

RICH CORE MEDIA PRIVACY POLICY

Last Updated: November 16, 2022

This privacy notice applies to any Rich Core Media, LLC., Service (collectively "**Services**") where this privacy notice is referenced, regardless of how you access or use them, including through mobile devices. This Privacy Policy incorporates by reference the Rich Core Media, LLC. terms and conditions. Note that we combine the information we collect from you from the Site, through the Service generally, or offline.

This privacy policy has been compiled to better serve those who are concerned with how their 'Personal Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personal Information in accordance with our service.

BY USING THIS SERVICE, YOU EXPRESSLY ACKNOWLEDGE AND AGREE TO OUR COLLECTION, USE, SHARING, AND PROTECTION OF YOUR PERSONAL INFORMATION AS SUMMARIZED BELOW AND AS FULLY DESCRIBED IN OUR USER PRIVACY NOTICE.

- 1) **Changes.** We may amend this privacy notice at any time by posting the amended version on this site including the effective date of the amended version.
- 2) **Information We Collect & How We Process Data.** We are a data Processor and Collector. We process data received from our services and take proportionate precaution in storing such information for short periods on our secure servers until permanently destroyed. Our servers and offices are located in the United States, so your information may be transferred to, stored, or processed in the United States.
- 3) Our Service collects information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device ("personal information"). In particular, our Service has collected the following categories of personal information from its consumers within the last twelve (12) months:
 - a) **Category A:** Identifiers
 - i) Examples: A real name Information, Internet Protocol address, email address, or other similar identifiers, device information.
 - ii) Collected: **YES**
 - b) **Category B:** Personal information categories.
 - i) Examples: A name, signature, address, telephone number, bank account number, credit card number, debit card number, or any other financial information.
 - ii) Collected: **YES**
 - c) **Category C:** Protected classification characteristics under applicable laws.

- i) Examples: Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).
 - ii) Collected: **NO**
- 4) We obtain the categories of personal information listed above from the following categories of sources:
 - a) **Directly from you.** For example, from forms you complete on our Service.
 - b) **Indirectly from you.** For example, from observing your actions on our Service or interactions with our advertisers.
- 5) **Categories of Personal Information We Collect.** Personally Identifiable Information is information that identifies a specific person. When you engage in certain activities via the Company Service, including but not limited to creating an account, sending feedback, or otherwise participating in the Company Service (collectively, "Identification Activities"), we will ask you to provide certain information about yourself. We also collect the following:
 - i) Identity Data
 - ii) Contact Data
 - iii) Technical Data
 - iv) Usage Data
 - v) Transaction Data
 - vi) Financial Data
 - vii) Profile Data
- b) If you elect to engage in an Identification Activity we will ask you to provide us with certain personal information about yourself, such as your name, address (including zip code), email address, credit card information, telephone number and/or any other information you provide to us, to process your transaction, send communications about them to you, and populate forms for future transactions.
- c) When you enroll in the Company Service, we will also ask you to provide us with additional information, such as credit card information. Depending on the Identification Activity, some of the information we ask you to provide will be identified as mandatory and some identified as voluntary. If you do not provide mandatory information for an Identification Activity, you will not be permitted to engage in that Identification Activity with the Company Service. Depending on the Identification Activity, Company might not re-ask you for Personally Identifiable Information if such are already stored with us.
- d) If you enroll in the Company Service through a third party (such as Facebook or Google) then Company will receive Personally Identifiable Information from such third party and by using the Company Service, you consent to such receipt of

Personally Identifiable Information and its use pursuant to this Privacy Policy by Company.

