

## PRIVACY POLICY

Updated and Effective as of \_\_\_\_\_, 2023 [Please add date of posting]

Dogstar Band LLC (“Dogstar”, “we,” “us,” or “our”) provides this privacy policy to describe our privacy practices for the information we collect on our own behalf when you interact with us, including through our website at dogstarofficial.com, or any website, application, feature, or other online service that is owned or controlled by Dogstar that posts a link to this Privacy Policy, email communications, Dogstar-hosted events, and other Dogstar content (collectively, the “Services”).

By accessing, visiting, using, or submitting information to the Services, you consent to the collection and use of information and practices described in this Privacy Policy. If you do not agree with our policies and practices, please do not use our Services. Your use of the Services is also governed by our Terms and Conditions [Link]. If you still have any questions or concerns, please contact us at [info@qprime.com](mailto:info@qprime.com).

### SUMMARY OF KEY POINTS

*This summary provides key points from our privacy policy, but you can find out more details about any of these topics by clicking the link following each key point or by using our [table of contents](#) below to find the section you are looking for.*

**What personal information do we collect?** When you visit, use, or navigate our Services, we may collect personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use. Learn more about [personal information you disclose to us](#).

**How do we use your information?** We use your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also use your information for other purposes with your consent. We use your information only when we have a valid legal reason to do so. Learn more about [how we use your information](#).

**In what situations and with which parties do we share your information?** We may share information in specific situations and with third parties. Learn more about [how we share your information](#).

**What are your rights?** Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information. Learn more about [your jurisdiction-specific privacy rights](#).

**How do you exercise your rights?** The easiest way to exercise your rights is by emailing [info@qprime.com](mailto:info@qprime.com). We will consider and act upon any request in accordance with applicable data protection laws.

Want to learn more about what we do with any information we collect? [Review the privacy policy in full](#).

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## 1. WHAT INFORMATION DO WE COLLECT?

We may collect information about visitors of the Services directly, automatically when you visit the Services, and sometimes from third parties. Some of this information may be considered personal information or personal data under various applicable laws. We consider information that identifies you as a specific, identified individual (such as your name, phone number, and email address) to be personal. We will also treat additional information, including IP addresses and cookie identifiers, as personal where required by applicable law. Note that we may de-identify or pseudonymize personal information so that it is non-personal, such as aggregating or converting it to a code, sometimes using a function commonly known as “hash”. We will treat de-identified or pseudonymized information as non-personal to the fullest extent allowed by applicable law. If we combine non-personal information with personal information, then we will treat the combined information as personal information under this Privacy Policy.

### **Information You Provide Directly**

We may ask you to provide certain personal information to us directly when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us. This information may include contact information (such as your name, phone number, and email address), demographic information (such as your state of residence), and any other information you choose to submit to us.

### **Information We Collect Automatically When You Access and Use the Services**

We and our third-party business partners (including any third-party service providers or third party content, advertising, and analytics providers) may use a variety of technologies, including cookies and web beacons, that automatically or passively collect information when you visit, use, or navigate the Services (“Device ID/Information”).

Device ID/Information may be stored and/or accessed from your computer, tablet, mobile device, or other device whenever you visit or interact with the Services. Device ID/Interaction Information may include, but is not limited to:

- your IP address, mobile device identifier and other unique identifier,
- device information, including device model, operating system version, date/time of access, mobile network information,
- approximate location of your device using location inferred from IP address
- how you use and interact with the Services including the URL or advertisement that referred you to the Services you are visiting, all of the areas within the Services that you visit, the content you watch and how you interact with it, your time zone.

**Precise and Approximate Location Data.** We may collect location data such as information about your device's location. This may include your precise location.. How much information we collect depends on the type and settings of the device you use to access the Services. You may be able to turn off the collection of location data through your device settings. However, please note that we may still be able to collect or infer your approximate location through other data we collect, such as IP address. In addition, some mobile service providers may also provide us or our third-party service providers with data regarding the physical location of the device used to access the Services.

Device ID/Interaction Information may be collected through the use of the following technologies:

- **Cookies and Local Storage.** We use cookies and similar tracking technologies to support our Site and to track and improve activity on our Site. Cookies are small text files stored locally on your device that help store user preferences. The technologies are able to store a unique identifier for a device that allows us to recognize the device whenever the device is used to visit the Site. These technologies may be used for many purposes by us, our service providers, and our third-party business partners, such as automatically collecting Usage Information, enabling features, and remembering your preferences. We may use cookies and other technologies to help keep your use of the Site more secure, to study traffic patterns on the Site, and for maintenance purposes. If you do not want to accept cookies, you can block them by adjusting the settings on your Internet browser. You can find more information about cookies and how they work at [www.allaboutcookies.org](http://www.allaboutcookies.org).
- **Web Beacons.** (also known as "pixel tags" or "clear GIFs") are small pieces of code used to collect usage analytics. They help us determine, for instance, whether a page has been viewed and if so, how many times. When you ask us to send you information, we may use web beacons to establish when an email has been opened.
- **Embedded Scripts.** An embedded script is programming code that is designed to collect information about your interactions with the Site, such as the links you click on. The code is temporarily downloaded onto your device from our server or a third-party service provider, is active only while you are connected to the Site, and is deactivated or deleted thereafter.
- **Session Replay Technology.** Dogstar may record through session replay technology your interactions with the Services, such as what pages you visit on the Services, how long you visit those pages, and any links you click or information you provide. We use this data for our internal business purposes, such as for website analytics, to improve the Services and our products and services, and to address functionality issues.

