

## **Catch+Release Privacy Policy** **(Effective Date: April 7, 2023)**

Thank you for visiting the Catch&Release, Inc. website (the **"Web Site"**) located at <http://www.catchandrelease.com>. The Web Site is owned and operated by Catch&Release, Inc. (**"Catch+Release", "us", or "we"**).

Your privacy is important to us. This Privacy Policy (the **"Policy"**) details certain policies implemented throughout Catch+Release governing Catch+Release's collection, use and disclosure of information about users of the Web Site, the Catch+Release Platform (the **"Platform"**, available at <https://www.catchandrelease.com/>) and our services to curate, clear, promote and license curated content for commercial applications (**"Services"**).

### **Privacy Policy Updates**

We may make changes to the Web Site in the future and as a consequence will need to revise this Policy to reflect those changes. We will post all such changes on the Web Site, so you should review this page periodically. If we make a material change to the Policy, you will be provided with appropriate notice.

### **Information Collection**

Personal information. You can generally visit the Web Site without revealing any personal information about yourself. However, in certain sections of the Web Site, and in order to use the Platform, Catch+Release requires you to submit your personal information.

- When you register to use the Platform as a customer, you will be required to provide Catch+Release with personal information such as your email address, company name and other contact information.
- When you register to use the Platform as a Catch+Release Creator (**"Creator"**), you will be required to provide Catch+Release with personal information such as your name, username, email address, company name, address, phone number, personal website URL and/or personal social media usernames, handles or the like, and information regarding your content.
- When you register to receive Catch+Release's newsletter or other communications, you will be required to provide Catch+Release with personal information such as your name, email address, company name and other contact information.
- When you seek a career opportunity through the job postings on the Web Site, you will be required to provide Catch+Release with personal information such as your name, email address and resume or LinkedIn URL.
- If you are a customer, we use bank account information that you provide us to process payments in order for you to access our Services.
- If you are a Creator, we use your PayPal or bank account information to process payments to you for licenses you grant for use of your content, property and/or likeness.

If you sign up for Catch+Release's Creator Community via a social media provider including YouTube, Vimeo, TikTok, Instagram, etc., or any other means, Catch+Release may access, index, and store your profile information as well as your content metadata (**"Your Creator Information"**) associated with content you post on social media sites including, without limitation, YouTube, Vimeo, TikTok and Instagram (**"Your Creator Content"**).

Catch+Release also may invite you to submit questions, comments and request information from Catch+Release. Catch+Release will collect any personal information that you include in such communications to Catch+Release, such as your name, email address and whether you are a Creator, an agency representing a company, an individual representing a company or any other affiliation you may provide.

*Web log data.* When you use the Web Site, we automatically receive and record certain information from your computer (or other device) and your browser. This may include such data as your IP address and domain name, the pages you visit on the Web Site, the date and time of your visit, the files that you download, the URLs from the websites you visit before and after navigating to the Web Site, your software and hardware attributes (including device IDs), your general geographic location (e.g., your city, state, or metropolitan region), and certain cookie information (see below). To obtain such information, we may use web logs or applications that recognize your computer and gather information about its online activity.

*Cookies.* We also use cookies on the Web Site. Cookies are small files that are stored on your computer by your web browser. A cookie allows the Web Site to recognize whether you have visited before and may store user preferences and other information. For example, cookies can be used to collect or store information about your use of the Web Site during your current session and over time (including the pages you view and the files you download), your computer's operating system and browser type, your Internet service provider, your domain name and IP address, your general geographic location, the website that you visited before the Web Site, and the link you used to leave the Web Site.