- 6) **Non-Personally Identifiable Information.** Non-Personally Identifiable Information is information that does not identify a specific person. This type of information may include things like the Uniform Resource Locator (“URL”), your Internet Protocol (“IP”) address, mobile carrier information, mobile device information, or general and/or aggregated location data that does constitute Personally Identifiable Information.
- a) We, and/or our authorized Third-Party Service Providers, may automatically collect this information when you visit or use the Company Service using electronic tools like Cookies and Web beacons or Pixel tags, as described below in this Privacy Policy. Most of the other information we collect for mobile, such as your mobile device identification and mobile device type, the request type, your mobile carrier, your mobile carrier user identification, and the content of your request, does not by itself identify you to Company, though it may be unique or consist of or contain information that you consider personal.
 - b) We use Non-Personally Identifiable Information to troubleshoot, administer the Company Service, analyze trends, gather demographic information, comply with applicable law, and cooperate with law enforcement activities. We will also share this information with our authorized Third-Party Service Providers to measure the overall effectiveness of our products and services.
- 7) **Personal information collected from Third Parties.** We collect and use demographic and other information that is publicly available in an applicable jurisdiction, additional contact information, as allowed by applicable national laws
- a) We allow you to share information with social media sites, or use social media sites to create your account or to connect your account with the respective social media site. Those social media sites may give us automatic access to certain personal information retained by them about you (e.g., content viewed by you, content liked by you, and information about the advertisements you have been shown or have clicked on, etc.). If you provide us with access to any site with video content, then you agree that we can share your video viewing with, or obtain information about your video viewing from, third-party social media sites for at least two years or until you withdraw authorization or connection to the social media site.
 - b) You control the personal information you allow us to have access to through the privacy settings on the applicable social media site and the permissions you give us when you grant us access to the personal information retained by the respective social media site about you. By associating an account managed by a social media site with your account and authorizing us to have access to this information, you agree that we can collect, use and retain the information provided by these social media sites in accordance with this privacy notice. We may also use plug-ins or other technologies from various social media sites. If you click on a link provided via a social media plug in, you are voluntarily establishing a connection with that respective social media site.

- c) If you give us personal information about someone else, you must do so only with that person's authorization. You agree to inform them how we collect, use, disclose, and retain their personal information according to our privacy notice.
- 8) **Information Collected From All Users.** Information you provide to us: For all Users we collect Personal Data when you voluntarily provide such information to the Services, such as when you register for access to the Services, contact us with inquiries, respond to one of our surveys or browse or use certain parts of the Services. The Personal Data we may collect includes without limitation your name, address, email address and any other information that you choose to provide and/or that enables Users to be personally identified.
- a) Information we automatically collect: We also automatically collect certain technical data that is sent to us from the mobile device and/or browser through which you access the Services ("Automatic Data"). Automatic Data, includes without limitation, a unique identifier associated with your access device and/or browser (including, for example, your Internet Protocol (IP) address) characteristics about your access device and/or browser, statistics on your activities on the Services, information about how you came to the Services and data collected through Cookies, Pixel Tags, Local Shared Objects, Web Storage and other similar technologies. You can find out more information about how we use Cookies and other similar tracking technologies in our Cookie Policy.
 - b) When you register for the Services or otherwise submit Personal Data to us, we may associate other Non-Personal Data (including Non-Personal Data we collect from third parties) with your Personal Data. At such instance, we will treat any such combined data as your Personal Data until such time as it can no longer be associated with you or used to identify you.
- 9) **User Profiles.** User may create a profile, with certain or all information publicly available. Clients and Agencies may also create organization profiles. You may have the opportunity to create a profile, which consists of information about you, and may include Personal Information, photographs, examples of your work, information on work previously performed via the Service and outside the Service, skills, tests taken, test scores, hourly pay rates and earnings information, feedback information and other information, including your username ("Profile").
- a) You may edit certain information in your Profile via your account and may choose to limit who is able to view certain content you post to your Profile. Clients and Agencies of associated individual users or companies may also have the opportunity to create an organization Profile. If, in any case, you believe that an unauthorized profile has been created about you, you can request for it to be removed by contacting us.
- 10) **Cookies.** We use cookies, web beacons, unique identifiers, and similar technologies to collect information about the pages you view, the links you click, and other actions you take when using our Services, within our advertising or email content. A cookie is a small data file that we transfer to your computer's hard disk for record-keeping purposes. We use both persistent cookies that remain on your computer or similar device (such as to save your registration ID and login password for future logins to the

Service and to track your compliance with the Rich Core Media, LLC. Terms and Conditions) and session ID cookies, which expire at the end of your browser session (for example, to enable certain features of the Service. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functionality of the Service.

