents

- a. Under California Civil Code Section 1798.83, California residents who have an established business relationship with Genesis may choose to opt out from our sharing your Personal Information with third parties for direct marketing purposes. If you are a California resident and (1) you wish to opt out; or (2) you wish to request certain information regarding our disclosure of your Personal Information to third parties for direct marketing purposes, please e-mail admin@genesis-illustration.com with "Privacy Policy – California" in the subject line or write to us at:

Genesis Illustration & Design, LLC
Attn: Manager
2120 Fluorshire Dr.
Brandon, FL 33511

13. Do-Not-Track Disclosure

- a. We are committed to providing you with meaningful choices about the information collected on our Platform for third party purposes. That is why we have provided links (above) to the NAI "Consumer Opt-Out" link, the DAA opt-out link, and a Google opt-out link. However, we do not currently recognize or respond to browser-initiated Do-Not-Track signals, as the Internet industry is currently still working on Do-Not-Track standards, implementations and solutions.

14. Consent to Transfer

- a. Our computer systems are currently based in the United States, so your personal data will be processed by us in the United States, where data protection and privacy regulations may not offer the same level of protection as in other parts of the world. If you create an account with the Platform as a visitor from outside the United States, by using the Platform, you agree to this Privacy Policy and you consent to the transfer of all such information to the United States, which may not offer a level of protection equivalent to that required in certain other countries, and to the processing of that information as described in this Privacy Policy.

15. Changes to Our Privacy Policy

- a. We may make changes to this Privacy Policy from time to time. If we make any changes, we will notify you by revising the "Last Updated" date at the bottom of this

Privacy Policy. If we make any material changes, we will let you know through the Platform, by email, or other communication. We encourage Visitors, Users and/or Customers to read this Privacy Policy periodically to stay up to date about our privacy practices. As long as you use the Platform, you are agreeing to this Privacy Policy and any updates we make to it.

16. Contact Information

- a. Feel free to contact us at any time with any questions or comments about this Privacy Policy, your personal information, our use and sharing practices, or your choices regarding your information by contacting us at our Help Center.

Last Updated: This Privacy Policy was last updated on January 7, 2020` .