

## Privacy Notice

Last Updated: September 5th, 2023

Greetings and welcome to LifeEat ("LifeEat," "we," "us," or "our"). LifeEat offers the opportunity to engage in friendly wagers and challenges with acquaintances.

This Privacy Notice elucidates the means by which LifeEat collects, employs, and reveals information pertaining to you during your utilization of our websites, mobile application, or any other interaction with us. We hereby notify you that modifications to this Privacy Notice may occur occasionally. Should such adjustments be made, we shall duly inform you by revising the date displayed atop this policy. Furthermore, in certain instances, we may issue supplementary notices such as additions on our websites' main pages or notifications sent directly to you. We strongly encourage you to peruse this Privacy Notice each time you access our services so as to remain informed about our information protocols and steps to safeguard your privacy. It is also incumbent upon you to review our Terms of Use meticulously before engaging with LifeEat.

### Information Accumulation

#### Information Supplied by You

We collect information directly from you. For instance, when you create an account, make use of our Services to transmit or receive videos through "LifeEat," seek customer support, or engage in communication with us. The range of data we may collect encompasses your chosen username, password, email address, telephone number, age, and any other information you willingly furnish.

#### Automated Collection of Information during Service Use

Upon accessing or employing our Services, we automatically garner information pertaining to you, including utilization specifics. When utilizing our Services to forward or accept wagers or challenges, we collect data concerning these videos, encompassing timestamps, dates, originators, and recipients of the LifeEat videos. Furthermore, details about the number of videos exchanged between you and your acquaintances, as well as the identity of friends with whom you frequently partake in LifeEat exchanges, are also collected.

#### Data Procurement from Alternate Sources

We may also obtain information from alternate sources and amalgamate it with data gathered through our Services.

#### Usage of Acquired Information

Information about you may be employed for assorted purposes, inclusive of the following:

- Facilitating streamlined access to your data post-login.
- Memorizing information to negate the need for repetitive entries during your visit or subsequent sessions.

- Provision, enhancement, and maintenance of our Services, including augmenting features and content for your wagers and challenges.
- Fulfillment and dispatch of requested products and services, processing transactions, and transmission of correlated information.
- Addressing your inquiries, queries, and requests, alongside delivering customer service.
- Forwarding technical notices, updates, security advisories, and administrative messages.
- Corresponding with you regarding products, services, offers, promotions, incentives, and events extended by LifeEat and others, coupled with supplying relevant news and information deemed of potential interest.
- Monitoring and analyzing trends, utilization patterns, and undertakings linked to our Services.
- Customizing and enhancing our Services, in addition to delivering advertisements, content, or features that align with user profiles or preferences.
- Merging or coupling with data acquired from external sources to bolster comprehension of your requisites and offer enhanced service.
- Detecting, investigating, and mitigating instances of fraudulent, unauthorized, or illicit activities.
- Executing any other purpose for which the information was initially gathered.

LifeEat, headquartered in Denmark, operates within the legal framework established by Danish laws. Upon accessing our Services, utilizing them, or otherwise providing information to us, you thereby confer consent to the processing and transference of data to and from Denmark, along with other relevant jurisdictions.

#### Sharing of Data

Information about you may be disclosed as detailed below or as described elsewhere in this Privacy Notice:

- To other users when you forward wagers and challenges to them, encompassing your username and the contents of the transmitted LifeEat videos.
- In instances where you employ "Find LifeEats" to add friends, your username shall be disclosed to other users utilizing "Find LifeEats" who possess your telephone number in their device contact lists. Be it known, we shall not unveil your phone number to these users, merely communicating the linkage of your username to your phone number.
- With consultants and external service providers who necessitate access to such data to conduct tasks on our behalf.
- In response to legal procedures or requests for information, provided we are of the belief that disclosure aligns with applicable laws, regulations, or statutory requirements, or in fulfillment of lawful obligations.
- For the purpose of investigating, rectifying, or forestalling potential infractions of our user agreements or regulations, or to ensure the safety, interests, and property of LifeEat, our user base, or other parties.

- In conjunction with, or during negotiations pertaining to, mergers, divestitures of company assets, financial transactions, or the acquisition of our entire business or specific segments thereof by another entity.
- With your explicit consent or at your directive. Additionally, we may share aggregated or de-identified information, which cannot be reasonably deployed to ascertain your identity.

#### External Analytics Services

We may authorize third parties to administer analytics services on our behalf. These entities could utilize cookies, web beacons, and analogous technologies to gather information regarding your utilization of our Services and other websites. Data gathered may encompass your IP address, web browser details, viewed pages, duration of time spent on pages, hyperlinks accessed, and conversion statistics. Said data may be employed to analyze, trace patterns, gauge the popularity of specific content, and foster improved comprehension of your online undertakings.

#### Safeguarding Measures

We institute rational precautions to mitigate the risk of loss, pilferage, misuse, or unauthorized access, publication, alteration, or obliteration of your data.

#### Your Decision-Making Authority

##### Privacy Settings

Via the settings embedded in our Services, you possess the prerogative to opt for acceptance of LifeEat solely from users whom you have added to your friends roster, or alternatively, from any other LifeEat user identifying your username. Should you select to solely accept LifeEat from your friends, and a user not included in your friends list endeavors to dispatch a LifeEat or add you as a friend, you shall be duly informed and presented with the option of adding said user to your friends list. Additionally, you retain the power to remove users from your friends list by availing controls offered within our Services.

#### Account Information

You have the latitude to revise or amend your personal details by accessing your account settings within our Services. Kindly note that certain information may be retained due to legal imperatives, legitimate commercial objectives, or as part of our routine data retention measures. Moreover, cached or archived duplicates of your data could be stored for a specified duration. In case of the demise of a LifeEat User, please establish contact with us. Communication, as a rule, will be conducted through email. Should additional information be necessitated, correspondence will be addressed to the email address you have stipulated in your request.

#### Contact Details

LifeEat

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Denmark