11) **How We Use Your Personal Data.** We collect and use the Personal Data we collect in a manner that is consistent with this Privacy Policy, and applicable privacy laws. We may use the Personal Data as follows:

12) **Specific Reason**

- a) If you provide Personal Data for a certain purpose, we may use the Personal Data in connection with the purpose for which it was provided. For instance, if you contact us by e-mail, we will use the Personal Data you provide to answer your question or resolve your problem and will respond to the email address from which the contact came.
- b) We use your personal information to provide and improve our Services, provide you with a personalized experience on our sites, contact you about your account and our Services, provide you customer service, provide you with personalized advertising and marketing, and to detect, prevent, mitigate and investigate fraudulent or illegal activities.
- c) We use the personal information we collect from you for a range of different business purposes and according to different legal bases of processing.

13) **Access and Use.** If you provide Personal Data in order to obtain access to or use of the Services or any functionality thereof, we will use your Personal Data to provide you with access to or use of the Services or functionality and to analyze your use of such Services or functionality. For instance, if you supply Personal Data relating to your identity or qualifications to use certain portions of the Services, we will use that information to make a decision as to granting you access to use such Services and to assess your ongoing qualification to use such Services.

14) **Internal Business Purposes.** We may use your Personal Data for internal business purposes, including without limitation, to help us improve the content and functionality of the Services, to better understand our Users, to improve the Services, to protect against, identify or address wrongdoing, to enforce our Terms and Conditions, to manage your account and provide you with customer service, and to generally manage the Services and our business.

15) **Use of Interest-Based Data.** We sometimes make inferences about the type of services you may be interested in. We may use these inferences to help target advertising or customize recommendations to you, including on behalf of Servicers. We may do this on an aggregated or generalized basis.

16) **Other Purposes.** If we intend to use any Personal Data in any manner that is not consistent with this Privacy Policy, you will be informed of such anticipated use prior to or at the time the Personal Data is collected or we will obtain your consent subsequent to such collection but prior to such use.

- 17) **Aggregated Personal Data.** In an ongoing effort to understand and serve our Users better, we often conduct research on our customer demographics, interests and behavior based on Personal Data and other information that we have collected. This research is typically conducted on an aggregate basis only that does not identify you. Once Personal Data is in an aggregated form, for purposes of this Privacy Policy, it becomes Non-Personal Data.
- 18) **How We Disclose and Transfer Your Personal Data.** We will not sell your Personal Data to third parties, including third party advertisers. There are certain circumstances in which we may disclose, transfer or share your Personal Data with certain third parties without further notice to you, as set forth in this Privacy Policy.
- 19) **Service Providers.** We may share your Personal Data with contractors and service providers who process Personal Data on Rich Core Media, LLC. to perform certain business-related functions. We are not responsible for the actions of these Servicers, or their Third-Party Servicers (or other downstream recipients of your Personal Data), with respect to your Personal Data. It is important that you review the applicable policies of the Servicers, and if applicable and available, their appointed Third-Party Servicers, before providing Personal Data or other information in connection with that service.
- a) Similarly, if you are a member of a Servicer's organization within Rich Core Media, LLC., your Personal Data will be available to the Servicer and shared with those Third-Party Servicers granted permission by the Servicer to view all members of the Servicer's organization.
- 20) **Google, Social Media and Other Third Party Connections.** Connecting Your Rich Core Media, LLC. account to social media services. You can connect your Rich Core Media, LLC. account to your accounts on third party services like Facebook, Google, LinkedIn and Twitter, in which case we may collect, use, disclose, transfer and store/retain information relating to your account with such third-party services in accordance with this Privacy Policy.
- 21) **Legal Requirements.** We may disclose your Personal Data if required to do so by law in order to (for example) respond to a subpoena or request from law enforcement, a court or a government agency (including in response to public authorities to meet national security or law enforcement requirements), or in the good faith belief that such action is necessary to (a) comply with a legal obligation, (b) protect or defend our rights, interests or property or that of third parties, (c) prevent or investigate possible wrongdoing in connection with the Services, (d) act in urgent circumstances to protect the personal safety of Users of the Services or the public, or (e) protect against legal liability.
- 22) **Security.** Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. If you provide us with your credit card information, the data is fully encrypted using secure socket layer technology (SSL). Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all requirements and implement additional generally accepted industry standards. We implement a variety of security measures when a

user places an order enters, submits, or accesses their information to maintain the safety of your personal information. All transactions are processed through a gateway provider and are not stored or processed on our servers.

