

PRIVACY POLICY

Braands.io, ("**Braands**", "**we**", "**our**", or "**us**") is committed to protecting your ("**you**" or "**your**") privacy and empowering you with this privacy policy (this "**Privacy Policy**"). This Privacy Policy explains how we collect, use, disclose, and apply the information collected when you use or access our website (<https://braands.io/>), products, services, or applications that posts a link to this Privacy Policy (collectively, the "**Services**").

By using the Services or interacting with us, you are agreeing to this Privacy Policy. Please read the following carefully to understand how we collect, use, disclose, and maintain information that can be used to identify you ("**Personal Data**"). In addition, this Privacy Policy describes your choices for use, access, and correction of your Personal Data. If you do not agree to be bound by this Privacy Policy, please deactivate your account and stop using the Services.

1. Changes to this Privacy Policy.

We may change this Privacy Policy from time to time. In the event we make changes, we will notify you by revising the "Last Updated" date at the top of this Privacy Policy. We encourage you to review our Privacy Policy whenever you use the Services to stay informed of ways you can protect your privacy.

2. Information You Provide to Us.

We collect Personal Data that you decide to share with us directly. At times, we may also require you to provide certain information in order to use certain parts of our Services, fulfill your requests, or provide you with certain services.

2.1 Account Information.

When you create an account, you may provide us with your name, e-mail address, mobile number & username, and any other information you choose to upload to your account. Depending on the service that you purchase, we may also ask you for your physical address and some other additional information.

2.2 Payment Information.

If you purchase our Services, we may ask you to provide your name, billing address, telephone number, and e-mail address, as well as certain financial information like Cryptocurrency wallet address for purposes of processing that payment will collect payment card information and associated account information if you choose to make payments within our Services.

2.3 Contacting Us.

You may interact with us through our Services, including through an online contact form, e-mail, surveys, or any other communication mechanism. If you contact us directly, we may receive additional information about you such as your name, e-mail address, the contents of the message and/or attachments you may send us, and any other information you may choose to provide to us.

3. Information We Obtain from Others.

We may obtain additional Personal Data from other users of the Services, third parties, and sources other than the Services. For example, we may obtain additional Personal Data from advertisers or social media networks for which you have approved our access. When you interact with the Services through social media networks or when you connect the Services to social media networks, you are authorizing Braands to collect, store, and use such Personal Data and content in accordance with this Privacy Policy. We may also obtain Personal Data from third-party services regarding your use of such services, including about your use of the content you choose to broadcast through the Services.

4. Information We Automatically Collect.

4.1 Log Information.

We log usage data when you visit or otherwise use our Services, including our sites, app, and platform technology, such as when you view or click on content (e.g., Marketplace) or ads (on or off our sites and apps), perform a search, share articles, or apply for jobs. We use log-ins, cookies, device information and internet protocol ("IP") addresses to identify you and log your use.

4.2 Device and Location.

When you visit or leave our Services (including some plugins and our cookies or similar technology on the sites of others), we receive the URL of both the site you came from and the one you go to and the time of your visit. We also get information about your network and device (e.g., IP address, proxy server, operating system, web browser and add-ons, device identifier and features, cookie IDs and/or Internet Service Provider, or your mobile carrier). If you use our Services from a mobile device, that device will send us data about your location based on your phone settings.

4.3 Crash and Error Information.

If the Services crash or return an error, we may collect data to determine the cause of the error using first- or third-party services. The crash or error information collected may include the following: Device IP address, device name, operating system version, application configurations(s), the time and date, and other statistics.

5. Cookies and Other Technologies.

5.1 What are Cookies and Other Technologies.

A cookie is a small text file that can be stored on and accessed from your device when you visit our Services, to the extent you agree. The other tracking technologies work similarly to cookies and place small data files on your devices or monitor your website activity to enable us to collect information about how you use our Services. This allows our Services to recognize your device from those of other users of the Services.

5.2 How We Use Cookies and Other Tracking Technologies.

Like most providers of online services, we use Cookies and Other Tracking Technologies, including first-party cookies (i.e., cookies placed by us when you use the Services) and third-party cookies (as explained below), for a number of reasons, like identifying you, helping us see which features are most popular, counting visitors to a page, understanding how you engage with web content and emails we send, improving our users' experience, keeping the Services secure, tracking and analyzing statistical usage and volume information from our users, providing relevant advertising, and just generally providing you with a better, more intuitive, and satisfying experience.

5.3 Third-Party Cookies.

Some Cookies and Other Tracking Technologies that we use are from third party companies (third party cookies), provide us with web analytics and intelligence about our website which may also be used to provide measurement services and target ads. These companies use programming code to collect information about your interaction with our website, such as the pages you visit, the links you click on and how long you are on our website. This code is only active while you are on the Braands website.

