

PRIVACY POLICY

Last updated: November 8, 2022

Thank you for visiting www.pickboss.com (the "**Website**").

8Count Media, Inc. ("**Company**", "**we**", "**us**" or "**our**") operates the Website. This Privacy Policy describes our privacy practices related to the Website, other websites we own or operate, any features and online services provided by Company that post or include a link to this Privacy Policy and in connection with certain employment and contractor engagement matters (collectively, the "**Services**").

By using the Services, you are accepting the practices described in this Privacy Policy as the same may be updated and amended. In addition to our Privacy Policy, your use of the Services is governed by our Terms of Use, which govern in the event of any conflict with this Privacy Policy. This Privacy Policy does not govern information collection practices on third-party sites linked to or from the Services that are not operated by Company.

1. INFORMATION YOU PROVIDE TO US

We receive and collect information that you voluntarily provide to us when you use the Services such as when you visit our websites, communicate with us directly or through social media, subscribe to a newsletter, respond to our customer surveys, enter a drawing or contest, request to receive information, communicate with our team, or apply for a job.

The information we collect includes information relating to identified or identifiable natural persons. The categories of information we collect, including in the last 12 months, include the following:

- identifiers including first and last name, telephone number, email address, and postal address;
- commercial information such as transaction data and account setup information;
- payment information (such as credit card information);
- any other identifier that permits us to make physical or online contact with you;
- content data, including the content of the messages you send to us;
- internet or other network or device activity (such as browsing history or app usage);
- geolocation information;
- resume data, including data necessary to consider you for a job or contractor opening (such as your employment history, education information, writing samples, references, and other data related to an employment application or contract engagement);
- legally protected classifications (such as gender); and
- inferences

If you voluntarily submit other information to us through the Services that we do not request, you are solely responsible for such information.

2. INFORMATION COLLECTED AUTOMATICALLY

We may automatically collect information from the devices you use to access the Services. Examples of the type of information we may collect and analyze, including during the last 12 months, include the following:

- **Usage Information.** Our Services may collect usage data, such as the source address from which a page request originates (i.e., your Internet Protocol (“**IP**”) address, domain name, type of computer), date and time of the page request, the referring website (if any), and other parameters in the Uniform Resource Locators (URL) such as search criteria.
- **Location Information.** We may collect and process general information about the location of the device from which you are accessing the Website (e.g., approximate geographic location inferred from an IP address).
- **Web Beacons.** Our websites and some of our emails may use web beacons (also known as web bugs or tracking pixels), which are small strings of code that provide a method of delivering a graphic image on a web page or in an email message for the purpose of transferring data. The Services may use web beacons (or clear GIFs) or include them in the email messages we send you for many purposes, including site traffic reporting, unique visitor counts, advertising email auditing and reporting, and personalization. Information gathered through web beacons may be linked to your personal information.
- **Cookies and Browser Information.** Our Services may collect cookies and browser information from you. You can find out more about how we use cookies and related technologies below.

What is a cookie?

Cookies are text files, containing small amounts of information, which are downloaded to your computer or mobile device when you visit a website or mobile application. They are used to recognize your computer or mobile device as you move between pages on a website, or when you return to a website or mobile application you have visited previously.

We use cookies to enhance the online experience of our visitors (for example, without limitation, by remembering your geolocation and/or product preferences) and to better understand how our Services are used. Cookies will tell us, for example, without limitation, whether you have visited our Services before or whether you are a new visitor. They can also help to ensure that advertisements you see online are more relevant to you and your interests.

There are two broad categories of cookies:

- **First party cookies**, which are served directly by Company to your computer or mobile device. They are used only by Company to recognize your computer or mobile device when it revisits our Services.

- **Third party cookies**, which are served by a third party service provider on our Services, and can be used by the service provider to recognize your computer or mobile device when it visits other platforms. Third party cookies are most commonly used for analytics or advertising purposes.

Cookies can remain on your computer or mobile device for different periods of time. Company uses both “session cookies” and “permanent cookies.” Session cookies exist only while your browser is open and are deleted automatically once you close your browser. Permanent cookies survive after your browser is closed, and can be used to recognize your computer or mobile device when you open your browser and browse the internet again.

