

## Excelscion Analytics, LLC Privacy Policy

This privacy policy (“Privacy Policy”) discloses the privacy practices for any Excelscion Analytics, LLC (“Company” or “We”) owned website or application (“Services”), including PINCH | Options Mastery. When you submit information to or through the Services, you consent to the collection, use, disclosure, and retention of your information as described in this Privacy Policy. **We ask that you please review this Privacy Policy carefully.**

This Privacy Policy applies solely to information collected through the Services. Please note that this Privacy Policy does not apply to information collected through any third-party, including through any website, application, content (including advertising), or services that you may access through the Services. This Privacy Policy also does not apply to information collected by the Company offline or through any other means, including on any other website operated by Company or any third party. By using the Services, you accept the terms of this Privacy Policy and our *Terms of Service* <https://www.excelscion.com> and consent to our collection, use, disclosure and retention of your information as described in this Privacy Policy. If you have not done so already, please also review our *Terms of Service*. The Terms of Service contain provisions that limit our liability to you and require you to resolve any dispute with us on an individual basis and not as part of any class or representative action.

This Privacy Policy is incorporated into and made a part of our Terms of Service.

This Privacy Policy describes the following:

- What Personal Information is collected from you through the Services;
- How Personal Information is used;
- What choices are available to you regarding the use of your data;
- The security procedures in place to protect the misuse of your information;
- If and why Personal Information may be disclosed to third parties; and
- How you can correct any inaccuracies in the information.

The Effective Date of this Privacy Policy is set forth at the bottom of this Policy. Whenever possible, we will provide you with advance written notice of our changes to this Privacy Policy. We will not make retroactive changes that reduce your privacy rights unless we are legally required to do so. Your continued use of the Services after we make changes is deemed to constitute your acceptance of the amended Privacy Policy, so please check the policy periodically for updates. The amended Privacy Policy supersedes all previous versions.

**IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY POLICY OR OUR TERMS OF SERVICE, PLEASE DO NOT USE ANY OF THE SERVICES.**

### Information Collection, Use, and Sharing

We collect various kinds of information that you provide to us as well as information we obtain from your use of the Services. Some of the types of information that we collect include:

“Personal Information”— personal identifying information associated with or used to identify or contact a specific person. Personal Information includes, but is not limited to, the following: (1) contact data (such as first and last name, e-mail address, mailing address, telephone number, and payment information); (2) demographic data (such as gender, date of birth (age), and zip code); and (3) certain Usage Data, such as IP address.

“Usage Data”—information about an individual’s online activity that, by itself, does not identify the individual, such as:

- technical information, including your browser type, service provider, IP address, operating system and webpages visited; and
- information about what you’ve searched for and looked at while using the Services.

(Generally, we do not consider Usage Data as Personal Information because Usage Data by itself usually does not identify an individual. Personal Information and Usage Data may be linked together. Different types of Usage Information also may be linked together and, once linked, may identify an individual person. Some Usage Data may be Personal Information under applicable law.)

“Location Data” —a category of Personal Information collected about the location of a mobile device or computer, including:

- the location of the mobile device or computer used to access the Services derived from GPS or WiFi use;
- the IP address of the mobile device or computer or internet service used to access the Services,
- other information made available by a user or others that indicates the current or prior location of the user.

We are the sole owners of the information collected on this Services. We only have access to/collect information that you voluntarily give us via email, through the Services, or other direct contact from you.

You also may provide information to be published or displayed (hereinafter, “posted”) on public areas of the Services, or transmitted to other users of the Services or third parties (collectively, “User Contributions”). Your User Contributions are posted on and transmitted to others at your own risk. Although we may limit access to certain pages, you may set certain privacy settings for such information by logging into your account profile, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Services with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons. Please keep in mind that if you directly disclose Personal Information or personally sensitive data through Excelscion Analytics, LLC’s public message boards, this information may be collected and used by others.

If you delete your User Contributions from the Services, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other users of the Services. Proper access and use of information provided on the Services, including User Contributions, is governed by our terms of service. <https://www.excelscion.com>

We also automatically collect Usage Data when you interact with the Services. We, along with the service providers that help us provide the Services, use small text files called “cookies”, which are small computer files sent to or accessed from your web browser or your computer’s, tablet’s, or mobile device’s hard drive that contain information about your computer, tablet, or mobile device, such as a user ID, user settings, browsing history and activities conducted while using the Services. Cookies are not themselves personally identifiable, but may be linked to Personal Information that you provide to us through your interaction with the Services. A cookie typically contains the name of the domain (internet location) from which the cookie originated, the “lifetime” of the cookie (i.e., when it expires) and a randomly generated unique number or similar identifier.