5.4 Cookies We Use.

Depending on the Services, we may use the following types of cookies:

Cookie Category	Why Do We Use These Cookies
----------------------------	------------------------------------

Necessary	Necessary cookies help make the Services usable by enabling basic functions like page navigation and access to secure areas of the Services. The Services cannot function properly without these cookies. Disabling these cookies may make the Services unavailable.
Preferences	Preference cookies are used by us to remember your settings and preferences and to improve your experience on our Services
Analytics	Analytics cookies help us collect information about your use of the Services and enable us to improve the way it works. These cookies give us aggregated information that we use to monitor the Services' performance, count page visits, spot technical errors, see how users reach the Services, and measure the effectiveness of marketing (including emails).
Marketing	Marketing cookies are used to show consumers display advertisements across websites, to make them more relevant and meaningful to consumers, and to track the efficiency of our advertising campaigns, both on our services and on other websites or mobile apps. Our third-party advertising partners (as identified above) may use these cookies to build a profile of your interests and deliver relevant advertising on other sites.

5.5 Managing Cookies

A. If you do not want cookies to be dropped on your device, you can adjust the settings of your Internet browser to reject the setting of all or some cookies and to alert you when a cookie is placed on your device. Please note that if you use your browser settings to block all cookies (including strictly Necessary Cookies) you may not be able to access or use all, or parts or specific functionalities, of our Services.

- Chrome
- Safari
- Safari Mobile (iPhones and iPads)
- Firefox
- Microsoft Edge

B. If you want to remove previously stored cookies, you can manually delete the cookies at any time. However, this will not prevent the Services from placing further cookies on your device, unless and until you adjust your Internet browser setting as described above.

C. You may opt out of behaviorally targeted ads anytime by clearing your cache of your browser's cookies. Additionally, you may opt-out of interest-based advertising

from some third-party partners by visiting <http://www.youronlinechoices.eu>, or the third-party provider's websites. Please note that opting-out will only prevent targeted ads so you may continue to see generic (non-targeted ads) after you opt-out.

6. How We Use Your Information.

We may use your Personal Data for the limited purpose of providing the Services and related functionality and services, as described in this Privacy Policy and as permitted by applicable laws. These purposes include circumstances where it is necessary to provide or fulfill the Services requested by or for you or where you have given us your express consent. We may use your Personal Data as follows:

- To provide and maintain our Service
- For the performance of a contract such as the development, compliance, and undertaking of the purchase contract for the services you have purchased or of any other contract with us through the Services;
- To communicate with you by e-mail and other methods of communication to respond to comments, questions, and other requests you send us;
- To contact you with special offers, promotions, and other information we believe will be of interest to you;
- To contact you with special offers, promotions, and other information we believe will be of interest to you;
- To provide the information and services you request;
- For internal administrative and auditing purposes;
- To detect security incidents and protect against malicious, deceptive, fraudulent, or illegal activity, including, when necessary, to prosecute those responsible for such activities;
- For other purposes such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Services, products, marketing, and your experience;
- To invite you to participate in surveys and provide feedback to us (in accordance with any privacy preferences you have expressed to us);
- To enforce our policies or other agreements;
- To combine information collected through the Services and from other sources so that such information can no longer be linked to you or your device ("Aggregate/De-Identified Information") such as de-identified demographic information, information about the device from which you Services, or other analyses we create;
- To use for any other purpose for which we provide notice at the time of collection; and
- To comply with legal obligations and legal process and to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or other third-parties.

7. How We Share and Disclose Information.

7.1 Service Providers and Third-Parties.

We do not sell Personal Data. We do not otherwise disclose the Personal Data we collect about you, except as described herein or as otherwise disclosed to you at the time the data is collected. We may share your Personal Data with third-party vendors that perform tasks on our behalf and at our instruction. These third-party vendors may use your Personal Data only in connection with the services they perform on our behalf, and they are bound to protect your Personal Data in a manner substantively consistent with our own policies and practices. Depending on your subscription, we may share your Personal Data with national securities exchanges, securities information processors, or our other third-party financial data providers for the purposes described in this Privacy Policy. In addition, you may choose to use certain features on our website for which we partner with other entities. These features are operated by third-parties that are not affiliated with us. These third-parties may use your Personal Data in accordance with their privacy policies. On the parts of the Services on which these features are offered, the relevant third-parties are identified. We strongly suggest you review the third-parties' privacy policies if you use the relevant features.

7.2 Your Consent.

We may share or disclose your Personal Data for other purposes pursuant to your consent or with your further direction.

7.3 Aggregate/De-Identified Data.

From time to time, we may share Aggregate/De-Identified Information about use of the Services, such as by publishing a report on usage trends. The sharing and our other use of such data is unrestricted.