23) **Your Rights & Data Retention.** We retain your Personal Data for as long as necessary to provide you with our Services, or for other important purposes such as complying with legal obligations, resolving disputes, and enforcing our agreements. If you have an account with us, we will typically retain your Personal Data for a period of ninety (90) days after you have requested that your account is closed or if it's been inactive.

- a) Data protection law provides you with rights in respect of Personal Data that we hold about you, including the right to request a copy of the Personal Data, request that we rectify, restrict or delete your Personal Data, object to profiling and unsubscribe from marketing communications.
- b) Registered Rich Core Media, LLC. Users may update their choices regarding the types of communications you receive from us through your online account. You also may opt-out of receiving marketing emails from us by following the opt-out instructions provided in those emails. Please note that we reserve the right to send you certain communications relating to your account or use of the Service (for example, administrative and service announcements) via email and other means and these transactional account messages may be unaffected if you opt-out from receiving marketing communications.
- c) All Users may request access to or correction of any Personal Information we have about them or close their account and/or request deletion of all Personal Information we have about them. In certain jurisdictions, Users may have certain rights with regard to their Personal Information. We will honor User requests to the extent we can reasonably do so and as required by law, but some information will remain on the Services, such as information you posted publicly.
- d) Upon request Rich Core Media, LLC. will provide you with information about whether we hold any of your personal information. You are responsible for maintaining the accuracy of the information you submit to us, such as your contact information. You may access, correct, or request deletion of your personal information by making updates to that information or by contacting Rich Core Media, LLC. through your online account.
- e) If you request to access all personal information you've submitted, we will respond to your request to access within 30 days or as otherwise required by law. If your information is deleted, then your account may become deactivated. If your account is deactivated or you ask to close your account, you will no longer be able to use the Service. If you would like to close your account in our system, you can do so through the Rich Core Media, LLC. Service (once you have logged in, visit settings / user settings, and then click on the close my account link).
- f) We will use commercially reasonable efforts to honor your requests for deletion; however, certain information will actively persist on the Service even if you close your account, including information and messages you posted to the Service. In addition, the rights described above may be limited, for example, if fulfilling your

request would reveal personal information about another person, or if you ask us to delete information we are required by law to keep or have compelling legitimate interests in keeping (such as for fraud prevention purposes).

- g) Your Personal Information may remain in our archives and information you update or delete, or information within a closed account, may persist internally for our administrative purposes, to the extent permitted by law. In addition, we typically will not remove information you posted publicly through or on the Service. Bear in mind that neither you nor Rich Core Media, LLC. can delete all copies of information that has been previously shared with others on the Service.

24) **Limit the Personal Data You Provide.** You can browse the Services without providing any Personal Data (other than Automatic Data to the extent it is considered Personal Data under applicable laws) or with limiting the Personal Data you provide. If you choose not to provide any Personal Data or limit the Personal Data you provide, you may not be able to use certain functionality of the Services.

25) **Personal Data Provided to Others.** This Privacy Policy does not apply to any Personal Data that you provide to another User or visitor through the Services or through any other means.

26) **Third Party Links.** This Privacy Policy applies only to the Services. The Services may contain links to other Websites not operated or controlled by us (the "Third Party Sites"). The policies and procedures we described here do not apply to the Third Party Sites. The links from the Services do not imply that we endorse or have reviewed the Third Party Sites. We suggest contacting those sites directly for information on their privacy policies.

27) **Third Party Privacy Practices.** This privacy notice addresses only our use and handling of personal information we collect from you in connection with providing you our Services. If you disclose your information to a third party, or visit a third-party website via a link from our Services, their privacy notices and practices will apply to any personal information you provide to them or they collect from you. We cannot guarantee the privacy or security of your personal information once you provide it to a third party and we encourage you to evaluate the privacy and security policies of your trading partner before entering into a transaction and choosing to share your personal information. This is true even where the third parties to whom you disclose personal information are bidders, buyers or sellers on our site.

28) **COPPA - Children's Online Privacy Protection Act.** We do not knowingly collect Personal Data from children under the age of eighteen (18). If you are under the age of eighteen (18), please do not submit any Personal Data through the Services, without parental consent. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children never to provide Personal Data through the Services without their permission. If you have reason to believe that a child under the age of 18 has provided Personal Data to us through the Services, without parental consent, please contact us and we will endeavor to delete that information from our databases.