What Cookies Does Company Use?

The Services may serve the following types of cookies to your computer or mobile device:

- **Necessary Cookies** – We use certain cookies because they are strictly necessary in order for the Services and their functions to work properly. These cookies also enable us to deliver content to you in a way that works for your device.
- **Functionality Cookies** – These cookies serve a variety of purposes related to the presentation, performance and functionality of the Services. Their overall purpose, however, is to enhance visitors’ experience and enjoyment of the Services. For example, without limitation, some of these cookies enable visitors to specify product or other preferences related to the Services.
- **Analytical Cookies** – These cookies are used to collect information about how visitors use our Services. The information gathered does not identify any individual visitor and is aggregated. It includes the number of visitors to our Services, the platforms that referred them to our Services and the pages that they visited on our Services. We use this information to help run our Services more efficiently, to gather broad demographic information and to monitor the level of activity on our Services.
- **Advertising Cookies** – When you visit our Services or click on advertisements or promotional areas on the Services (if available), these cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help to evaluate the effectiveness of advertising and promotion. They are usually placed by advertising networks with our permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers.
- **Social Cookies** – These cookies enable users to share pages and content through third party social media and other platforms. The companies that serve these cookies may also use your information to serve targeted advertising on other platforms.

How to Control or Delete Cookies

We use non-essential cookies on the basis of your consent. You have the right to withdraw that consent and refuse the use of cookies at any time and we have explained how you can exercise this right below. However, please note that if you choose to refuse cookies you may not be able to use the full functionality of our Services.

You can set your cookie preferences by changing your browser settings so that cookies from the Services cannot be placed on your computer or mobile device. In order to do this, follow the instructions provided by your browser or device.

3. HOW WE USE YOUR INFORMATION

In addition to the other uses described in this Privacy Policy, we may use and permit our authorized partners and licensees ("**Authorized Partner(s)**") to use the information we collect from you to:

- Operate and maintain the Services;
- Assist with and respond to your inquiries and requests;
- Manage accounts and records;
- Send you promotional communications, including, without limitation, newsletters via email and other marketing materials as further detailed below;
- Send you administrative communications, such as administrative emails, technical notices, updates on policies, or security alerts;
- Conduct market research so that we and our Authorized Partners can continuously improve the services we provide to our customers;
- Protect, investigate and prevent fraud and other prohibited or illegal activities; and
- Track and measure advertising on the Services.

4. SHARING YOUR INFORMATION

We may disclose and/or share your information under the following circumstances:

Affiliates and Subsidiaries. We may share the information we collect within our family of companies.

Service Providers. We may provide access to or share your information with select entities that use the information only to perform services on our behalf. These service providers provide a variety of services to us, including without limitation, processing and delivery of mailings, providing customer support, hosting websites, processing transactions, performing statistical analysis of our services, administering promotions, sweepstakes, surveys, providing marketing assistance or similar such services, data storage, security, fraud prevention, and other services. These companies will be permitted to obtain only the personal information they need to deliver the service, are required to maintain the confidentiality of the personal information, and are prohibited from using it for any other purpose.

Business Partners. Some of our services may be co-branded and offered in conjunction with another company. If you register for or use such services, both Company and the other company may receive information collected as part of the co-branded services.

Business Transactions. We may disclose your personal information in connection with the evaluation of or entering into a corporate transaction where all or a portion of our business or assets (including our associated customer lists containing your personal information) change ownership, are sold, or are transferred. Such a transaction would include a bankruptcy proceeding. If we purchase a business, the

personal information received with that business will be treated in accordance with our Privacy Policy in effect at that time, so long as it is practicable and permissible to do so.