In addition, we may use a variety of other technologies that collect similar device and device interaction information for security, fraud detection, and maintenance purposes. **[Please confirm]**

## 2. HOW DO WE USE YOUR INFORMATION?

We may use the information we collect for a variety of reasons, including:

- **To allow you to participate in the Services or other features we offer.** . We may use your information to allow you to participate in the Services, contact you about your use of the Services, customer service inquiries, or other related information including in our discretion, changes to our policies.
- **To send you marketing and promotional communications.** We may use the personal information you provide to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt out of our marketing emails at any time. For more information, see the Your Preferences **[Hyperlink To Section]** section below.
- **To customize and optimize our content for you.** We may use your information to customize and optimize our content for you, such as recommendations and advertisements we display to you both when you use the Services and elsewhere online.
- **To provide information we think you may be interested in.** We may use your information to better understand how to provide marketing and promotional campaigns that are most relevant to you.
- **To process your transactions.** We may use your information to process your transactions and fulfill your order, such as for any merchandise purchases you may make through the Services, verify your identity, and send you confirmations and receipts.
- **For internal business purposes.** . We may use your information for internal business purposes such as to verify your identity, detect and troubleshoot issues, and prevent fraud or other illegal activity, to prevent imminent bodily harm, or to protect ourselves and you from people violating our policies, comply with regulatory and legal obligations and otherwise to protect our or third-party rights or interests, which may include sharing information with other companies, lawyers, courts, or other government entities;
- **For purposes disclosed at the time you provide the information, or otherwise with your consent.**

## 3. HOW DO WE SHARE INFORMATION?

We may share non-personal information that we collect, such as certain Device ID/Interaction Information, aggregated user statistics, hashed or otherwise de-identified or pseudonymized information, with third parties in our discretion and as permitted by law, including for targeted advertising purposes. We may share the information we have collected about you as allowed by law, as disclosed at the time you provide your information, as described in this Privacy Policy, with your consent, and in the following situations:

- **Service Providers.** We use third-party service providers to assist us with the operation of the Site or to perform other services for us or on our behalf, including to send emails and other communications, process transactions and fulfill orders, provide customer service, provide website usage analytics, provide targeted advertising, provide marketing assistance and data analysis or enhancement, or performing other administrative services. We give these third parties access to your personal information (or allow them to collect information from or about you) so that they can provide the services.
- **Social Media and Other Third-Party Platforms.** We may host or facilitate interactions with social media or other third-party platform, such as Facebook, Instagram, YouTube, and TikTok. When you interact with these third-party platforms through the Services, we will receive information about you from the third party platform service and you will be choosing to share information about your interactions with Dogstar with that service. In addition, the third-party platform service may set their own cookies and collect information about your use of the Services, including your IP address or other device identifiers, and which pages you visit on the Services. These third-party platforms may be able to collect certain information on your visits to the Services regardless of whether or not you affirmatively interact with the feature and whether or not you are logged into (or have) an account with the third party platform. If you are logged out or do not have an account and visit a page with a social plug-in, your browser sends a more limited set of information. Like other sites, the third-party platform will receive information about the webpage you are visiting, the date and time of your visit, and other browser-related information. They may use that information to help them improve their products or for other purposes set forth in their privacy policy. We may also receive information about you if other users of social media give us access to their profiles and you are one of their connections or "friends." The information we collect is subject to this Privacy Policy. The information collected and stored by the third party remains subject to the third party's privacy practices, including, without limitation, whether the third party continues to share information with us, the types of information shared, and your choices with regard to what is visible to others on that third-party website or service. The third party may allow you to remove the application or feature, in which case we will no longer collect information about you through the application or feature, but may retain the information previously collected.
- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company. By providing your personal information, you agree that we may transfer such information to the acquiring entity without your further consent.
- **Legal and Business Purposes.** We may share personal information about you to third parties in order to comply with a legal obligation and when we believe in good faith that the law requires it (e.g., a lawful subpoena, warrant or court order); to respond to lawful requests by public authorities or law enforcement, including to meet national security or law enforcement requirements; to protect the integrity of the Services and enforce or apply our policies or any other agreement with a user; to protect our rights or property; to protect our users from fraudulent, abusive, or unlawful use of our Services; if we reasonably believe that an emergency involving immediate danger of death or serious physical injury to any person requires disclosure of communications or justifies disclosure of records without delay; or to otherwise protect the rights, property, safety, or security of Dogstar, users of the Services, or others.

#### 4. THIRD PARTY ADVERTISING AND ANALYTICS

Dogstar works with third party business partners, including online advertising companies, ad agencies, and analytics providers to serve Dogstar ads online, and to provide us with information regarding the use of the Services and the effectiveness of our advertisements. These third parties may set and access their own tracking technologies (like cookies and web tags) on your device, and they may otherwise collect or have access to Device ID/Information and other information about you, some of which may be personal data or personal information under various state laws. Some of these parties may collect personal data over time when you visit the Services or other online websites and services. We may share information, typically information that has been aggregated or de-identified, pseudonymized, Device ID/Information, and location information with third party advertising companies, analytics providers, and other third parties, including for the purpose of serving you more relevant ads on and off the Services.