29) **International Privacy Laws.** If you are visiting the Services from outside the United States, please be aware that you are sending information (including Personal Data)

to the United States where our servers are located. That information may then be transferred within the United States or back out of the United States to other countries outside of your country of residence, depending on the type of information and how it is stored by us. These countries (including the United States) may not necessarily have data protection laws as comprehensive or protective as those in your country of residence; however, our collection, storage and use of your Personal Data will at all times continue to be governed by this Privacy Policy.

30) **Modifications.** We reserve the right, in our sole discretion, to update or modify this Privacy Policy at any time (collectively, "Modifications"). Modifications to this Privacy Policy will be posted to the Site with a change to the "Updated" date at the top of this Privacy Policy. In certain circumstances Rich Core Media, LLC. may, but need not, provide you with additional notice of such Modifications, such as via email or with in-Service notifications.

a) Please review this policy periodically, and especially before you provide any Personal Data. This Privacy Policy was updated on the date indicated above. Your continued use of the Services following the effectiveness of any Modifications to this Privacy Policy constitutes acceptance of those Modifications. If any Modification to this Privacy Policy is not acceptable to you, you should cease accessing, browsing and otherwise using the Services.

31) **Dispute Resolution.** If you have a complaint about Rich Core Media, LLC.'s privacy practices you should contact us. We will take reasonable steps to work with you to attempt to resolve your complaint in accordance with the "Terms" incorporated with these policies.

32) **General Data Protection Regulation (GDPR).** The GDPR requires Rich Core Media, LLC. and Servicers using the Service to provide Users with more information about the processing of their Personal Data. The GDPR requires us to tell you about the legal ground we're relying on to process any Personal Data about you. The legal grounds for us processing your Personal Data for the purposes set out above will typically be because:

- a) You provided your consent; it is necessary for our contractual relationship;
- b) The processing is necessary for us to comply with our legal or regulatory obligations;
- c) And/or the processing is in our legitimate interest as a service.

33) **Nevada Residents.** Under Nevada law, certain Nevada residents may opt out of the sale of "personally identifiable information" for monetary consideration to a person for that person to license or sell such information to additional persons. "Personally identifiable information" includes first and last name, address, email address, phone number, Social Security Number, or an identifier that allows a specific person to be contacted either physically or online.

a) We do not engage in such activity; however, if you are a Nevada resident who has purchased or leased goods or services from us, you may submit a request to opt out of any potential future sales under Nevada law by emailing us. Please note we

will take reasonable steps to verify your identity and the authenticity of the request. Once verified, we will maintain your request in the event our practices change.

34) **Rights for California residents.** If you are a California resident, the California Consumer Privacy Act (CCPA) may provide you with additional rights regarding the use of your personal information. These rights include:

- a) The right to access the personal information we process about you
- b) The right to know what personal information is collected about you and if any information is sold or disclosed, and to whom
- c) The right to request the deletion of your personal information
- d) The right to opt-out from the sale of your personal information
- e) The right to not be discriminated against for exercising any of the rights above
- f) You can exercise any applicable rights by emailing info@tonylearns.com or sending a letter to the address below. You may be required to submit proof of your identity and/or address, if we are unable to confirm your identity or cannot verify that you are a California resident. We will try to respond to a verifiable consumer request within 45 days of its receipt.

35) **Transfers of Personal Data.** As Rich Core Media, LLC. is a global company, we may need to transfer your Personal Data outside of the country from which it was originally provided. This may be intra-group or to third parties that we work with who may be located in jurisdictions outside the EEA, Switzerland and the UK which have no data protection laws or laws that are less strict compared with those in Europe.

36) **Change of Ownership.** If we are subject to a merger or acquisition with/by another company, we may share information with them in accordance with our global privacy standards. Should such an event occur, we will require that the new combined entity follow this privacy notice with respect to your personal information. If we intend to handle your personal information for any purposes not covered in this privacy notice, you will receive prior notification of the processing of your personal information for the new purposes.

37) **Contact Us.** If you have a question or a complaint about this privacy notice, our global privacy standards, or our information handling practices, you can reach us at:

TonyLearns.com
Rich Core Media LLC
info@tonylearns.com