Third Parties for Legal Purposes. From time to time, we may use your personal information: (a) if we need to respond to valid legal process, including, but not limited to, a search warrant, subpoena, or court order, and any other instance when we believe we are required to do so by law; (b) if we deem it necessary to disclose personal information, in our sole discretion, to comply with any applicable law, regulation, legal process or governmental request, (c) to protect our rights or interests, including to enforce our Terms of Use, this Privacy Policy, or other contracts with you, including investigation of potential violations of those agreements; (d) to investigate reports of users sending material using a false email address or users sending harassing, threatening, or abusive messages; or (e) to protect against misuse or unauthorized use of the Website or Services. We may also use or disclose personal information to respond to claims that any content violates the rights of third parties; and/or to protect our rights, property or personal safety, or that of our agents and affiliates, our users and/or the public. This includes exchanging information with other companies and organizations for information security, fraud protection, spam/malware prevention, and similar purposes.

Online Advertising and Direct Marketing. We may work with third parties that collect and use information about your website and mobile app usage over time and across our and non-affiliated websites and mobile apps including on different devices and browsers. These partners may use cookies, web beacons, pixels, and other similar technology to collect this information, and use it to infer your interests and deliver relevant advertising to your browser or device, and browsers or devices associated with it. This activity is called interest-based advertising. Please refer to Section 5 (About Advertising) for further details.

5. ABOUT ADVERTISING

Affiliate Program Participation

The Website and Services may engage in affiliate marketing, which is done by embedding tracking links into the Website and Services. If you click on a link for an affiliate arrangement, a cookie will be placed on your browser to track any sales for purposes of commissions.

Newsletters

Using the Services, you may subscribe to our newsletter, which may be used for advertising purposes. All newsletters sent may contain tracking pixels. The pixel is embedded in emails and allows an analysis of the success of online marketing campaigns. Because of these tracking pixels, we may see if and when you open an email and which links within the email you click. Also, this allows us to adapt the content of future newsletters to the interests of the user.

Third Party Advertisers

We may use third parties such as network advertisers and advertisement exchanges to serve you advertisements on third party platforms after you leave our platforms, and we use third party analytics and other service providers to evaluate and provide us and/or third parties with information about the use of the platforms and viewing of advertisements and of our content. Network advertisers are third parties that display advertisements, which are based on your visits to the platforms and other apps and

sites you have visited. Third party advertisement serving enables us to target advertisements to you for products and services that you might be interested in.

Third party tracking technologies are not controlled by us, even if they are associated with our platforms or our advertisements. Statements regarding our practices do not apply to the methods for collecting information used by these third parties and others or the use of the information that such third parties collect. The relevant third party's terms of service, privacy policy, permissions, notices and choices should be reviewed regarding their collection, storage and sharing practices. We make no representations regarding the policies or practices of third party advertisers or advertising networks or exchanges or related third parties.

You have choices in respect of the delivery of advertisements. You can opt-out of receiving certain types of behavioral advertisements by visiting the third party websites described in the section headed How to Control or Delete Cookies above. We are not responsible for effectiveness of or compliance with any third parties' opt-out options.

6. USING THE SERVICES FROM OUTSIDE THE UNITED STATES

Company is based in the United States. If you use the Services from another country, please be aware that information you provide to us or that we obtain through your use of the Services may be transferred to, processed, stored and used in the United States and will be subject to United States law. United States privacy and data protection laws may not be equivalent to the laws in your country of residence. Your use of the Services or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, sharing, and storage of your information in the U.S. and other jurisdictions as set forth in this Privacy Policy. If you use the Services from the European Union, the UK, or Switzerland, please see Section 11 (European Union Users) below.

7. PROTECTING YOUR INFORMATION

We want you to feel confident about using our Services, and we are committed to protecting the personal information we collect, but you acknowledge that no method of safeguarding is one hundred percent (100%) secure. We limit access to personal information about you to individuals who reasonably need access to it, to provide products or services to you or in order to do their jobs. However, where we ask you to choose a password in order to access certain parts of our Services, you are responsible for selecting a secure password and keeping that password confidential. You should choose a password which you do not use on any other site, and you should not share it with anyone else. If you choose to access our Services and provide us with any personal information, then this is at your own risk.