If you would like to opt-out of third party advertising and analytics, there are a variety of tools available to you:

- **Our Tools.** To disable sharing through cookies set on our site by third parties for advertising and analytics purposes, please adjust your settings using the Cookie Preferences manager. Certain jurisdictions provide their residents further rights, please see [Jurisdiction-Specific Rights \[Hyperlink to section\]](#) below regarding additional rights you have.
- **NAI/DAA Opt-Out.** Some of the companies we use may be members of the Network Advertising Initiative (“NAI”) or Digital Advertising Alliance (“DAA”). The NAI provides information regarding targeted advertising and the [opt-out procedures of NAI members](#), including opt-out mechanisms for web browsers, mobile and other connected devices, and a tool to opt out from participating NAI members using your hashed email address for interest-based advertising. You may also want to visit the [DAA's website](#), which provides information regarding targeted advertising and offers an opt-out for DAA-participating companies.
- **Mobile Device.** Mobile devices may contain settings that allow you to disable tracking advertising and/or analytics.
- **Google Analytics.** We use Google Analytics, which use cookies and similar technologies to collect and analyze information about the use of the Services and report on activities and trends. These services may also collect information about the use of other websites, apps, and online services. You can [learn about Google's practices](#), and opt out of them by downloading the [Google Analytics opt-out browser add-on](#).

Please note that opting out through these mechanisms does not opt you out of being served advertising, and that you will continue to receive generic ads while online. Your opt-out choices are browser and device specific; if you disable your cookies, upgrade your browser after opting out or if you use multiple different devices, please opt-out on each device and each browser separately.

## 5. THIRD PARTY CONTENT, LINKS TO OTHER SITES, AND DOGSTAR CONTENT FOUND OUTSIDE OF THE SITES

The Services may contain links to other web sites that Dogstar does not control, and other content hosted and served by third parties. The third parties whose content appears on the Services may collect information about you through the use of cookies and web beacons, may independently collect or solicit personal information, and may have the ability to track your use of their sites and services. Likewise, our content may be included on third parties’ web pages and web sites that are not associated with Dogstar and over which we have no control.

This Privacy Policy does not apply to non-Dogstar websites or mobile applications that may link to the Services or be linked to or from the Services. Please review the privacy policies on those websites or applications directly to understand their privacy practices. Dogstar is not responsible for the privacy practices of any third party

## **6. DATA SECURITY**

Dogstar uses commercially reasonable security measures designed to secure your personal data. However, no system, data transmission over the Internet, wireless transmission, or electronic storage of data can be guaranteed to be 100% secure. Dogstar cannot guarantee that the Internet or your device will be completely secure and cannot warrant or ensure the security of any data we collect. You use the Services and provide us data at your own risk.

## **7. JURISDICTION AND CROSS-BORDER TRANSFER**

Dogstar is a US-based company. If you are accessing our Services from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States and other countries. By using the Services, or providing us with any information, you fully understand and unambiguously consent to this transfer to, and processing, usage, sharing, and storage of your data in the United States and other jurisdictions, for which the privacy laws may not be as comprehensive as those in the country where you reside and/or are a citizen. As a result, this data may be subject to access requests from governments, courts, or law enforcement in the United States and other countries according to the laws in those jurisdictions. Your data will also be disclosed to third parties as described in How Do We Share Information [\[Hyperlink to section\]](#) section above.

## **8. GENERAL AUDIENCE SITE**

The Services are general audience and do not target users younger than the age of 18. We do not knowingly collect personal information online from children younger than the age of 18. If you become aware of any data we may have collected from children under age 18, please contact us at [info@qprime.com](mailto:info@qprime.com).

## **9. DO WE MAKE UPDATES TO THIS PRIVACY POLICY?**

To the extent allowed by applicable law, we may update this Privacy Policy from time to time in our discretion. We will notify you of such changes by posting the updated version on the Services and indicating at the top of the Privacy Policy the date it was last updated. We may also provide notice to you in other ways in our discretion, such as through contact information you have provided. Any changes will be effective immediately upon the posting of the revised Privacy Policy unless otherwise specified, and your continued use of the Services after the effective date of the revised Privacy Policy (or such other act as specified in the revised Privacy Policy) will constitute your consent to those changes to the fullest extent allowed by applicable law.

## **10. HOW CAN YOU CONTACT US ABOUT THIS PRIVACY POLICY?**

If you have questions or comments about this notice, you may email us at [info@qprime.com](mailto:info@qprime.com) or contact us by post at:

Dogstar Band LLC  
1801 Century Park East #2160  
Los Angeles, CA 90067  
United States

## 11. YOUR PREFERENCES

**Marketing Emails and Newsletters.** You may unsubscribe from our marketing emails and newsletters through the opt-out mechanism included in each such email. Note, however, that we reserve the right to send you certain communications relating to your use of the Services, notices of changes to this Privacy Policy or other terms, or similar administrative and transactional messages.

**Text Messages.** If you choose to sign-up to receive SMS, MMS, or RCS messages from Dogstar, you may unsubscribe by replying "STOP" to the short code.

**Changing Your Information/Preferences.** You are responsible for maintaining the accuracy of the information you submit to us, such as your contact information. The Services may include functionality to allow you to review and update your personal information. Note that when you edit your personal information or change your preferences, information that you remove may persist internally for certain administrative purposes or within backup media. Certain jurisdictions provide additional privacy rights, as discussed in the Jurisdiction-Specific Rights [\[hyperlink to section\]](#) section below.