7.4 Legal Reasons.

We may also disclose your Personal Data when we, in good faith, believe disclosure is appropriate to comply with the law, a court order. We may also disclose your Personal Data to prevent or investigate a possible crime, such as fraud or identity theft, to protect the security of our Services, to enforce or apply our policies or other agreements, or to protect our own rights or property or the rights, property or safety of our users or others. We will attempt to notify our users about legal demands for their Personal Data when appropriate in our judgment, unless prohibited by law or court order or when the request is an emergency. We may dispute such demands when we believe, in our discretion, that the requests are overbroad, vague, or lack proper authority.

7.5 Sale, Merger, or Other Business Transfer.

As we continue to develop our business, we may buy, merge, or partner with other companies. In such transactions (including in contemplation of such transactions), Personal Data may be among the transferred assets. If a portion or all of our assets are sold or transferred to a third-party, your Personal Data would likely be one of the transferred business assets. If such transfer is subject to additional mandatory restrictions under applicable laws, we will comply with such restrictions.

8. Your Choices.

- A. If you have registered for an account, you may access, review, update, or delete certain Personal Data that you have provided to us by logging into your account and using available features and functionalities or by contacting us in accordance with the "Contact Us" Section below. You may also contact us to delete your account. Please note that we will need to verify that you have the authority to delete the account and certain activity generated prior to deletion may remain stored by us and may be shared with third-parties as detailed in this Privacy Policy.
- B. You have a choice, at any time, to stop us from sending you e-mails for marketing purposes by following the "unsubscribe" link included in these messages. Please note that despite any indicated e-mail marketing preferences, we may continue to send you administrative e-mails.
- C. In certain circumstances providing Personal Data is optional. However, if you choose not to provide Personal Data that is needed to use some features of our Services, you may be unable to use those features. We will tell you what Personal Data that you must provide in order to receive the Services.
- D. Some browsers offer a "do not track" ("**DNT**") option. Since no common industry or legal standard for DNT has, to date, been adopted by industry groups, technology companies, or regulators, we do not respond to DNT signals. We will make commercially reasonable efforts to continue to monitor developments around DNT browser technology and the implementation of a standard.

9. Security.

We take reasonable precautions intended to help protect your Personal Data that we collect. Unfortunately, no system or online transmission of data is completely secure, and we cannot guarantee the security of data transmitted across the Internet. If you believe that information you provided to us is no longer secure, please notify us immediately using the contact information provided below.

10. Information Retention.

We retain your Personal Data as long as we are providing the Services to you or for a period during which we reasonably anticipate providing the Services. Even after we stop providing

Services directly to you, and even if you close your account, we may retain your Personal Data in order to comply with our legal obligations and to allow for fraud monitoring, detection, and prevention activities. We also keep Personal Data to comply with our contractual commitments with the applicable financial exchanges, securities information processor, and other third-party suppliers of information concerning financial markets. In cases where we keep Personal Data, we do so in accordance with any limitation periods and records retention obligations that are imposed by applicable law.

11. Data Processing and Data Transfers.

To provide you with the Services, we may store, process, and transmit data in the India and locations around the world—including those outside of your country. Your Personal Data, therefore, may be subject to privacy laws that are different from those in your country. Personal Data collected within Europe may, for example, be transferred to and processed by third-parties located in a country outside of Europe. In such instances, we shall ensure that the transfer of your Personal Data is carried out in accordance with applicable privacy laws and, in particular, that appropriate contractual, technical, and organizational measures are in place.

12. Information Security.

The security of your information is important to us. We use reasonable administrative, technical, and physical procedures, practices, and safeguards designed to protect personal information we collect from unauthorized access, use, alteration, exfiltration, or destruction. Although we work hard to ensure the integrity and security of our systems, it must be recognized that no information system is 100% secure and, therefore, we cannot guarantee the security of such information. Outages, attacks, human error, system failure, unauthorized use, or other factors may compromise the security of user information at any time.

13. Links to Third-Party Websites.

The security of your information is important to us. We use reasonable administrative, technical, and physical procedures, practices, and safeguards designed to protect personal information we collect from unauthorized access, use, alteration, exfiltration, or destruction. Although we work hard to ensure the integrity and security of our systems, it must be recognized that no information system is 100% secure and, therefore, we cannot guarantee the security of such information. Outages, attacks, human error, system failure, unauthorized use, or other factors may compromise the security of user information at any time.

14. Children's Privacy.

The Services are directed to individuals at the age of 18 and over. We do not knowingly collect Personal Data from individuals under the age of 18. If we become aware of individuals who have provided us with Personal Data and are under the age of 18, we will take steps to deactivate the account and delete the Personal Data. If you become aware of

information from Children which has been provided to us, please contact us in accordance with the "Contact Us" section below.

15. Contact Us.

If you have any questions or concerns about our Privacy Policy, please contact us via email at support@braands.io or by filling out our form at <https://braands.io/contact>