

PRIVACY POLICY

FITBURN is committed to protecting your privacy. We have prepared this Privacy Policy to describe to you our practices regarding the Data we collect, use, and share in connection with the FITBURN website, mobile app, and other software provided on or in connection with our services, as described in our Terms of Service (collectively, the “Service”).

“NFT” in this Privacy Policy means a non-fungible token or similar digital item implemented on a blockchain (such as the Ethereum blockchain), which uses smart contracts to link to or otherwise be associated with certain content or data.

1. TYPES OF DATA WE COLLECT

“Personal Data” means data that allows someone to identify you individually, including, for example, your name, email address, as well as any other non-public information about you that is associated with or linked to any of the foregoing.

“Anonymous Data” means data, including aggregated and de-identified data, that is not associated with or linked to your Personal Data; Anonymous Data does not, by itself, permit the identification of individual persons.

We only collect Anonymous Data as described above.

2. INFORMATION YOU PROVIDE US

When you use our Service we do not collect any Personal Data from you, such as email address, first and last name, user name, and other information.

If you provide us with feedback or contact us, we will collect your name and contact information, as well as any other content included in the message.

We may also collect Personal Data at other points in our Service where you voluntarily provide it or where we state that Personal Data is being collected.

3. INFORMATION COLLECTED VIA TECHNOLOGY

As you navigate through and interact with our Service, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

3.1. INFORMATION COLLECTED BY OUR SERVERS

To provide our Service and make it more useful to you, we may collect information from you, including, but not limited to, your browser type, operating system, Internet Protocol (“IP”) address, mobile device ID, blockchain address, wallet type, and date/time stamps. This information does not permit the identification of individual persons.

3.2. LOG FILES

As is true for most websites and applications, we gather certain information automatically and store it in log files. This information includes IP addresses, browser type, Internet service provider (“ISP”), referring/exit pages, operating system, date/time stamps, and clickstream data. We use this information to analyse trends, administer the Service, track users’ movements around the Service, and better tailor our Services to our users’ needs. This information does not permit the identification of individual persons.

3.3. COOKIES

We use only one anonymous cookie to collect information.

3.5. ANALYTICS SERVICES

We use a third-party analytics service (“Google Analytics”) to help analyse how users use the Service. The information generated by the Cookies or other technologies about your use of our Service (the “Analytics Information”) is transmitted to the Analytics Services.

The main component that links user browsing behaviour is the clientID and a cookie is used to store and carry forward that clientID from page to page. Therefore, we prevent the Analytics Services from storing that clientID in a cookie. We do that by using a script within a tag management system that generates a new and random clientID on every page unload. This effectively renders the user completely anonymous, but still allows us to see the interactions on the site.

The Analytics Services use Analytics Information to compile reports on user activity, which we may receive on an individual or aggregate basis. We use the information we get from Analytics Services to improve our Service. The Analytics Services may also transfer information to third parties where required to do so by law, or where such third parties process Analytics Information on their behalf. Each Analytics Services’ ability to use and share Analytics Information is restricted by such Analytics Services’ terms of use and privacy policy. By using our Service, you consent to the processing of data about you by Analytics Services in the manner and for the purposes set out above.

4. INFORMATION COLLECTED FROM THIRD-PARTY COMPANIES

We do not receive or collect Personal and/or Anonymous Data about you from third-party companies.

5. PUBLIC INFORMATION OBSERVED FROM BLOCKCHAINS.

We do not collect or store data from activity that is publicly visible and/or accessible on blockchains, including wallet addresses and information regarding purchases, sales, or transfers of NFTs, which may then be associated with other data you have provided to us.

6. USE OF YOUR PERSONAL DATA.

We do not collect, store, or process your personal data.

7. DISCLOSURE OF YOUR PERSONAL DATA.

We do not collect, store, or process your personal data.

