



PRIVACY POLICY

LAST UPDATED: [August 9], 2020

IMPORTANT NOTICE:

THIS VERSION OF THE CANNON WORKSPACE, LLC PRIVACY POLICY WILL BECOME EFFECTIVE ON [August 9], 2020.

YOU SHOULD CAREFULLY READ THIS PRIVACY POLICY BEFORE USING THE CANNON'S WORKSPACE, INSTALLING OR USING THE CANNON'S MEMBER PORTAL, INCLUDING UPDATES, UPGRADES, FEATURES, CONTENT AND WEBSITES OFFERED BY THE CANNON, AND/OR ATTENDING LIVE EVENTS HOSTED BY OR IN CONNECTION WITH THE CANNON.

BY ACCESSING THE CANNON'S WORKSPACE OR MEMBER PORTAL OR BY USING THE CANNON'S SERVICES, YOU REPRESENT THAT YOU HAVE READ AND CONSENT TO THE TERMS AND CONDITIONS HEREIN, INCLUDING OUR COLLECTION, USE, STORAGE, DELETION, TRANSFER AND DISCLOSURE OF PERSONAL DATA RELATING TO YOU. IF YOU DO NOT AGREE WITH ALL OF THE TERMS AND CONDITIONS OF THIS PRIVACY POLICY, YOU MAY NOT INSTALL OR OTHERWISE ACCESS OUR MEMBER PORTAL, USE OUR WORKSPACE, OR USE OUR SERVICES.

THIS PRIVACY POLICY IS ALSO INCORPORATED BY REFERENCE INTO OUR USER AGREEMENT. YOU SHOULD ALSO READ THE USER AGREEMENT (<http://thecannon.com/user-agreement>) IN ITS ENTIRETY AS IT CONTAINS ADDITIONAL TERMS AND CONDITIONS APPLICABLE TO YOU.

Welcome to The Cannon Workspace, LLC ("The Cannon", "we", "our" or "us"). We created The Cannon to provide a global, experience-based entrepreneurial community and ecosystem supported by those resources critical to individual and collective success. The Cannon has multiple membership options, several of which involve The Cannon's provision of workspace at a Cannon location, and all of which involve access to Cannon Connect (the "**System**"), a member portal provided to give Cannon members a high-quality, high-value digital experience for each individual and entity who is part of our community. When you access our System, you will also have access and use of various services and functionality, including updates, upgrades, features, websites offered by The Cannon or in connection with our System (collectively, the "**System Services**"). If you have a Cannon membership allowing you access to a Cannon location, you will have access and use of the "**Premises**" (as defined in your Co-Working Membership Agreement or Reservation Agreement), conference room credits, and other services related to the Premises (together, the "**Workspace Services**"). Collectively, the System Services and Workspace Services will be referred to as the "**Services**".

This Privacy Policy ("**Privacy Policy**") provides you, either individually or on behalf of your corporation, partnership, sole proprietor, or other business entity ("you" or "your"), with information on how we collect, use, share and protect information and personal data we receive in connection with your installation and use of our System and our Services.

1. PERSONAL DATA WE COLLECT

When you access our System or Services, we may collect information that relates to an identified or identifiable natural person (“**Personal Data**”). Personal Data includes the information you provide to us on the System in order to register for your membership account with The Cannon (your “**Account**”) such as email address(es), username(s), country, postal code, address(es), date of birth, telephone number, family and partner/spousal details, password, current and previous roles and job titles, employers, educational information, gender, security questions, answers to security questions and billing information, when applicable. The profile you create through your Account may contain, and therefore we may collect, the following Personal Data: name, home and email addresses, phone number, age, birth date, photograph, Twitter handle, and other information provided on your Account profile, as may be updated from time to time (all “**Profile Information**”). The general public may have limited access to member Profile Information based on the privacy settings selected by the Member.

