

Below Bored Privacy Policy

(Revised as of June 20, 2022)

Introduction

This Privacy Policy details important information regarding the collection, use, and disclosure of User information collected on Internet sites, applications, email and newsletter communications, and online services (the "Site") operated by, controlled by, or affiliated with Laughing Ape, LLC (collectively, "Laughing Ape", "we," "us," or "our").

The aim of this Privacy Policy is to help you understand how your personal information is used and your choices regarding said use. By using the Site o, you agree that we can collect, use, disclose, and process your information as described in this Privacy Policy. This Privacy Policy only applies to the Site and not to any other websites, products, or services you may be able to access or link to via the Site. We encourage you to read the privacy policies of any other websites you visit before providing your information to them.

Changes to this policy

The Site may evolve over time, and this Privacy Policy will change to reflect that evolution. If changes are made, you will be notified by revising the date at the top of this Privacy Policy. In some cases, if significant changes are made, a statement may be placed on the homepage. We encourage you to review this Privacy Policy periodically to stay informed.

Some third-party providers may place cookies or pixels - small data files stored on your hard drive or in device memory - on your browser or hard drive. Note that this Privacy Policy does not cover the use of cookies or pixels by such third parties. Most web browsers are set to accept cookies and pixels by default, but you can usually set your browser to remove or reject browser cookies or pixels. If you do choose to remove or reject cookies or pixels, however, your ability to use the Site might be affected.

This Privacy Policy should be read in conjunction with the NFT Licensing Agreement. By accessing the Site, you are consenting to the information collection and use practices described in this Privacy Policy.

Your use of the Below Bored Site and any personal information you provide through the Tools remains subject to the terms of this Privacy Policy and the NFT Licensing Agreement, as each may be updated from time to time.

Any questions, comments, or complaints that you might have should be emailed to privacy@belowbored.club.

1. Information Collected in the Site

The personal information collected from you generally may include:

2.1 Network information regarding transactions, including, among other things, the type of device you use, access times, hardware model, operating system and version, and other unique device identifiers.

2.2. Information about plugins you might be using, including but not limited to those related to the management of cryptocurrency assets and any information provided by them.

2.3. Your email and digital wallet address.

2.4 The Site requires the highest level of browser permissions which could potentially lead to the procurement of more personal information. Information on these permissions are used for a limited purpose, and why this is necessary, can be found in paragraph 3 below.

2.5 Your interactions with the Site are documented via Wocode.com and that information is processed by Google.

We automatically collect data about your use of the Site.

When you access and use the Site, our technology and tools may automatically collect and record certain data about your use of and interaction with the Site that does not identify you personally

(such as your IP address, browser type, the make and model of device used to view the Site, unique device identifiers, the referring webpage, pages visited, and search terms).

We also use various tracking technologies (such as cookies and pixel tags) to collect data about your use of and access to the Site. Cookies are small data files stored on your hard drive or in device memory by websites you visit, applications you use, or advertisements you view and help us improve the Site and your experience on the Site. Pixel tags are electronic images that generate a generic notice of a visit to the Site and are used in conjunction with cookies to anonymously track activity on the Site by a particular browser.

3. The Way your Personal Information is used

3.1 As with nearly all interactions that take place on the World Wide Web, the servers may receive information by virtue of your interaction with them, including but not limited to IP Addresses.

3.2 The Site requires full browser permissions that could potentially be used to access additional personal information. Such browser permissions are used for an extremely limited technical purpose of allowing our Site to properly interact with your browser. No additional information is obtained beyond what is necessary to provide an enhanced user experience for users on the Site and while in the Below Bored Comedy Club. No information received is shared with any third-party except as required for the provision of the Below Bored Site.

3.3 Google Analytics is used for purposes of monitoring web traffic. Any identifying information collected via Google Analytics metrics controlled by Laughing Ape LLC.

3.4 Public blockchains provide transparency into transactions and we are not responsible for preventing or managing information broadcasted on a blockchain.

