

MMERCH

mmERCH – Revised Privacy Policy

Last Updated: September, 6, 2023

This Privacy Policy describes how mmERCH (“mmERCH”, “we”, “us” or “our”) collects, uses, stores, and shares your information when (1) you access and/or use our websites, mobile applications, or other digital properties we own and operate, including www.mmerch.xyz (“Websites”); (2) you use our products and services (“Services”); (3) you communicate with us in any manner, including by email, direct messaging, telephone, and/or in person (“Communications”); and (4) we interact with certain third party partners.

Please be advised that the practices described in this Privacy Policy apply only to information gathered by us when you use our Platform. It does not apply to any information you provide to third-party platforms and services used in conjunction with our Platform, such as and without limitation public blockchains and third-party services.

Introduction

At mmERCH, we value innovation and aim to revolutionize the fashion industry by leveraging the power of blockchain technology. Our strategic approach involves creating and offering distinctive products that seamlessly integrate the digital, physical, and virtual realms (“Products”). While our focus is on disrupting the traditional fashion system, we are committed to transparency about how we collect and process personal information.

Through our Services, users are able to collect unique digital assets including digital fashion that evolves and can be used in the “metaverse”; and where such digital fashion assets can be claimed in physical form—granting the collector the ability to express themselves through fashion in both the digital and physical world. Utilizing blockchain technology, our digital fashion assets are tokenized, associated with your digital wallet information and recorded to the blockchain ledger.

1. What Type Of Information Do We Collect?

Depending on how you interact with our Websites and Services, the nature of our Communications, and how we may interact with certain third-party partners, we may collect the following pieces of your information:

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- **Basic Identifying Information.** Information you provide when you sign up for an account for our Services such as your full name, postal address, social media handles, e-mail address, phone number, account name, username, and other similar identifiers.
- **Device Identifier and other Unique Identifiers.** Information such as your device identifier, internet protocol (IP) address, digital wallet information (including public digital wallet address), cookies, beacons, pixel tags, mobile ad identifier, and other unique identifiers.
- **Internet or Other Network Activity.** Information such as your browsing or search history, and other information regarding your interactions with our Websites, emails, blockchain transactions utilizing the Services, and advertisements.
- **Geolocation Data.** Information that permits us to determine your location so that we can determine location-specific events that would best serve those using our Services and collectors of our Products.
- **Commercial Information.** Information such as the products you have purchased, claimed, and/or considered, as well as your preferences on various products and brands, photographs of your receipts containing purchases, and related information about your commercial activities.
- **Demographic Information.** Information such as your age, gender, and date of birth.
- **User Content.** Information such as your Communications with us and any other content you provide, such as social media profiles, survey responses, comments, and other content.
- **Inferences.** Information such as inferences drawn from or created based on the information identified above.

2. How Do We Collect Your Information?

We collect your information in three ways: (1) directly from you when you use our Websites, Services, and Communicate with us; (2) automatically using online technologies when you engage with our Websites, Services, and Communications; and (3) from our third-party partners.

- **Directly From You.** We collect information directly from you when you enter your information on our Websites, create an account for our Services, update your profile, access our content, participate in our rebate programs, take a survey or a poll or enter a contest, use our Websites and Services, engage in Communications with us, or sign-up to receive emails, text messages, or certain other Communications from us.

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- **Automatically Using Online Technologies.** When you visit our Websites, open or click on emails we send you or related Communications, or interact with our advertisements, we or other third parties may automatically collect certain information about you using online tracking technologies such as cookies, pixels, web beacons, software developer kits, and related technologies. For more information, see Cookies and Similar Online Tracking Technologies below.
- **From Third Party Sources.** We collect information from our third-party partners, such as brands, data analytics providers, marketing or advertising providers, fraud prevention service providers, vendors that provide services, and publicly available sources, including information that may be posted on applicable blockchains utilized by the Services.

3. Cookies and Related Online Tracking Technologies

We and our third-party partners use cookies, pixels, web beacons, software development kits, and other similar online tracking technologies to gather information about you when you use our Websites, interact with some of our Products, and engage with our Communications. Some of the online tracking technologies are used to maintain the security of our Websites, manage your account, prevent crashes, fix bugs, save your preferences, assist with basic Website functions, advertising, analytics, and other performance functions.

Our Websites use Google Analytics for analytics purposes. You can learn more about Google Analytics by visiting [How Google uses information from sites or apps that use our services.](#)

4. How Do We Use Your Information?

We use your information for a variety of purposes, including to:

- **Provide our Websites and Services to You.** We use your information to provide our Websites and Services to you, including to: (1) create and manage your account when you sign-up to use our Services; (2) facilitate your access and use of our Websites; (3) process your receipts and feedback on products to facilitate your participation in the Services, including but not limited to certain rebate and rewards programs; (4) send you notifications relating to your account and participation in our Services; (5) answer your Communications; and (6) perform other related business functions.