## 12. JURISDICTION-SPECIFIC RIGHTS

Residents of certain jurisdictions may have the ability to exercise additional rights and choices regarding their personal data. We will take reasonable steps to accommodate your request, but may need to verify your identity before doing so. If you are a resident of the U.S., please see additional information below. Residents of Canada, please see additional information here [\[hyperlink to Canada section below\]](#) – note that if you are a resident of Quebec, please also see additional information here [\[hyperlink to Quebec section below\]](#). Residents of the UK, Switzerland, and EEA, please see additional information here [\[hyperlink to UK/EEA section\]](#).

### 12.1. Notice to Virginia Residents

We set forth above in our Privacy Policy the categories of personal data we process, the purpose for processing personal data, the categories of personal data shared, and the categories of third parties with whom personal data is shared.

If you are a Virginia Consumer and would like to exercise your rights pursuant to the Virginia Consumer Data Protection Act (VCDPA), and any implementing regulations adopted thereunder, please complete the appropriate form below or call 1-877-203-2262 to submit a request.

Virginia Consumers have the following rights, all subject to the meanings and exceptions set forth in the VCDPA:

To confirm whether we are processing your Personal Data and request to access such data ("Right to Access").

- That we correct inaccurate Personal Data we hold about you ("Right to Correct").
- That we delete the Personal Data provided by you or obtained about you ("Right to Delete").



- To obtain a copy of the Personal Data previously provided by you to us and, to the extent feasible, in a readily usable format to allow data portability (“Right to Obtain”)
- To opt-out out of:
- the processing of your Personal Data for the purposes of targeted advertising (“Right to Opt-Out of Targeted Advertising”).
- Dogstar engages in online advertising practices (and certain analytics or similar activities) that may be considered “targeted advertising” under the VCDPA. You may use the Cookie Preferences Manager to disable sharing through cookies set by third parties that may be considered targeted advertising under such laws. Please also review the [Third-Party Advertising and Analytics](#) [\[hyperlink to Third Party Advertising and Analytics section\]](#) section above for information on industry tools and device settings that may be available to you.
- To opt-in to the processing of Sensitive Data (“Right to Opt-In to Processing of Sensitive Data”). If applicable, we will obtain your consent to processing of Sensitive Data we collect.

**VCDPA Appeals:** Pursuant to the VCDPA, if, for any reason, you would like to appeal our decision relating to your request, you have the right to submit an appeal and can do so by submitting this form or calling 1-877-203-2262. Please include your full name, the basis for your appeal, and any additional information to consider.

### **12.2 Notice to Nevada Residents.**

Dogstar does not currently sell your covered information as those terms are defined under applicable Nevada law.

You may still submit an opt-out request and we will honor that request as required by Nevada law if Dogstar were to engage in such a sale in the future. If you are a Nevada resident and would like to opt-out of the sale of your covered information, please submit your request to [info@qprime.com](mailto:info@qprime.com). Your request must include your full name, street address, city, state, zip code, and an email address so that we can contact if needed regarding this request. If you previously provided a phone number, it will assist us in making sure we identify you as someone who wants to opt-out. You may also be required to take reasonable steps as we determine from time to time in order to verify your identity and/or the authenticity of the request. Dogstar will respond to your request within sixty (60) days either confirming that your request has been processed or indicating that we need an additional thirty (30) days to complete the request.

### **12.3. Notice To Canadian Residents**

***Quebec residents please also see the Notice to Quebec Residents below.***

We may process your information if you have given us specific permission (i.e. express consent) to use your personal information for a specific purpose, or in situations where your permission can be inferred (i.e., implied consent). You may withdraw consent at any time (subject to legal or contractual restrictions and reasonable notice). In some exceptional cases, we may be legally permitted under applicable law to process your information without your consent, including, for example:

- If collection is clearly in the interests of an individual and consent cannot be obtained in a timely way;

- For investigations and fraud detection and prevention;
- For business transactions provided certain conditions are met;
- If it is contained in a witness statement and the collection is necessary to assess, process, or settle an insurance claim;
- For identifying injured, ill, or deceased persons and communicating with next of kin;
- If we have reasonable grounds to believe an individual has been, is, or may be victim of financial abuse;
- If it is reasonable to expect collection and use with consent would compromise the availability or the accuracy of the information and the collection is reasonable for purposes related to investigating a breach of an agreement or a contravention of the laws of Canada or a province;
- If disclosure is required to comply with a subpoena, warrant, court order, rules of the court relating to the production of records, or is otherwise required by law;
- If it was produced by an individual in the course of their employment, business, or profession and the collection is consistent with the purposes for which the information was produced;
- If the collection is solely for journalistic, artistic, or literary purposes; or
- If the information is publicly available and is specified by the regulations which implement the Personal Information Protection and Electronic Documents Act (PIPEDA)

Subject to certain limits set out in the applicable laws, Canadian residents also have the right to request access to the personal information that we collect and to update or correct personal information if it is inaccurate. We may need to verify your identity before implementing your request.

Subject to applicable law, if you are a Canadian resident and would like to submit a request to access, correct, or update your personal information, or to withdraw consent to the processing of your personal data, you must submit your request to **[insert name - PIPEDA requires that a person is named, not just a title or general email]** by sending an email to [info@qprime.com](mailto:info@qprime.com). You may also use this contact to submit any requests for information on our privacy practices or to submit a complaint regarding our practices.

Your request or complaint must include your full name, street address, city, province, postal code, and an email address so that we are able to contact you if needed regarding this request.