4. What Is Done With Your Information

4.1 Your information may be used in the following ways:

- To analyze trends for how the Site is being used;
- To improve the Site;
- To help personalize your experience of the Site; and
- If you provide your contact information, you may receive technical notices, updates, confirmations, and security alerts, to provide support to you, tell you about other products and services that might interest you, or respond to your comments or questions.

4.2 Your information may be shared with third parties who need to access it in order to do work related to the Site, including doing things like helping make the Site available or providing analytics services. These third parties only access and use your information as necessary to perform their functions.

4.3 Aggregations and anonymizations that contain your information may be created in a way that does not directly identify you. Those aggregations and anonymizations may be used or shared for a variety of purposes related to the Site.

4.4 Your personal information may be disclosed to agents, businesses, or service providers who process your personal information for providing the Site to you. The agreements with these service providers limit the kinds of information they can use or process and ensure they use reasonable efforts to keep your personal information secure.

4.5 We also reserve the right to disclose personal information that it believes, in good faith, is appropriate or necessary to enforce the NFT Licensing Agreement, take precautions against liability or harm, investigate and respond to third-party claims or allegations, respond to court orders or official requests, to protect the security or integrity of the Site, and to protect the rights, property, or safety of the Below Bored Comedy Club, the Decentraland community of users and LAND owners, or others.

4.6 In the event that we are involved in a merger, acquisition, sale, bankruptcy, insolvency, reorganization, receivership, assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, or other change of control, there may be a disclosure of your information to another entity related to such event.

5. Your Choice

Your personal information will be processed in accordance with this Privacy Policy. While we aim to collect as little information about you as possible, you do have a choice to ask for your records to be modified or deleted by emailing us at privacy@belowbored.club.

6. Cookies

The Site does not use cookies at this time but it may in the future in order to enhance the user experience of the Site, in which case this Privacy Policy shall be updated accordingly.

7. Information Not Collected

Any other personally-identifiable information about you shall not be collected, unless you give it to us directly: by filling out a form, giving written feedback, communicating via third-party social media sites, or otherwise communicating via the Site or any other means.

Your Ethereum public address is not collected, but you should understand that transactions that take place using the Site are confirmed and managed via the Ethereum blockchain. You understand that your Ethereum public address will be made publicly visible whenever you engage in a transaction that is confirmed and managed via the Ethereum blockchain.

8. Information Security

We cannot and do not guarantee the security of information processed online, however, we have appropriate security measures in place to protect your personal information. For example, the

personal information you provide is stored on computer systems with limited access, encryption, or both.

9. Privacy Rights

9.1 Subject to applicable law, you may have some or all of the following rights in respect of your personal information: (i) to obtain a copy of your personal information together with information about how and on what basis that personal information is processed; (ii) to rectify inaccurate personal information (including the right to have incomplete personal information completed); (iii) to erase your personal information (in limited circumstances, where it is no longer necessary in relation to the purposes for which it was collected or processed); (iv) to restrict processing of your personal information where: a. the accuracy of the personal information is contested; b. the processing is unlawful but you object to the erasure of the personal information; or c. we no longer require the personal information but it is still required for the establishment, exercise or defense of a legal claim; (v) to challenge processing which we have justified on the basis of a legitimate interest (as opposed to your consent, or to perform a contract with you); (vi) to prevent us from sending you direct marketing; (vii) to withdraw your consent to our processing of your personal information (where that processing is based on your consent); (viii) to object to decisions which are based solely on automated processing or profiling; (ix) in addition to the above, you have the right to file a complaint with the supervisory authority..

9.3. If you wish to investigate the exercising of any of these rights, please write to us at the following address: privacy@belowbored.club.

10. Changes and Updates

10.1 This Privacy Policy may be revised periodically and this will be reflected by the “Last update posted” date above. Please revisit this page to stay aware of any changes. Your continued use of the Below Bored Client constitutes your agreement to this Privacy Policy and any future revisions.

10.2 Contact Information: privacy@belowbored.club