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- **Communicate with You.** We use your information to engage in Communications with you, such as to respond to your requests, inquiries, issues, feedback, and to provide customer service.
- **Blockchain Integration.** We utilize the blockchain to enhance transparency, security, and traceability of the digital items we sell along with any available right to claim a corresponding physical good. Your blockchain-related information may be used to facilitate transactions, verify authenticity, and verify eligibility to claim any physical goods not claimed within the required time period.
- **Market and Advertise.** We use your information for marketing and advertising purposes, including sending marketing, advertising, and promotional communications to you by email, text message, or postal mail. We also use your information to show you advertisements for Services and to administer our sweepstakes and other contests.
- **Conduct Analytics and Personalization.** We use your information to conduct research and analytics, including to improve our Websites and Services. We also use your information to understand your interaction with our Websites, advertisements, Services, and our Communications with you. We also use your information to personalize your experience, to save you time when you visit our Websites and use our Services, to better understand your needs, and to provide personalized recommendations for our Services.
- **Security and Fraud Prevention.** We use your information to detect, investigate, prevent, or take action regarding possible malicious, deceptive, fraudulent, or illegal activity, including fraudulent transactions. We also use your information to enforce our terms and procedures, prevent security incidents, and prevent harm to other users of our Services.
- **Legal Obligations.** We use your information to comply with our legal and regulatory obligations, to establish and exercise our rights, and to defend against legal claims.
- **Business Functions.** We use your information to support our core business functions, including to maintain records related to business management, loss prevention, collecting amounts owed, and identifying and repairing errors or problems in the Websites.

5. How Do We Disclose Your Information?

We may disclose or share your information with affiliated and non-affiliated third parties, including in the following scenarios:

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- With your Consent. We may disclose or share your information with your consent, which may be obtained in writing; online, through “click-through” agreements; when you accept the terms of use on our Websites; orally, either in person or on the phone; or by other means.
- Blockchain Platform. When you engage in a transaction that is recorded on the blockchain, certain information that may be considered personal information related to that transaction will be published on the blockchain and may be accessible to third parties not controlled by mmERCH. Transactions recorded on the blockchain are permanently recorded across a wide network of computer systems and are generally incapable of deletion. Many blockchains are open to forensic analysis which can lead to deanonymization and the unintentional revelation of personal information, especially when blockchain data is combined with other data.
- In a Business Transfer. We may disclose or share your information as part of a corporate business transaction, such as a merger or acquisition, joint venture, corporate reorganization, financing, or sale of company assets, or in the unlikely event of insolvency, bankruptcy, or receivership, in which such information could be transferred to third parties as a business asset in the transaction.
- To Non-Affiliated Third Parties. We may disclose or share your information with certain non-affiliated third parties to facilitate your access and use of our Websites, our Services, and to provide us with certain business functions, including but not limited to sharing your information with brand partners, internet service providers, advertising networks, data analytics providers, governmental entities, operating systems and platforms, social media networks, and service providers who provide us a service (e.g., customer service, auditing, marketing, debugging to identify and repair errors that impair existing intended functionality on our Websites, and/or protecting against malicious, deceptive, fraudulent, or illegal activity).
- For Legal Process And Protection. We may disclose or share your information to satisfy any law, regulation, legal process, governmental request, or where we have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to: (1) enforce or apply our agreements; (2) protect our interests, property, or safety of others; (3) in connection with claims, disputes, or litigation; and (4) to protect our Websites.

6. How Do We Protect Your Information?

Although no system can guarantee the complete security of your information, we take all commercially reasonable steps to ensure your information is protected in alignment

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with all applicable laws and regulations, as appropriate to the sensitivity of your information.

7. How Long Do We Keep Your Information?

We keep your information for as long as is necessary in accordance with the purpose for which it was collected, our business needs, and our legal and regulatory obligations. If we dispose of your information, we will do so in a way that is secure and appropriate to the nature of the information subject to disposal.

8. Links To Third Party Sites

Our Websites and Services may contain links to third party websites and services. Please note that these links are provided for your convenience and information, and the websites and services may operate independently from us and have their own privacy policies or notices, which we strongly suggest you review.

9. Your Rights

For all individuals, regardless of location, you have the following rights:

- **Account Information.** You may access, update, or remove certain information that you have provided to us by sending an email to the email address set out in the “Contact Us” section below. We may require additional information from you to allow us to confirm your identity. Please note that we will retain and use information about you as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.
- **Manage Communication Preferences.** You can stop receiving promotional e-mails at any time by clicking on the “unsubscribe” link at the bottom of any promotional e-mail you receive from us. You can also stop receiving promotional postal mail by sending an e-mail to info@mmerch.xyz.
- **Tracking Technology Choices.**
- **Cookies and Pixels.** Most browsers accept cookies by default. You can instruct your browser, by changing its settings, to decline or delete cookies. If you use multiple browsers on your device, you will need to instruct each browser separately. Your ability to limit cookies is subject to your browser settings and limitations.
- **Do Not Track.** Our Websites may, from time to time, collect information about your online activities, over time and across our different websites. When you use our Websites, third parties may also collect information about your online activities, over time and across different internet websites, online or cloud computing services, online applications, or mobile applications. Some browsers

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support a “Do Not Track” feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Our Websites do not currently change the way they operate based upon detection of a “Do Not Track” or similar signal.

10. Children

Our Websites and Products are not intended for children under the age of 13. This includes any links to other websites that we provide for our convenience. We don't knowingly collect the information of children under 13 for any reason. If you believe we have inadvertently collected information from a child, please contact us, and we will promptly delete it accordingly.

11. Changes To Our Privacy Policy

We may change this Policy from time to time. Any and all changes will be reflected on this page, and where appropriate provided in person or by another electronic method. The effective date will be stated at the top of this Policy. You should regularly check this page for any changes to this Policy.

12. Accessibility

If you require a copy of this Privacy Policy in an alternative format, please Contact Us.

13. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at info@mmerch.xyz.

By using mmERCH's services, you acknowledge that you have read and understood this Privacy Policy and agree to the collection, use, and disclosure of your information as described herein.