We cannot properly process requests or complaints that do not come through the designated request mechanism or do not contain sufficient information to allow us to process your request. You may also be required to take reasonable steps as we determine from time to time in order to verify your identity and/or the authenticity of the request. Once your request is processed, absent exemptions, we will provide you with details regarding what personal information we have, how it is used, and with which third parties it is shared.

#### **12.4. Notice To Quebec Residents**

All our personnel handling personal information will be subject to a duty of confidentiality and to ensure that all personal information is handled in accordance with standard security measures. By using the Service, you acknowledge and agree that your personal information will be transferred outside of Quebec.

We may use certain technologies that allow you to be identified or profiled. These technologies include cookies, web beacons, embedded scripts, and session replay as described in greater detail at Information We Collect Automatically When You Access and Use the Services [\[insert link to this section\]](#). You may email us at any time to opt-out of such use.

We may use certain technologies that allow you to be located. Such as, when using our mobile app you may opt-in to the collection of your location in order to help you locate products near you. You may turn off the collection of precise location information at any time through the settings on your device.

We will only use your personal information for the purposes stated at the point of collection or as otherwise noted in this privacy policy. Subject to applicable law, if you are a Quebec resident and would like to submit a request to be informed, access, erasure, rectification, or to withdraw or restrict processing, you must submit your request to [info@qprime.com](mailto:info@qprime.com). You may also use this contact to submit any requests for information on our privacy practices or to submit a complaint regarding our practices. Your request or complaint must include your full name, street address, city, province, postal code, and an email address so that we are able to contact you if needed regarding this request.

**[TITLE]** is in charge of the protection of personal information. You may contact **[Title]** by emailing [info@qprime.com](mailto:info@qprime.com) or calling **[PHONE NUMBER]**. **[Quebec's Law 25 requires you to insert the title and contact information of the person in charge of the protection of personal information (such as a DPO or equivalent). Please insert.]**

You may submit a complaint to the Commission d'accès à l'information du Québec (CAI) by visiting: <https://www.cai.gouv.qc.ca/a-propos/nous-joindre/>.

You and we confirm that it is our wish that this Privacy Policy, any terms of use, and all other related policies be drawn up in English. *Vous reconnaissez avoir exigé la rédaction en anglais du présent document ainsi que tous les documents qui s'y rattachent.*

### **12.5. Notice To United Kingdom/European/Switzerland Residents**

If you are a resident of the United Kingdom (UK), European Economic Area (EEA), or of Switzerland, the following information applies.

**Purposes of processing and legal bases we rely on to process your information:** The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

- **Consent.** We may process your information if you have given us permission (i.e., consent) to use your personal information for a specific purpose. You can withdraw your consent at any time.
- **Legitimate Interests** We may process your information when we believe it is reasonably necessary to achieve our legitimate interests and those interests do not outweigh your interests and fundamental rights and freedoms. For example, we may process your personal information for some of the purposes described in order to:
  - communicate with you about our Services;
  - preventing fraud;

- ensuring network and information security, including preventing unauthorized access to our computer and electronic communication systems and preventing malicious software distribution;
- supporting internal administration;
- improving and developing our Services;
- conducting data analytics analyses to review and better understand consumer interaction; and
- in certain circumstances, to deliver advertising to you.
- **Legal Obligations.** We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.
- **Performance of a Contract.** We may process your information as necessary to perform our agreement to provide the Services to you;
- **Vital Interests.** We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situations involving potential threats to the safety of any person.

**Right to lodge a complaint:** If you are located in the European Economic Area or UK and you believe we are unlawfully processing your personal information, you also have the right to complain to your Member State data protection authority: [https://ec.europa.eu/justice/data-protection/bodies/authorities/index\\_en.htm](https://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm) or UK Information Commissioner's Office: <https://ico.org.uk/make-a-complaint/data-protection-complaints/data-protection-complaints/>. If you are located in Switzerland, you may contact the Federal Data Protection and Information Commissioner: <https://www.edoeb.admin.ch/edoeb/en/home.html>.

**Transfers:** Personal information we collect may be transferred to, and stored and processed in, the United States or any other country in which we or our affiliates or subcontractors maintain facilities. We have implemented measures to protect your personal information, including by using the European Commission's Standard Contractual Clauses for transfers of personal information between our group companies and between us and our third-party providers. These clauses require all recipients to protect all personal information that they process originating from the EEA or UK in accordance with European data protection laws and regulations. Our Standard Contractual Clauses can be provided upon request. We have implemented similar appropriate safeguards with our third-party providers and partners and further details can be provided upon request. In certain cases, we rely on your consent to facilitate transfer, processing, and storage of your data in the United States and other jurisdictions, where laws regarding processing of personal information may be less stringent than the laws in the EEA, UK, and Switzerland.

**Withdraw consent:** If we are relying on your consent to process your personal information, you have the right to withdraw that consent at any time.

**Access:** You have the right to request access to personal information we collected about you and information about its sources, purposes, and sharing.

**Correction:** You have the right to request that we correct the personal information we hold about you if it is inaccurate or incomplete.

**Erasure:** You have the right to request that we erase data we have collected from you. Please note that we may have a reason to deny your deletion request or delete data in a more limited way than you anticipated, e.g., because of a legal obligation to retain it.

**Portability:** You have the right, in certain circumstances, to request that we provide your personal information to you in a format that can be transferred to another entity.