8. YOUR CHOICES

Opt-Out of Email Communications. If you are a registered member of the Services, you can make changes to your account information by logging into the Website and modifying your preferences. If you do not wish to receive email notifications from us, you may opt-out by contacting us at privacy@8countmedia.com with your request. In addition, certain email communications we send to you, such as newsletters and promotional announcements, contain a clearly worded "Opt-Out" or "Unsubscribe" link allowing you to withdraw your permission for future mailings. Please note that we reserve the right to send you certain communications relating to your account or use of the Services (for

example, administrative and service announcements) and these transactional account messages may be unaffected even if you opt-out from marketing communications.

Blocking or Deleting Cookies. You can manually delete cookies, which are normally located in your temporary Internet folder or cookie folder. You can also reset the preferences in your web browser to notify you when you have received a cookie or, alternatively, to refuse to accept cookies. Deleting or blocking cookies will prohibit your ability to make online purchases on the Services and to use and access portions of the Services that require logging in with a username and password, and may affect other functionality.

Analytics and Advertising. You may exercise choice regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> and downloading the Google Analytics Opt-out Browser Add-on. Your browser settings may allow you to automatically transmit a “Do Not Track” signal to websites and online services you visit; however, there is no consensus among industry participants as to what “Do Not Track” means in this context. Like many websites and online services, unless and until the law is interpreted to require us to do so, the Website does not alter its practices when it receives a “Do Not Track” signal from a visitor’s browser.

9. CHILDREN

The Children’s Online Privacy Protection Act (“**COPPA**”) protects the online privacy of children under 13 years of age. The Services are not directed at anyone who we know to be under the age of thirteen (13) years, nor do we collect any personal information from anyone who we know to be under the age of thirteen (13) years. If you are under the age of thirteen (13) years, you should not use the Services and should not submit any personal information to us.

Any person who provides personal information through the Services represents to us that he or she is 13 years of age or older. If we learn personal information has been collected from a user under 13 years of age on or through the Services, then we will take the appropriate steps to cause this information to be deleted. If you are the parent or legal guardian of a child under 13 who has become a member of the Website or has otherwise transferred personal information through the Services, please contact us using our contact information below to have that child’s account terminated and information deleted. Further, we do not knowingly “sell” as defined by the CCPA (as defined below) the personal information of minors under 16 years old who are California residents without their affirmative authorization.

10. California

1. CCPA

The California Consumer Privacy act of 2018 (the “**CCPA**”) provides additional rights to know, delete and opt out, and requires certain businesses collecting or disclosing personal information to provide notices and means to exercise rights. The provisions of this Section 10.A apply only to California residents and only apply to Company to the extent Company is subject to the CCPA.

California Notice of Collection

The categories of personal information enumerated in the CCPA we have collected from individuals in the past twelve (12) months are described in Section 1 (Information You Provide to Us) and Section 2 (Information Collected Automatically). For more information on our use and disclosure practices, please refer to Section 3 (How We Use Your Information) and Section 4 (Sharing Your Information).

Right to Know

If you are a California resident, you have the right to request no more than two times in a twelve-month period that we disclose the following information for the period covering the 12 months preceding your request (the “right to know”):

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
 - sales, identifying the personal information categories that each category of recipient purchased; and
 - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.
- The specific pieces of personal information we collected about you (also called a data portability request).

We do not provide a right to know or data portability disclosure for B2B personal information.

Right to Delete

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions (the “right to delete”). Once we receive your request and confirm your identity, we will review your request to see if an exception allowing us to retain the information applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.

- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

We will delete or deidentify personal information not subject to one of these exceptions from our records and will direct our service providers to take similar action.

We do not provide these deletion rights for B2B personal information.

Exercising Access, Data Portability, and Deletion Rights

To exercise the rights described in this Section 10, please submit a verifiable consumer request to us by email at privacy@8countmedia.com.

Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request under this Section 10 twice within a 12-month period.

The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Please note that we may deny or fulfill a request only in part, based on our legal rights and obligations. Please also note that, for purposes of these rights, personal information does not include information

about job applicants, employees and other of our personnel or information about employees and other representatives of third-party entities we may interact with.