You may voluntarily provide us with Personal Data from time to time, such as when you download, install, or access our System or Services, visit our website(s), contact us with inquiries, respond to our surveys, create an Account, download a software update, or register for access to our System or Services either directly or via social media, and we may collect such Personal Data. When you participate in a social feature (such as messaging or chat), the information that you disclose may become publicly available and may be read, copied, or collected or used by others. Please confirm that your privacy settings reflect your preferences.

If you make a purchase, such as for additional Services, we may collect financial information from you, such as credit card information, expiration date, and billing address, and Account information for online payment providers, some of which may be Personal Data.

When you voluntarily provide us with Personal Data, you are consenting to our use of it in accordance with this Privacy Policy. You further acknowledge and agree that this Personal Data may be transmitted from your current location to our offices, servers and authorized third parties.

By participating in any competition or promotion that the Company runs you agree that the Company may publish and use Personal Data in the event that you are a winner or recipient of a prize. By participating you agree to the terms and conditions specific to that event.

2. NON-PERSONAL DATA WE COLLECT

When you download or access the System or Services, we may also: (i) receive and store information relating to you or your access and use of the System or Services that is not information to identify you individually, and (ii) conduct research on our Account holders relating to demographics, interests and behaviors based on both Personal Data and Non-Personal Data, some of which may be collected from you but will be presented in the aggregate so that it cannot identify you individually, collectively all such information referred to as “Non-Personal Data”. Non-Personal Data may be collected passively through technology. We may store this information and/or may include it in databases that we own and operate or that are maintained by us and/or our parent and subsidiary entities, affiliates, agents or service providers (collectively, “**Affiliates**”).

Our research may be compiled or analyzed on an aggregate basis, and we may share this research with our Affiliates or disclose such compiled information to describe our System or Services to current and prospective business partners and to

other third parties for lawful and legitimate business purposes. We may also collect Non-Personal Data from third parties, which may be combined with the information that we collect.

3. HOW WE USE INFORMATION

If you provide Personal Data for a specific reason, we may use that information in connection with that reason. We, and in some cases our Affiliates, may also use your information, including Personal Data, for legitimate business purposes, such as: to provide you with access to or use of the System or Services or functionality, to monitor your use of the System or Services or functionality, to respond to your inquiries or to process any payments you may make to us, if applicable, to help us improve the content and functionality of the System and Services, to understand our users better, to improve the System and Services, to protect against, identify or address any potential wrongdoing, to enforce our user agreement (“*User Agreement*”), to manage your Account and provide you with customer service.

If you are a resident of the European Union, we rely on a number of legal grounds to process information about you, such as processing information where we have your consent, where we have a legitimate interest to do so, where it is necessary in order for the performance of a contract with you, and where we have a legal obligation to process your information.

Your information, including Personal Data, may also be used to contact you for our marketing and advertising purposes, including, without limitation, to inform you about services we believe might be of interest to you, to develop promotional or marketing materials and provide those materials to you, and to display content and advertising on or off the Services.

We may use Personal Data and Non-Personal Data to contact you to inform you about current or upcoming Services we believe will be of interest to you. You have the right to “opt-out” of future marketing emails by contacting us directly at info@thecannon.com to advise us that you do not wish to receive future marketing communications.

Use of the System and Services provides our users with software, technology, text (including forum posts, chat and messages), profiles, links, emails, music, sound, graphics, pictures, video, code, and all audio visual or other material appearing on or emanating to or from our Services, as well as the design and appearance of our websites (collectively, “*Content*”). Content also includes user-generated Content (“*UGC*”). UGC includes your Account personas, forum posts, profile content and other Content contributed by users of our Services. When you use our System and Services, you will have the opportunity to create your own UGC.

The UGC and Personal Data that you voluntarily share publicly through our System or Services will be publicly available and will not be subject to the terms of this privacy policy. When posting UGC, please be aware that this information is being made publicly available and you post at your own risk. Please use appropriate discretion when determining what to share publicly.