**Restrict Processing:** You have the right, in certain circumstances, to request that we limit our processing of your personal information if you are (1) contesting the accuracy of your personal information, (2) asserting that our processing is unlawful; (3) asserting that we no longer need to keep the information for reasons related to the establishment, exercise, or defense of legal claims, or you object to our processing. You have the right, in certain circumstances, to request that we limit our processing of your personal information if you are contesting the accuracy of your personal information; asserting that our processing is unlawful; asserting that we no longer need to keep the information for reasons related to the establishment, exercise, or defense of legal claims, or you object to our processing.

**Object:** You have the right to object to our processing if we are processing your personal information based on legitimate interests, using your personal information for direct marketing (including profiling), or processing your personal information for purposes of scientific or historical research and statistics.

**Automated Decisionmaking:** You have the right, in certain circumstances, not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects on you.

**Verification Procedures:** We must verify your identity for everyone's protection, so we may require you to provide us with verification information prior to accessing any records containing personal information about you. We may do this by asking you to provide personal identifiers we can match against information we may have collected from you previously and confirm your request using the email or telephone account stated in the request.

We will use the information you provide for verification only for the purpose of verification. We may have a reason under the law why we do not have to respond to your request or respond to it in a more limited way than you anticipated. If we do, we will explain that to you in our response.

### **12.7. Additional Information if You Are Located in Countries Outside the US, EU/EEA, UK, or Canada**

In certain jurisdictions with relevant data protection laws, including (without limitation) Argentina, Australia, Brazil, China, Hong Kong, India, Japan, Malaysia, Mexico, Philippines, Singapore, South Africa, Switzerland, and Taiwan, we may require your consent or authorization to use or share your Personal Information for the purposes described in this Privacy Policy. By providing your Personal Information to us, you expressly provide such consent or authorization to the extent it is required.

In addition, you may have additional privacy rights under the law of your country of residence, typically including the rights to access, correct, delete, or object to further processing of your Personal Data. We handle requests to exercise such rights similarly to requests from EU residents under the EU GDPR, as described above.

### **12.7. Notice to California Residents**

**California “Shine the Light”:** California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with Services, you have the right to request removal of unwanted data that you publicly post on the Services. To request removal of such data, please contact us using the contact information provided below and include the email address associated with your account and a statement that you reside in California. We will make sure the data is not publicly displayed on the Services, but please be aware that the data may not be completely or comprehensively removed from all our systems (e.g., backups, etc.).

## **CALIFORNIA PRIVACY NOTICE**

This notice supplements the information contained in Dogstar’s Privacy Policy and applies only to California residents. This California Privacy Notice sets forth the disclosures and rights for California Consumers regarding their Personal Information, as required by the California Consumer Privacy Act of 2018 (“CCPA”), the California Privacy Rights Act of 2020 (“CPRA”), and any implementing regulations adopted thereunder. Terms (including defined capitalized terms) used in this California Privacy Notice have the same meanings given in the CCPA, CPRA, and the associated regulations, unless otherwise defined.

### **Agents**

If you are using an authorized representative submitting a request on a user’s behalf, please complete the applicable request per the instructions below. We will follow up to request a signed, written permission signed by the individual who is the subject of the request authorizing you to make the request on their behalf. The written permission must state your full legal name, the full legal name of the individual who is the subject of the request, and needs to be clear about the permission granted. Alternatively, you may submit a copy of a power of attorney under Probate Code sections 4000-4465. In either case, please also indicate in your email the nature of your request. The consumer's identity, in addition to your own, will need to be independently verified in order for us to be able to fulfill your request. We may also ask the consumer to directly confirm with us that they provided you permission to submit a request. Please keep in mind that if we do not receive adequate proof that you are validly authorized to act on the consumer’s behalf, we may deny the request.

### **Exercising Your California Rights**

California Consumers have the right to request: (1) that we disclose to you what personal information we collect, use, disclose, and sell/share, including the right to request that we provide to you the specific pieces of personal information we have collected about you (“**Right to Know**”) (2) that we delete the personal information we have collected from you (“**Right to Delete**”); and, (3) that we correct inaccurate personal information we hold about you (“**Right to Correct**”), (4) to opt out from the sharing of your personal information and sensitive personal information to a third party for cross-context behavioral advertising (i.e. targeted advertising) (“**Right to Opt-Out of Sharing**”), (5) to opt-out from the sale of personal information and sensitive personal information (“**Right to Opt-Out of Sale**”), and (6) that we

limit the use or disclosure of your sensitive personal information to purposes set forth in the statute, including that use which is necessary and anticipated to perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services (“**Right to Limit the Use and Disclosure of Sensitive Personal Information**”), all subject to the meanings and exceptions set forth in the CCPA and CPRA. More information on each of these rights is below.

In your request, you must provide enough information to allow us to verify you are the person about whom we collected personal information, or their authorized representative. You must also describe your request with enough detail so that we can understand, evaluate, and respond to it. We can't respond to your request if we can't verify your identity. Making such a request does not require you to create an account with us, and we will only use the information you provide in a request to verify your identity.

#### Verification process

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. These verification efforts require us to ask you to provide information so that we can match it with information you have previously provided us. For instance, depending on the type of request you submit, we may ask you to provide certain information, beyond your full name, so that we can match the information you provide with the information we already have on file, or we may contact you through a communication method (e.g., phone or email) that you have previously provided to us. We may also use other verification methods as the circumstances dictate. If we are unable to verify that the individual submitting the request is the same individual about whom we have collected information (or someone authorized by that individual to act on their behalf), we will not be able to process the request.