If personal information about you has been processed by us as a service provider on behalf of a customer and you wish to exercise any rights you have with such personal information, please inquire with our customer directly. If you wish to make your request directly to us, please provide the name of our customer on whose behalf we processed your personal information. We will refer your request to that customer and will support them to the extent required by applicable law in responding to your request.

Response Timing and Format

We will confirm receipt of your request within ten (10) business days. If you do not receive confirmation within the 10-day timeframe, please contact us again via email at privacy@8countmedia.com.

We endeavor to substantively respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to another 45 days), we will inform you of the reason and extension period in writing.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding our receipt of your request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Right to Opt-Out of Sale

To the extent Company sells your personal information as the term “sell” is defined under the CCPA, you have the right to opt-out of the sale of your personal information by us to third parties at any time. You may submit a request to opt-out by emailing us at privacy@8countmedia.com.

Authorized Agent

You can designate an authorized agent to submit requests on your behalf. However, we will require written proof of the agent’s permission to do so and verify your identity directly.

Right to Non-Discrimination

You have the right not to receive discriminatory treatment by us for the exercise of any of your rights.

1. SHINE THE LIGHT LAW

Under California Civil Code Section 1798.83, also known as the “Shine the Light” law, if you are a California resident and your business relationship with us is primarily for personal, family or household

purposes, you may request certain data regarding our disclosure, if any, of personal information to third parties for the third parties' direct marketing purposes. California residents may make such a request by sending an email message to our email address below with "Shine the Light" in the subject line. We may require additional information from you to allow us to verify your identity and are only required to respond to requests once during any calendar year. If applicable, we will provide you, by email, a list of the categories of personal information disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year, along with the third parties' names and addresses. Please note that not all personal information sharing is covered by Section 1798.83's requirements. We are not responsible for notices that are not labeled or sent properly or do not have complete information. Non-affiliated third parties are independent from Company; if you wish to receive information about your disclosure choices or stop communications from such third parties, you will need to contact those non-affiliated third parties directly.

11. European Union Users

Data protection law in Europe requires a "lawful basis" for collecting, processing and retaining personal information. If you are a visitor from Europe, our legal basis for collecting and using personal information will depend on the specific context in which we collect it.

For all the data where we are acting as processor, our third-party partner makes the determination for a lawful basis. Where we are acting as a controller, we will normally collect personal information from you only (i) where we need the personal information to perform a contract with you, (ii) where the processing is in our legitimate interests and not overridden by your rights, or (iii) where we have your consent to do so. In some cases, we may also have a legal obligation to collect personal information from you.

If we collect and use your personal information in reliance on our legitimate interests, this interest will normally be to operate the Services, communicate with you as necessary to provide our services, improve our platform, undertake marketing, or to detect or prevent illegal activities.

12. Additional Disclosures for Nevada Residents

Nevada law requires certain businesses to establish a designated request address where Nevada consumers may submit requests directing the business not to sell certain kinds of personal information that the business has collected or will collect about the consumer. A sale under Nevada law is the exchange of personal information for monetary consideration by the business to a third party for the third party to license or sell the personal information to other third parties. If you are a Nevada consumer from whom we have collected personal information and you wish to submit a request to opt out of any potential future sales under Nevada law, please contact us as at privacy@8countmedia.com. Please note we may take reasonable steps to verify your identity and the authenticity of the request.

13. ACCESSIBILITY

This Privacy Policy is designed to be accessible to people with disabilities. If you experience any difficulties accessing the information, please contact us as set forth below.

14. CHANGES TO PRIVACY POLICY

We reserve the right to change this Privacy Policy from time to time, consistent with applicable law. If we do make material changes to this Privacy Policy, the revised Privacy Policy will be posted on our applicable Services. Such changes, whether in the form of modifications, additions, or deletions, shall be effective when specified in the relevant notification or, if the change is immaterial, immediately upon appearing on the applicable Services. Any use by you of the Services after such changes shall conclusively be deemed to be your acceptance of such revisions. We encourage you to review this Privacy Policy periodically to be informed of any such revisions.

15. CONTACT US

If you have any questions or comments about this Privacy Policy, or privacy matters generally, please contact us privacy@8countmedia.com.