4. HOW WE SHARE INFORMATION

In certain circumstances, we may share your Personal Data with our Affiliates and certain third parties without further notice to you, as outlined below. Additionally, other members in the System may also have access to Personal Data you choose to share. We may share your Personal Data with our Affiliates for purposes consistent with this Privacy Policy. Our Affiliates will be bound to maintain that Personal Data in accordance with this Privacy Policy. We, our Affiliates or other third parties may also be engaged to assist us with various matters related to our System or Services or our business in

general. In the cases of third parties, please be aware that we cannot control the activities of third parties to whom we provide information, and while we cannot guarantee that they adhere to the same privacy and security standards as us, we will take reasonable steps to ensure that these third parties and other members with access to the System will provide sufficient protection of Personal Data.

As our business grows, we may acquire or dispose of businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution or similar event, your Personal Data may be included in the transferred assets, and we will obtain your consent only if required to do so by law. You acknowledge and agree that any successor to or acquirer of The Cannon or its assets will continue to have the right to use your Personal Data and other information in accordance with the terms of this Privacy Policy.

In addition to the above, we may share Personal Information if we believe in good faith that such disclosure is required in connection with: (i) complying with a legal obligation or in the good faith belief that such disclosure is necessary or appropriate, (ii) protecting and defending our property and other rights or those of third parties, (iii) acting in urgent circumstances to protect the personal safety of users of our System or Services, (iv) protecting against legal liability or to prevent, identify or address potential wrongdoing in connection with our System or Services, or (v) for any other purpose for which we have secured your permission.

5. OUR USE OF DATA COLLECTION TECHNOLOGIES

In addition to information that you provide to us directly, such as via an online form, we and third parties may collect your information, including Personal Data, through the use of cookies, pixel tags, local shared objects, web storage and other similar technologies as described in more detail below (collectively, “**Data Collection Technologies**”). By accessing the System or the Services, you are consenting to the use of Data Collection Technologies to collect and store information on your device or web browser.

A Cookie is a small text file stored on your internet browser that can later be read back by us or third parties. Cookies are used to recognize your browser and you as a unique user. Cookies may also be used to help us understand things like what web pages or ads you review and otherwise enhance your experience with our System and Services. Cookies may be session cookies (last only for one browser session) or persistent cookies (continue on your browser until they are affirmatively deleted). You may disable or limit the types of Cookies you allow. Please confirm that your web browser’s option settings reflect your Cookie preferences.

We use similar Data Collection Technologies, such as pixels, clear GIFs or web beacons, which are tags or graphics placed on certain parts of the Services or other websites, in emails or in certain other downloadable content. Web beacons permit The Cannon and third parties to monitor and collect information about the viewer of a web page, web-based document, email message or other communication, such as the type of browser requesting the web beacon, the Device Identifier that the web beacon is sent to, and the time the web beacon was viewed. We use web beacons to count web browsers, visits and page views. We also use web beacons to monitor traffic and conversion patterns, to personalize your experience, including advertising and content, and to determine whether messages were opened, links were clicked, or notifications/offers were acted upon. Pixel tags do not store information on your computer, mobile device or browser (although they are occasionally downloaded to your computer if contained in an email or other downloadable content) so they cannot be managed by you except by deleting the content in which the tag is contained.

A local shared object is similar to a cookie, but it can store information and data in addition to text. Local shared objects are stored on your computer or mobile device. You can manage privacy and storage settings for local shared objects by visiting Flash's Website Storage Settings panel. We may use third-party website analytics services in connection with the Services, including, for example, to register mouse clicks, mouse movements, scrolling activity and text typed into our websites. We use the information collected from these services to help make the System and Services easier to use and as otherwise set forth in this Privacy Policy. These website analytics services generally do not collect Personal Data unless you voluntarily provide it and generally do not track your browsing habits across websites that do not use their services.

To determine if users have interacted with content across multiple devices and to match such devices, we may work with partners who analyze device activity data and/or rely on your information (including demographic, geographic and interest-based data). To supplement this analysis, we may also provide de-identified data to these partners. Based on this data, we may then display targeted advertisements across devices that we believe are associated or use this data to further analyze usage of Services across devices.

