

## **PRIVACY STATEMENT & POLICY**

Your privacy is very important to the Wisekapital group of companies. (Referred to herein as YahoMagazine “Group,” “we” or “us”), the owner and operator of the website located at YahoMagazine referred to herein as, the “Site”) with Wisekapital, LLC being the data processor and data controller for the Group. We understand the success of our organization depends on the trust of our users. Consumer protection is important to earn user trust. This privacy statement provides information about the personal information that YahoMagazine collects, and the ways in which YahoMagazine uses that personal information.

### **PERSONAL INFORMATION COLLECTION**

YahoMagazine collects personal information solely with your permission and for the purpose of providing services to you, such as to enhance your visit on our website(s) and to deliver more individualized content and advertising. To do this, we use the following kinds of personal information:

- Information about your use of this website, such as general user activity data and movement, including clicks on any individual links or graphics;
- Information that you provide to us for the purpose of registering with the website, including first or last name, email address, address, or phone number;
- Information about transactions carried out over this website, including any interaction with third-party websites to which you may be redirected after registration;
- Information that you provide automatically for the purpose of subscribing to this Website and its services, including country, IP address, device operating system, date of interaction with this Website, and other additional personal information that records interaction with this Website, to be used for analytics purposes or for storing Users’ preferences.

### **USE OF PERSONAL INFORMATION**

YahoMagazine may use your personal information to:

- Administer and personalize this Website for you based on provided activity tracked by analytics technology;
- Enable your access to and use of the Website services;
- Contact the User with product or service-related emails that are part of the BounsClubs brand, using the information provided by the User in the contact form;
- Manage and build a User database;
- Redirect you to services provided by relevant third-party brands who may contact you should you choose to give them your information; Supply to you

services that you purchase or request; and Send you marketing communications.

YahoMagazine may disclose your personal information to its agents or third party contacts in order to provide services you have requested. In those cases where YahoMagazine contains third-party content about, and links to, third parties and their websites that are not owned or controlled by YahoMagazine you accept YahoMagazine has no control over, and assumes no responsibility for the content, privacy policies or practices of any third-party content or websites or any of their contents.

## **COOKIES AND OTHER TRACKING TECHNOLOGIES**

Cookies are identifiers that a website sends to an Internet browser to keep on a computer in order to facilitate a future visit to a site. We and our partners, affiliates, or analytics or service providers use technologies, such as cookies, beacons, tags, and scripts, to analyse trends, administer our website, track users' movements around the website, and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

You can control the use of cookies at the individual browser level. If you reject cookies, you may still use our website, but your ability to use some features or areas of our website may be limited.

As is true of most websites, we gather certain information automatically and store it in files. This information includes Internet protocol (IP) addresses, referring/exit pages; the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and clickstream data. We do link this automatically collected data to other information we collect about our website visitors.

## **ADVERTISING**

We partner with third party ad-networks to either display advertising on our website or to manage our advertising on other websites. Our ad-network partners use cookies and web beacons to collect non-personal information about your activities on our website, as well as other websites, to provide you targeted advertising based upon your interests.

## **DATA SECURITY**

YahoMagazine will take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information.

YahoMagazine stores all personal information you provide on secure servers. However, though we follow generally accepted standards to protect the personal information submitted to us, both during transmission and once we receive it, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security.

## **LINKING TO OTHER SITES**

Our website includes links to other websites whose privacy policies may differ from ours. If you submit personal information to any of those websites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit. This privacy policy applies only to information collected by our website.

## **CROSS-BORDER DATA TRANSFERS**

Information that YahoMagazine collects may be stored and process in and transferred between any of the countries in which YahoMagazine operates to enable the use of the information in accordance with this privacy policy.

You agree to such cross-border transfers of personal information.

## **LEGAL OBLIGATIONS**

We reserve the right to disclose your personal information as required by law, such as to comply with a subpoena, bankruptcy proceedings or similar legal process, and when we believe that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud and/or to comply with a judicial proceeding, court order, or legal process served on our website.

## **UPDATING THIS STATEMENT**

YahoMagazine may update this privacy policy by posting a new version on this website.

You should check this page occasionally to ensure you are familiar with any changes, referring to the date of the last modification listed at the bottom. If a User objects to any of the changes found in the privacy policy, the User must cease using this Website and may request that YahoMagazine remove his or her personal data.

## **HOW TO MODIFY OR DELETE PERSONAL INFORMATION OR OPT-OUT**

Subscribers must ensure that their details with YahoMagazine are up-to-date and inform us when their personal data has changed. If subscribers do not wish to be contacted by YahoMagazine they can opt out by using the unsubscribe link found in the footer of any newsletter or e-mail delivered to you.

## **CONTACT US**

If you have any questions about this privacy policy or YahoMagazine treatment of your personal information, please email us at [support@yahomagazine.com](mailto:support@yahomagazine.com). Latest

Modification Date of the Privacy Policy: June 12<sup>th</sup> 2025