We collect cookies, except those that are strictly necessary, with your consent. If you are concerned about having cookies on your computer, you can set your browser to refuse all cookies or to indicate when a cookie is being set, allowing you to decide whether to accept it. You can also delete cookies from your computer. However, if you choose to block or delete cookies, certain features of the Web Site may not operate correctly. To learn more, please visit Catch+Release's [Cookie Policy](#)

*Web beacons.* The Web Site or the emails that you receive from us use an application known as a "web beacon" (also known as a "clear gif" or "web bug"). A web beacon is an electronic file that usually consists of a single-pixel image. It can be embedded in a web page or in an email to transmit information, which could include personal information. For example, it can allow an email sender to determine whether a user has opened a particular email.

*Third-party online tracking and behavioral advertising.* We also may partner with certain third parties to collect, analyze, and use some of the personal and other information described in this section. For example, we may allow third parties to set cookies or use web beacons on the Web Site or in email communications from us. This information may be used for a variety of purposes, including online interest-based advertising, as discussed below.

### **How We Process Your Information**

Catch+Release will acquire, hold, use, disclose, and process your information based on the legal grounds outlined in this Policy or as otherwise clearly identified at the point of collection.

Our legal basis for processing the information we collect for the purposes described below are: 1) our legitimate interest in running and maintaining our business; 2) performance and fulfillment of our contracts;

3) your consent; and 4) compliance with our legal obligations. We specify our legal basis for each use case identified below.

We process, use, and disclose your information for the following purposes:

To provide our Services:

- If you are a user of the Platform, Catch+Release will use your personal information to provide access to projects you are authorized to access on the Platform. In addition, if you are a Creator, we may provide your information to potential customers (licensees) of your content through our Platform or offline in connection with the Services.
- Catch+Release may use your information to deliver certain information you have requested, verify your authority to enter certain password protected areas of the Platform and/or Services, send you notices about Catch+Release's Services that you have used or that may be of interest to you, and improve the content and general administration of the Web Site, Platform and the Services.
- Your Creator Information and Your Creator Content will be searchable by Catch+Release, and other users of Catch+Release via our Services, to evaluate potential licensing opportunities for Your Creator Content. Any license of Your Creator Content from you will be subject to written license and/or release agreement(s) on terms acceptable to You and Catch+Release and in accordance with our [Terms of Use](#).

Our legal basis for processing personal information about our customers and Creators is that it is necessary for us to fulfill our contracts with them. It is also in our legitimate interest to use the information we collect in this context to provide our Services by, for example, providing customers and Creators access to authorized projects on the Platform.

For administrative purposes: Catch+Release may also use your information for our administrative purposes, such as to measure interest in and/or develop the Services, ensure internal quality control, comply with regulatory requirements, process payments, prevent potentially prohibited or illegal activities, and enforce our [Terms of Use](#).

Our legal basis for processing information we collect for administrative purposes is our legitimate interest in running and maintaining our business.

To market our products and Services: Catch+Release's use of personal information may also include providing you with materials about offers, products, and Services that may be of interest, including new content or Services.

We market our products and Services to you pursuant to our legitimate interest in promoting our Services to our customers and Creators.

Analytics and Interest-Based Advertising. We partner with certain third parties to obtain the automatically collected information discussed above and to engage in analysis, auditing, research, and reporting. These third parties may use web logs and/or web beacons, and they may set and access cookies on your computer or other device.

The Web Site also enables third-party tracking mechanisms to collect information about you and your computing devices for use in online interest-based advertising. For example, third parties may use the fact that you visited the Web Site to target online ads to you. In addition, our third-party advertising networks might use information about your use of our Web Site to help target advertisements based on your online activity in general. For information about interest-based advertising practices, including privacy and confidentiality, visit the [Network Advertising Initiative](#) website or the [Digital Advertising Alliance](#) website.

The use of online tracking mechanisms by third parties is subject to those third parties' own privacy policies, and not this Policy. If you prefer to prevent third parties from setting and accessing cookies on your computer or other device, you may set your browser to block cookies. Additionally, you may remove yourself from the targeted advertising of companies within the Network Advertising Initiative by opting out [here](#), or of companies participating in the Digital Advertising Alliance by opting out [here](#). Although the Web Site currently does not respond to "do not track" browser headers, you can limit tracking through these third-party programs and by taking the other steps discussed above.