We use and allow third parties to use these Data Collection Technologies for a variety of purposes, including, without limitation, the operation of the Services or parts of the Services, monitoring the Services and to analyze how you use the Services, allowing us to provide certain functionality on the Services and to remember your preferences, delivering advertisements to you, both on and off the Services. By using these Data Collection Technologies, we may also provide advertisements targeted to your interests. Sometimes this is called online behavioral, interest-based, or retargeted advertising.

Do Not Track Signals: We currently do not participate in any "Do Not Track" frameworks that would allow us to respond to signals or other mechanisms from you regarding the collection of your Personal Data. We may adopt a Do Not Track standard if one is established. In the meantime, you may opt out of certain types of tracking, including certain analytics and tailored advertising, by changing your settings.

6. LINKS TO THIRD-PARTY WEBSITES

This Privacy Policy applies only to our System and Services. The System and Services may contain links to other websites not operated or controlled by us. Our Privacy Policy does not apply to those sites, nor do we endorse or review those sites. You should read and familiarize yourself with the policies, terms, and conditions of any third-party site.

7. EXCLUSIONS FROM THIS PRIVACY POLICY

This Privacy Policy does not apply to and does not protect: (i) any Personal Data we collect other than through our System or Services, (ii) any unsolicited information you provide to us through our System, Services or any other means, including, but not limited to, UGC, and (iii) ideas for new products or services or modifications to our System or Services, as well as any other unsolicited submissions that you voluntarily share (collectively, (i)-(iii) referred to as "**Excluded Information**"). All Excluded Information shall be considered non-confidential and is not subject to the protections provided under this Privacy Policy. We may use, reproduce, disclose, distribute and other exploit Excluded Information without limit or attribution.

8. SECURITY

We take reasonable steps to protect Personal Data, Non-Personal Data and other information from loss, misuse, unauthorized access, disclosure, alteration, or destruction. We store and process your information on our servers in the United States, and we may use servers abroad. We maintain industry standard backup and archival systems. By using our System and Services, you consent to the transfer of information to countries outside your country of residence, including the United States, which may have different data protection rules than in your country. While such information is outside of your country residence, it is subject to the laws of the country in which it is held, and may be subject to disclosure to the governments, courts or law enforcement or regulatory agencies of such other country, pursuant to the laws of such country. However, our practices regarding your Personal Data will at all times continue to be governed by this Privacy Policy and, if applicable, we will comply with the General Data Protection Regulation (“**GDPR**”) requirements providing adequate protection for the transfer of Personal Data from the EU/EEA to third country.

Although we make good faith efforts to store Personal Data in a secure operating environment that is not open to the public, we do not and cannot guarantee the security of your Personal Data and do not assume any responsibility for the unauthorized use or access to your information under our control. In particular, no Internet or email transmission is ever fully secure or error free. In particular, email sent to or from the Services may not be secure. Therefore, you should take special care in deciding what information you send to us via e-mail and what Personal Data you disclose on the Internet.

If at any time during or after our relationship we believe that the security of your Personal Data may have been compromised, subject to applicable laws (including the GDPR), we may seek to notify you of that development. If a notification is legally required, we will endeavor to notify you as promptly as possible under the circumstances, including via the email address you provided to us in your Account information. You consent to our use of email as a means of such notification.