#### Right to request deletion of the data — Request to delete

California Consumers have the right to request that we delete the personal information we have collected from you. If you are a California consumer and would like to exercise your Right to Delete, please submit your request at [info@qprime.com](mailto:info@qprime.com)

Please note that as part of the verification process, once you submit a request to delete, we may follow up and require you to confirm that you want your information deleted.

#### Right to Know

California Consumers have the right to know what information we have collected about you (the categories and the specific pieces of information). If you are a California consumer and would like to exercise your Right to Know, please submit your request at [info@qprime.com](mailto:info@qprime.com).

In order to have us provide specific pieces of information, we will require a signed declaration under penalty of perjury that you are the consumer whose Personal Information is the subject of the request.

#### Right to Correct Inaccurate Information

California Consumers have the right to request that we correct inaccurate information we hold about you. If you are a California consumer and would like to exercise your Right to Correct, please submit your request at [info@qprime.com](mailto:info@qprime.com).

#### Right to Non-Discrimination for the Exercise of a Consumer’s Privacy Rights

California consumers have the right to not receive discriminatory treatment for exercising CCPA and CPRA rights. We will not discriminate against you if you exercise your privacy rights.

#### Right to Limit Use and Disclosure of Sensitive Personal Information

Under the CPRA Regulations, a business must only provide the Right to Limit The Use and Disclosure of Sensitive Personal Information when such use is collected or processed for the purpose of inferring characteristics about a consumer, or does not fall under certain statutory exceptions, pursuant to CPRA §1798.121. Dogstar's use and disclosure of Sensitive Personal Information is not used for such purpose and/or falls within the statutory exceptions, and we therefore do not offer this right at this time.

#### **Do Not Sell or Share**

##### *Right to Opt-Out of Sharing*

California Consumers have the right to opt-out of the sharing of your Personal Information to a third party for cross-context behavioral advertising (i.e., targeted advertising), whether or not for monetary or other valuable consideration. If you are a California Consumer and would like exercise your Right to Opt-Out of Sharing, please submit your request at [info@qprime.com](mailto:info@qprime.com).

##### *Right to Opt-Out of Sale*

California Consumers have the right to opt-out of the sale of your Personal Information. If you are a California Consumer and would like to exercise your Right to Opt-Out of Sale, please submit your request. If you are a California Consumer and would like exercise your Right to Opt-Out of Sharing, please submit your request at [info@qprime.com](mailto:info@qprime.com).

##### *Other Important Information for Do Not Sell or Share*

Dogstar engages in online advertising practices (and certain analytics or similar activities), which may be considered a "sale" or "share" for cross-context behavioral advertising under the CCPA and CPRA. You may use the Cookie Preferences Manager to disable sharing through cookies set by 3rd parties that may be considered "sales" or "sharing" under the CCPA and CPRA.

In addition, the Digital Advertising Alliance also offers tools for California consumers to send requests under the CCPA and CPRA to opt out of the sale of personal information by some or all of the participating companies <https://www.privacyrights.info/>.

#### **Do Not Track**

Some web browsers include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online.

#### **Data Retention**

We will retain all categories of personal information for as long as it is reasonably necessary for the purposes set out in this California Privacy Notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements), and considering the time period reasonably necessary to: use the Services; exercise the choices and rights you have requested; comply



with our contractual obligations; and enforce our terms for use of the Services. Except as noted differently on specific pages or apps, we retain your personal information while you have an order with us, or while you are using our Services or continuing to visit us.

**Users Younger than Age 18**

Dogstar does not knowingly sell or share Personal Information of users younger than 18 years of age.

**Personal Information We Collect**

The personal information we collect about you will depend upon how you use the Services or otherwise interact with us. Accordingly, we may not collect all of the below information about you.

In addition to the below, we may collect and/or use additional types of information, and will do so after providing notice to you and obtaining your consent to the extent such notice and consent is required by the CCPA and CPRA.

<b>Category of Personal Information Collected</b>	<b>Categories of Sources from which the Information was Collected</b>	<b>Business or Commercial Purpose(s) for which Information is Collected</b>	<b>Categories of Third Parties to whom this type of Personal Information is Disclosed for a Business Purpose</b>	<b>Categories of Third Parties to Whom this Type of Personal Information is Sold or Shared for Cross Contextual Behavioral Advertising</b>
<p><b>Identifiers</b></p> <p><i>This category includes information such as contact details, postal address, telephone number, unique personal identifiers, IP address, and email address.</i></p>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumer (i.e., you),</li> <li>• Cookies and tracking technologies,</li> <li>• Third-party social media companies,</li> <li>• Third-party business partners</li> </ul>	<p>We may use this type of information to:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the Services or other features we offer and to provide customer service;</li> <li>• To process transactions and fulfill your orders, verify your identity, and send you confirmations and receipts;</li> <li>• To customize and optimize our content for you, such as</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Service Providers,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition,</li> </ul>	<p>Third party advertising, analytics, and similar marketing business partners may have access to this data, and this may be considered a “sale” or “share” under the CCPA and CPRA under certain circumstances.</p>