Our legal basis for processing your information for analytics and interest-based advertising is your consent, which you may revoke at any time by contacting us through the means identified below.

*Disclosures to Protect Us or Others (e.g., as Required by Law and Similar Disclosures):* Catch+Release may access, preserve, and disclose your personal information, other account information, and content if we believe doing so is required or appropriate to: (i) comply with law enforcement or national security requests and legal process, such as a court order or subpoena; (ii) respond to your requests; (iii) protect yours', ours' or others' rights, property, or safety; (iv) to enforce Catch+Release policies or contracts; (v) to collect amounts owed to us; (vi) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation or prosecution of suspected or actual illegal activity; or (vii) if Catch+Release, in good faith, believes that disclosure is otherwise necessary or advisable.

Catch+Release will disclose your personal information if Catch+Release reasonably believes it is required to do so by law, regulation or other government authority or to assist in any investigation, to protect Catch+Release's rights or our users' rights or to enforce our Terms of Use.

Catch+Release may transfer your personal information to a successor entity upon a merger, consolidation or other corporate reorganization in which Catch+Release participates, or to a purchaser of all or substantially all of Catch+Release's assets to which the Web Site and the Platform relate.

Our legal basis for processing the information described in this section is compliance with our legal obligations.

*Other purposes:* Catch+Release may use your personal information for other purposes for which we have a legitimate interest, such as direct marketing, individual or market research, and anti-fraud protection.

We may also use your information for any other purposes disclosed to you at the time you provide it with your consent.

*To create anonymous and/or aggregated information:* Catch+Release may use personal information and other information about you to create anonymized and aggregated information, such as de-identified demographic information, de-identified location information, information about the computer or device from which you access our Services, or other analyses we create. Catch+Release may analyze the aggregate data for trends and

statistics in the aggregate, but such information will be maintained, used and disclosed in aggregate form only and it will not contain any identifiable information. Catch+Release may use such aggregate information to analyze trends, administer the Web Site, track users' movement, and gather broad demographic information for aggregate use. We may use aggregated information in a number of ways, including research, internal analysis, analytics, and any other legally permissible purposes. We may share this information within Catch+Release and with third parties for our or their purposes in an anonymized or aggregated form that is designed to prevent anyone from identifying you.

### **EU Residents**

If you are an EU resident, you have certain rights available to you under the General Data Protection Regulation. These rights are:

- The right to be informed about our data collection practices;
- The right to access and rectify your data;
- The right to erase your data;
- The right to data portability;
- The right to restrict and object to the processing of your data (including for direct marketing purposes); and
- The right to withdraw your consent (to the extent applicable).

To exercise any of the rights listed above, please contact us via email at [privacy@catchandrelease.com](mailto:privacy@catchandrelease.com). We will respond and comply with your request or provide you with reasons as to why compliance is delayed within thirty (30) days of receiving the request.

### **Privacy Shield Certification**

Catch+Release is certified with the EU-U.S. Privacy Shield Framework and Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union, United Kingdom ("UK"), and/or Switzerland to the United States. We have certified to the Department of Commerce that we adhere to the Privacy Shield Principles. If there is any conflict between the terms in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov>.

In compliance with the Privacy Shield Principles, Catch+Release commits to resolve complaints about our collection or use of your personal information. EU-U.S., UK, or Swiss individual residents with inquiries or complaints regarding our Privacy Shield policy should first contact us via email at [privacy@catchandrelease.com](mailto:privacy@catchandrelease.com).

Catch+Release has further committed to refer unresolved Privacy Shield complaints to Judicial Arbitration and Mediation Services, Inc. ("JAMS"), an alternative dispute resolution provider located in the United States. If you do not receive timely acknowledgement of your complaint from us, or if we have not resolved your complaint, please contact or visit JAMS, at [INSERT CONTACT INFORMATION] <https://www.jamsadr.com/eu-us-privacy-shield> for more information to file a complaint. These services are provided at no cost to you.