9. CHILDREN

You must be at least 13 years of age to create an Account. Our System and Services are not intended for, and we do not direct them to, anyone under the age of 13. **IF YOU ARE UNDER THE AGE OF 13, YOU ARE NOT PERMITTED TO USE THE SYSTEM OR ANY OF THE SERVICES OR CONTENT AND ARE PROHIBITED FROM SUBMITTING ANY PERSONAL DATA THROUGH THE SYSTEM, SERVICES OR CONTENT. BY ACCESSING THE SYSTEM, SERVICES AND/OR CONTENT YOU REPRESENT THAT YOU ARE AT LEAST 13 YEARS OF AGE OR, IN THE CASE OF PERSONS OUTSIDE THE UNITED STATES, THE MINIMUM AGE IN THE RELEVANT TERRITORY IF GREATER THAN 13 YEARS OF AGE.**

Many of our Services are intended for general audiences. We do not knowingly collect, maintain or store any Personal Data from anyone under the age of 13. If we receive information that you are under the age of 13, then you may not use our Services without a parent’s and/or legal guardian’s consent, except in limited circumstances authorized by law. In our sole discretion we may determine to deny any person under the age of 13 use of our Services, even if he or she provides a parent’s and/or legal guardian’s consent. If parents believe that we have unintentionally collected data from their child under the age of 13, they may request the deletion of the information by email at email us at info@thecannon.com or by contacting us at the following address:

The Cannon Community Management Team
1334 Brittmoore Road Suite 1327
Houston, TX 77043

Users Residing in the United States: If you are at least 13 years of age, but below the age of 18 (“**Child**”), you and your parent or guardian must review this Privacy Policy together, and your parent or guardian may establish an Account for you and shall remain responsible for your acts when using our System or Services. In the event you permit your Child to use an Account or access our System or Services, you hereby agree to this Privacy Policy on behalf of yourself and your Child, and you understand that and agree that you will be responsible for all uses of the Account by your Child whether or not such uses were authorized by you. Please note that if you grant consent for your Child to use an Account or access our System or Services, this may include general communications, such as email, instant messaging, and online groups, and your Child will be able to communicate with, and disclose Personal Data to users of all ages. If you are a parent or guardian who wishes to revoke your previously provided consent, you may contact us at info@thecannon.com.

Users Residing Outside the United States: If you live in a country in the EU/EEA, you must be at least 16 years old to use our Services or such greater age as may be required by the jurisdiction of your residence. **BY ACCESSING THE SYSTEM, SERVICES AND/OR CONTENT YOU REPRESENT THAT YOU ARE AT LEAST THE MINIMUM AGE AS REQUIRED BY THE JURISDICTION OF YOUR RESIDENCE TO ACCESS OUR SYSTEM AND SERVICES.**

10. MESSAGING

Our private messaging tools (“Cannon Messaging”) are available to our members. Messages may be between one sender and one or more recipients.

In the interest of privacy, we require Member authentication to view a given Member’s files and messages. We reserve the right, but are not obligated to, disclose any information if, in our sole opinion, we suspect or have reason to suspect that this information involves a party who may be the victim of any form of harassment. If we, in our sole discretion, deem it appropriate to disclose information to authorities, we may do so. Appropriate authorities may include, without limitation, law enforcement agencies, child protection agencies, or court officials. Additionally, we reserve the right to disclose the contents of a communication to an addressee or intended recipient of such communication. Given this, even if both the sender and recipient deleted a given message or conversation, we may provide such message or conversation to either party at either party’s request.

We may also use aggregated Cannon Messaging information for purposes such as auditing, data analysis, and research to improve our products, services, and customer communications. Unless approved by the Member, we will not share any information provided through Cannon Messaging to our partners, except on aggregate.

We reserve the right to access Cannon Messaging information when we believe doing so is reasonably necessary to investigate, prevent, or take action regarding (i) violations of our User Agreement, or (ii) illegal activities, including threats to the safety of any person, suspected fraud, harassment, or as otherwise required by law.

11. YOUR OPTIONS

The security of your Personal Data is important to us. We follow generally accepted industry standards to protect the Personal Data submitted to us, both during transmission and in storage, and take steps to assure that information collected will remain secure and in its original form, free from alteration. We also provide meaningful choices when it comes to the uses and collection of information.