8. LEGAL RIGHTS

FITBURN may disclose Personal Data collected when you have contacted us or provided voluntarily, if it believes in good faith that such disclosure is necessary: (a) in connection with any legal investigation; (b) to comply with relevant laws or to respond to subpoenas, warrants, or other legal process served on FITBURN; (c) to protect or defend the rights or property of FITBURN or users of the Service; and/or (d) to investigate or assist in preventing any violation or potential violation of the law, this Privacy Policy, or our Terms of Service.

9. OTHER DISCLOSURES

We may collect and disclose your Personal Data: to fulfil the purpose for which you provide it; for any other purpose disclosed by us when you provide it; or with your consent.

10. THIRD-PARTY WEBSITES

Our Service may contain links to third-party websites. When you click on a link to any other website or location, you will leave our Service and go to another site, and another entity may collect Personal Data from you. We have no control over, do not review, and cannot be responsible for these third-party websites or their content. Please be aware that the terms of this Privacy Policy do not apply to these third-party websites or their content, or to any collection of your Personal Data after you click on links to such third-party websites. We encourage you to read the privacy policies of every website you visit. Any links to third-party websites or locations are for your convenience and do not signify our endorsement of such third parties or their products, content, or websites.

11. THIRD-PARTY WALLETS

To use our Service, you must use a third-party wallet which allows you to engage in transactions on public blockchains. Your interactions with any third-party wallet provider are governed by the applicable terms of service and privacy policy of that third party.

12. DATA ACCESS AND CONTROL

If you are a user in the European Economic Area or United Kingdom, you have certain rights under the respective European and UK General Data Protection Regulations (“GDPR”). These include the right to (i) request access and obtain a copy of your personal data; (ii) request rectification or erasure; (iii) object to or restrict the processing of your personal data; and (iv)

request portability of your personal data. Additionally, if we have collected and processed your personal data with your consent, you have the right to withdraw your consent at any time.

If you are a California resident, you have certain rights under the California Consumer Privacy Act (“CCPA”). These include the right to (i) request access to, details regarding, and a copy of the personal information we have collected about you and/or shared with third parties; (ii) request deletion of the personal information that we have collected about you; and (iii) the right to opt-out of sale of your personal information. As the terms are defined under the CCPA, we do not “sell” your “personal information.”

If you wish to exercise your rights under the GDPR, CCPA, or other applicable data protection or privacy laws, please contact us at the email address provided below, specify your request, and reference the applicable law.

We may ask you to verify your identity, or ask for more information about your request. We will consider and act upon any above request in accordance with applicable law. We will not discriminate against you for exercising any of these rights.

Notwithstanding the above, we cannot edit or delete any information that is stored on a blockchain, for example the Ethereum blockchain, as we do not have custody or control over any blockchains. The information stored on the blockchain may include purchases, sales, and transfers related to your blockchain address and NFTs held at that address.

13. DATA RETENTION

We do not collect any Personal Data through use of our Service, and therefore, we do not retain any personal data.

14. DATA PROTECTION

In the event that any information under our custody and control is compromised as a result of a breach of security, we will take steps to investigate and remediate the situation and, in accordance with applicable laws and regulations, notify those individuals whose information may have been compromised.

You are responsible for the security of your digital wallet, and we urge you to take steps to ensure it is and remains secure. If you discover an issue related to your wallet, please contact your wallet provider.

15. MINORS

All users to be at least 18 years old. Minors who are at least 14 years old but are under 18 years old may use a parent or guardian’s FITBURN account, but only with the involvement of the account holder.

16. CROSS-BORDER TRANSFER OF DATA

FITBURN does not collect any personal data, and therefore, no personal data is transferred or processed outside the user’s country of residence.

17. UPDATION OF PRIVACY POLICY

We may update this privacy policy from time to time. The updated version will be indicated by an “Last updated” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy policy, we may notify you by prominently posting a notice of such changes on the website. Any modifications to this Privacy Policy will be effective upon our posting the modified version (or as otherwise indicated at the time of posting). We encourage you to review this Privacy Policy frequently to be informed of how we are protecting your information.

18. CONTACT SUPPORT

If you have any questions or concerns or complaints about our Privacy Policy or our data collection or processing practices, or if you want to report any security violations to us, please contact us at the following email address: info@fitburn.ai