EU, UK and Swiss residents have the possibility, under certain conditions, to invoke binding arbitration for complaints regarding Privacy Shield compliance not resolved by any of the other Privacy Shield mechanisms. EU, UK, and Swiss residents also have the right to access their personal information at any time, as well as to correct, amend, or delete their personal information. Additionally, to the extent that we use the information we collect for purposes other than for which it was collected, you will have the opportunity to opt-out of such use. We will only process and transfer sensitive personal information (such as information about your race or medical conditions) with your affirmative consent. For more information or to exercise your rights, you may contact us at [privacy@catchandrelease.com](mailto:privacy@catchandrelease.com).

Catch+Release has responsibility for the processing of personal information it receives under the Privacy Shield and subsequently transfers to a third party acting as an agent on its behalf. Catch&Release shall remain liable under the Privacy Shield Principles if its agent processes such personal information in a manner inconsistent with the Privacy Shield Principles.

Catch+Release is subject to the investigatory and enforcement powers of the Federal Trade Commission, the Department of Transportation, and any other U.S. authorized statutory body with regards to its compliance with the Privacy Shield Principles. As such, Catch+Release is required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

### **Data Transfers From Outside the EU, UK and Switzerland**

The information that we collect through or in connection with the Web Site is transferred to and processed in the United States for the purposes described above. We also may subcontract the processing of your data to, or otherwise share your data with, affiliates or third parties in the United States or countries other than your country of residence. The data-protection laws in these countries may be different from, and less stringent than, those in your country of residence. By using the Web Site or by providing any personal or other information to us, you expressly consent to such transfer and processing.

### **Updating Your Information**

Users of the Platform have the ability to review and update their information on their user account page. You may also update your information by contacting us via email at [privacy@catchandrelease.com](mailto:privacy@catchandrelease.com).

### **Links to Third-Party Sites**

The Web Site may provide links to other websites or resources over which Catch+Release does not have control ("**External Web Sites**"). Such links do not constitute an endorsement by Catch+Release of those External Web Sites. You acknowledge that Catch+Release is providing these links to you only as a convenience, and further agree that Catch+Release is not responsible for the content of such External Web Sites. Your use of External Web Sites is subject to the terms of use and other policies located on the linked External Web Sites. More specifically, Catch+Release's Platform may have an application programming interface ("**API**") with External Web Sites.

### *Google/YouTube*

Users who join Catch+Release's Creator Community can choose to connect their YouTube account and display their YouTube videos to other Catch+Release users. Catch+Release's use and transfer of information received from Google APIs to any other app will adhere to [Google API Services User Data Policy, including the Limited Use Requirements](#).

### *Other External Web Sites*

In addition, to the extent you access other External Web Sites through the Catch+Release Platform You agree to such External Web Sites' terms of service and other policies. If you do not agree to be bound by such External Web Sites' terms of service and other policies, do not access such External Web Sites through the Catch+Release Platform.

### **Security**

Catch+Release employs administrative, physical and technical safeguards that are reasonably designed to help protect your personal information from loss, unauthorized access, disclosure, alteration or destruction. Catch+Release may use, without limitation, firewalls, password protection, secure socket layer, and other security measures to help prevent unauthorized access to your personal information.

### **Children's Privacy**

Catch+Release recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children's online activities and interests. Neither the Web Site, Platform, nor our Services are intended for children under the age of thirteen. Catch+Release does not target its Platform, Services or its Web Site to children under the age of thirteen. Catch+Release does not knowingly collect personal information from children under the age of thirteen.

### **Questions.**

If you have any questions regarding this Policy please contact us via email at [privacy@catchandrelease.com](mailto:privacy@catchandrelease.com).

This Privacy Policy was last updated: April 7, 2023

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