You can access the System and use the Services while providing limited Personal Data. However, if you choose not to limit the Personal Data you provide, you may not be able to use certain functionality of the System or Services. You may also change or update your Account information and preferences at any time, including the ability to opt-out of all or specific communications. You may also deactivate your Account or delete the Personal Data associated with your Account at any time by contacting us at info@thecannon.com. If you do so, you will no longer have access to the System or our Services associated with your Account.

Note that we may retain any information, including Personal Data, needed to resolve disputes, enforce our User Agreement, protect our legal rights, and comply with technical and legal requirements and constraints related to the security, integrity and operation of our products. Otherwise, we will retain your personal information for as long as reasonably necessary to provide you Services, create and improve our products, comply with the law, and to run our business. You also may adjust your browser settings to block certain online tracking, such as cookies, as further described herein.

You can “opt out” of receiving marketing emails from us by clicking ‘unsubscribe’ within the email. Where we rely on consent to collect and use information, you can withdraw consent at any time. It may take several days for us to process an ‘unsubscribe’ request. You can stop receiving our communications only by contacting us at info@thecannon.com. You can also terminate your Account. Once your Account is closed, you will permanently lose all of your profile information.

When necessary, we may send you strictly service-related announcements, such as a notice that our System or Services are temporarily suspended. Generally, you may not opt-out of these communications, which are not promotional in nature.

You may have additional rights under local law, including the right to request erasure or portability of Personal Data and the right to object to or restrict processing of information. Where applicable, you can exercise these rights by contacting us at info@thecannon.com.

12. SPECIAL INFORMATION FOR CALIFORNIA RESIDENTS

California “Shine the Light” Request: California residents may request a list of all third parties to which we have disclosed certain personally identifiable information about you for marketing purposes. You may make one request per calendar year. In your request, please attest to the fact that you are a California resident and provide a current California address for your response. You may request this information in writing by contacting us at info@thecannon.com.

California Consumer Privacy Act of 2020: California residents are afforded certain rights in accordance with this act which can be viewed at [thecannon/pp-california-rider](https://thecannon.com/pp-california-rider).

13. CHANGES TO OUR PRIVACY POLICY

We may, in our sole discretion, modify or replace this Privacy Policy at any time without prior notice to you, so please review it frequently. Such updates will be posted to our website. We may choose, but are not required, to provide you with email notifications of updates relating to our Privacy Policy. **YOUR CONTINUED USE OF OUR SYSTEM OR SERVICES FOLLOWING THE EFFECTIVENESS OF ANY CHANGES TO THIS PRIVACY POLICY MEANS YOU ACCEPT THE CHANGES. IF ANY CHANGE TO THIS PRIVACY POLICY IS UNACCEPTABLE TO YOU, YOUR SOLE REMEDY IS TO CEASE BROWSING AND ACCESSING OUR SYSTEM AND SERVICES.**

14. YOUR RIGHTS

You may access and update your Personal Data by logging into your Account. You may also contact us directly at info@thecannon.com with respect to Personal Data that is not accessible through the Services. We will take reasonable steps to respond to requests relating to Personal Data within 30 days. However, subject to applicable laws, we may reject requests that we find to be unreasonable (i.e., require disproportionate efforts or material changes to our information systems), impractical or abusive (e.g., repetitive requests, requests made in bad faith or requests that would compromise third party information). Note that you may not have access to or the ability to update or request deletion of Non-Personal Data, much of which is held in aggregate form. Under the GDPR, you may be entitled to additional rights, including: (i) the right to withdraw consent to processing where consent is the basis of processing; (ii) the right to access your Personal Data and certain other supplementary information, under certain conditions; (iii) the right to object to unlawful data processing, under certain conditions; (iv) the right to erasure of Personal Data about you, under certain conditions; (v) the right to demand that we restrict processing of your Personal Data, under certain conditions, if you believe we have exceeded the legitimate basis for processing, processing is no longer necessary, are processing, or believe your Personal Data is inaccurate; (vi) the right to data portability of Personal Data concerning you that you provided us in a structured, commonly used, and machine-readable format, under certain conditions; (vii) the right object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you, under certain conditions; (viii) the right to lodge a complaint with data protection authorities. If you want to learn more about your rights under the GDPR, you can visit the European Commission's page on Data Protection at http://ec.europa.eu/justice/data-protection/index_en.htm.