		<p>recommendations and advertisements we display to you both when you use the Services and elsewhere online;</p> <ul style="list-style-type: none"><li>• To provide information we think you may be interested in, including information about us and the Services, products, services, and activities, as well as administrative matters,</li><li>• To operate and improve the Services and services;</li><li>• For internal business purposes such as research, to detect and troubleshoot issues, prevent fraud or other illegal activity, comply with regulatory and legal obligations; and</li><li>• For purposes disclosed at the time you provide the information, or otherwise with your prior consent.</li></ul>	<ul style="list-style-type: none"><li>• Third parties or affiliated companies when you agree to or direct that we share your information with them,</li><li>• Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders) or to protect or defend our or any third party's rights or property.</li></ul>	
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<p><b>Any categories of Personal Information described in subdivision (v) of Section 1798.140</b></p> <p><i>This category includes name, address, and phone number, and other categories of information classified as “personal” under this California law.)</i></p> <p>Note: information in this category may overlap with other categories.</p>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumer (i.e., you),</li> <li>• Cookies and tracking technologies,</li> <li>• Third-party social media companies,</li> <li>• Third-party business partners</li> </ul>	<p>We may use this type of information to:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the Services or other features we offer and to provide customer service;</li> <li>• To process transactions and fulfill your orders, verify your identity, and send you confirmations and receipts;</li> <li>• To customize and optimize our content for you, such as recommendations and advertisements we display to you both when you use the Services and elsewhere online;</li> <li>• To provide information we think you may be interested in, including information about us and the Services, products, services, and activities, as well as administrative matters,</li> <li>• To operate and improve the Services and services;</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Service Providers,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or direct that we share your information with them,</li> <li>• Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders) or to protect or defend our or any third party’s rights or property.</li> </ul>	<p>We do not “sell” or “share” this information.</p>
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		<ul style="list-style-type: none"> <li>• For internal business purposes such as research, to detect and troubleshoot issues, prevent fraud or other illegal activity, comply with regulatory and legal obligations; and</li> <li>• For purposes disclosed at the time you provide the information, or otherwise with your prior consent.</li> </ul>		
<p><b>Commercial information</b></p> <p><i>This category includes information about your merchandise transactions and information about your customer service contact history (such as when you interact with our customer service team over the phone or through chat or if you respond to our text messages, including transcriptions of conversations and IVR recordings)</i></p>	<p>We may collect this type of information from:</p> <ul style="list-style-type: none"> <li>• Consumer (i.e., you),</li> <li>• Cookies and tracking technologies,</li> <li>• Third-party social media companies,</li> <li>• Third-party business partners</li> </ul>	<p>We may use this type of information to:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the Services or other features we offer and to provide customer service;</li> <li>• To process transactions and fulfill your orders, verify your identity, and send you confirmations and receipts;</li> <li>• To customize and optimize our content for you, such as recommendations and advertisements we display to you both when you</li> </ul>	<p>We may disclose this type of information to:</p> <ul style="list-style-type: none"> <li>• Service Providers,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or direct that we share your</li> </ul>	<p>We do not “sell” or “share” this information.</p>

		<p>use the Services and elsewhere online;</p> <ul style="list-style-type: none"> <li>• To provide information we think you may be interested in, including information about us and the Services, products, services, and activities, as well as administrative matters,</li> <li>• To operate and improve the Services and services;</li> <li>• For internal business purposes such as research, to detect and troubleshoot issues, prevent fraud or other illegal activity, comply with regulatory and legal obligations; and</li> <li>• For purposes disclosed at the time you provide the information, or otherwise with your prior consent.</li> </ul>	<p>information with them,</p> <ul style="list-style-type: none"> <li>• Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders) or to protect or defend our or any third party's rights or property.</li> </ul>	
<p><b>Internet or other electronic network activity information</b></p>	<p>We may collect this type of information from:</p>	<p>We may use this type of information to:</p> <ul style="list-style-type: none"> <li>• To allow you to participate in the</li> </ul>	<p>We may disclose this type of information to:</p>	<p>Third party advertising, analytics, and similar marketing business</p>

<p><i>This category includes information about the hardware and software you use to visit the Services, and areas of the Services you visit.</i></p>	<ul style="list-style-type: none"> <li>• Cookies and tracking technologies,</li> </ul>	<p>Services or other features we offer and to provide customer service;</p> <ul style="list-style-type: none"> <li>• To process transactions and fulfill your orders, verify your identity, and send you confirmations and receipts;</li> <li>• To customize and optimize our content for you, such as recommendations and advertisements we display to you both when you use the Services and elsewhere online;</li> <li>• To provide information we think you may be interested in, including information about us and the Services, products, services, and activities, as well as administrative matters,</li> <li>• To operate and improve the Services and services;</li> <li>• For internal business purposes such as research, to detect and troubleshoot</li> </ul>	<ul style="list-style-type: none"> <li>• Service Providers,</li> <li>• Third party advertising and analytics companies,</li> <li>• Third parties who may acquire your information as a result of a merger, acquisition or other ownership transition,</li> <li>• Third parties or affiliated companies when you agree to or direct that we share your information with them,</li> <li>• Other third parties (including government agencies) as required by law or in connection with court proceedings (such as pursuant to subpoenas or court orders) or to protect or defend our or any third party's rights or property.</li> </ul>	<p>partners may have access to this data, and this may be considered a "sale" or "share" under the CCPA and CPRA under certain circumstances.</p>
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		<p>issues, prevent fraud or other illegal activity, comply with regulatory and legal obligations; and</p> <ul style="list-style-type: none"><li>• For purposes disclosed at the time you provide the information, or otherwise with your prior consent.</li></ul>		
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