15. RETENTION AND DELETION

We may retain your Personal Data as long as needed or as required by applicable laws, regulations, or government orders. You may also terminate your Account by contacting us at info@thecannon.com.

If for any reason you are concerned with the way we are using your Personal Data or would like to correct or request that we delete Personal Data, you may contact us at info@thecannon.com. In some cases, we may not be able to delete your personal information and will retain and use our information as long as necessary to comply with our legal obligations, resolve disputes and/or enforce our agreements.

16. CONTACT INFORMATION

If you have any questions or comments about this Privacy Policy or your Personal Data, including keeping Personal Data accurate and up to date, please contact us at info@thecannon.com.

California Collection Notice

In the chart below, we identify categories of personal data we have collected from our users over the last twelve months, including both your personal information and your user generated content (“*UGC*”). For each category we also identify (i) the source(s) that provided such information; (ii) the purpose(s) for which it was collected; and (iii) the categories of third parties, if any, with which it has been shared.

Each category of information is collected for the purposes listed below as well as to (1) provide our System and Services, (2) implement fraud prevention methods, (3) better secure our System and Services and users, including to prevent behavior that is against our User Agreement, and (4) to comply with or implement our audit or other internal processes or procedures. Additionally, we may collect and use this information for our legal purposes or to comply with our internal policies and procedures.

Categories of Personal Information	Sources of Information	Potential Purposes
<u>Personal Identifiers</u> : such as account information, username, tags, handles or other identifiers, email address, address, phone number(s), legal guardian information and open fields such as chat and UGC information	You, directly and through the use of our System and Services Our vendors Our affiliates and business partners Social media/third party accounts, if you choose to link this information	Help us communicate with you either directly or to provide customer service, newsletters, marketing materials or surveys Personalize your experience and use of our System or Services
<u>Classifications</u> : such as age, date of birth, gender, educational classifications	You, directly and through the use of our System and Services Our vendors Our affiliates and business partners	Confirm your eligibility to use our System or Services Personalize your experience and use of our System or Services
<u>Commercial Information</u> : such as use or enrollment in our System or Services, payment information and tax related information	You, directly and through the use of our System and Services Our vendors Our affiliates and business partners	Communication with you Customer Service, newsletters, marketing materials or surveys Personalize your experience and use of our System or Services

Categories of Personal Information	Sources of Information	Potential Purposes
<u>Activity Information</u> : such as region or location, activity log, cookies, operating system information, license details and UGC	You, directly and through the use of our System and Services Our vendors Our affiliates and business partners	Communication with you Customer Service, newsletters, marketing materials or surveys Personalize your experience and use of our System or Services
<u>Geolocation Data</u> : such as, geolocation based on IP address, IP address	You, directly and through the use of our System and Services	Communication with you Customer Service, newsletters, marketing materials or surveys Personalize your experience and use of our System or Services
<u>Customer Service</u> : such as case details, open ticket information, account restrictions, complaints or issued raised	You, directly and through the use of our System and Services	Communication with you Customer Service, newsletters, marketing materials or surveys Personalize your experience and use of our System or Services

Data within each of the categories above may be shared:

- With our subsidiaries and/or affiliates for the purposes described in this Privacy Policy to provide you with our System and Services;
- With our partners or third party service providers to provide our Services and operate our System, or to assist us with marketing;
- With other users and/or the general public, through your use of certain features of our System and Services, such as UGC;
- For legal reasons or in the event of a dispute;
- If necessary, to protect the vital interests of any person; and
- In connection with the sale of our business or assets.

If you have any questions or comments about this California Collection Notice, our Privacy Policy or your Personal Data, including keeping Personal Data accurate and up to date, please contact us at info@thecannon.com.