We also use other cookies and other data collection tools (such as web beacons and server logs), which we collectively refer to as “data collection tools,” to help improve your experience with the Services. This may include the use of data collection tools to collect information from the device used to access the Services, such as operating system type, browser type, domain and other system settings, as well as the operating system used and the country and time zone in which the computer or device is located.

We will use your information to respond to you, regarding the reason you contacted us. Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this Privacy Policy.

We may disclose Personal Information to third parties in order to perform services requested or functions initiated by users. In addition, we may disclose Personal Information in order to identify a user in connection with communications sent through the Services. We will not share your information with any third party outside of our organization, other than as necessary to fulfill your application, e.g. screening agencies, etc. or to operate other related services. We will not sell or rent this information to anyone.

We may also use the information we collect for any of the following purposes :

- to operate, improve and personalize the products and services we offer, and to give each user a more consistent and personalized experience when interacting with us;
- to better understand how users access and use the Services, for the purposes of trying to improve the Services and to respond to user preferences, including language and location customization, personalized help and instructions, or other responses to users’ usage of the Services;
- to enforce our Terms of Service or other applicable policies;
- to process, validate and verify subscriptions; and

- to provide users with advertising and direct marketing that is more relevant to you;

We also may share information that we collect from users, as needed, to enforce our rights, protect our property or protect the rights, property or safety of others, or as needed to support external auditing, compliance and corporate governance functions. We will disclose Personal Information as we deem necessary to respond to a subpoena, regulation, binding order of a data protection agency, legal process, governmental request or other legal or regulatory process. We may also share Personal Information as required to pursue available remedies or limit damages we may sustain.

Please note that, in order to provide you with a better experience and to improve the Services, information collected through the Services may be used in an aggregated or individualized manner. For example, Personal Information collected during use of one of the Services may be used to suggest particular content that can be made available to the user on another of the Services or be used to try to present more relevant advertising in another of the Services. We may share Personal Information about you in an aggregated form—that is, in a statistical or summary form that does not include any personal identifiers—with third parties in order to discover and reveal trends about how users like you interact with our services.

We may transfer information, including your Personal Information, in connection with a merger, sale, acquisition or other change of ownership or control by or of us or any affiliated company (in each case whether in whole or in part). When one of these events occurs, we will use reasonable efforts to notify users before your information is transferred or becomes subject to a different privacy policy.

#### Third-Party Use of Cookies/Links to Third Party Services

Some content or applications, including advertisements, on the Services are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Services. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

The Services may contain links to third-party websites and services (“Third Party Services”) with which we have no affiliation. A link to any Third Party Service does not mean that we endorse it or the quality or accuracy of information presented on it. If you decide to visit a Third Party Service, you are subject to its privacy policy and practices and not this Privacy Policy. We encourage you to carefully review the legal and privacy notices of all other digital services that you visit.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

### Your Access to and Control Over Information

We will retain information as long as it is necessary and relevant for our operations. We also retain Personal Information to comply with applicable law, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigation, collect any fees owed and other actions permitted by law. After it is no longer necessary for us to retain information, we dispose of it according to our data retention and deletion policies.

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will delete your Personal Information from our records. Please note that we may not be able to comply with requests to delete your Personal Information if it is necessary to:

- Complete the transaction for which the Personal Information was collected, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with an existing legal obligation or law; or
- Otherwise use your Personal Information, internally, in a lawful manner that is compatible with the context in which you provided the information.

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- *Tracking Technologies and Advertising.* You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our Services may then be inaccessible or not function properly.
- *Disclosure of Your Information for Third-Party Advertising.* If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by sending us an email with your request to [excelscionanalytics@excelscion.com](mailto:excelscionanalytics@excelscion.com).
- *Promotional Offers from the Company.* If you do not wish to have your contact information used by the Company to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to [excelscionanalytics@excelscion.com](mailto:excelscionanalytics@excelscion.com). If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the

Company as a result of a product purchase, warranty registration, product service experience or other transactions

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

It is important to us that you are able to access and review the Personal Information we have about you and make corrections to it or delete it, as necessary. If you have any questions about how to access your Personal Information, or if you would prefer to opt out of any future contacts from us at any time, please contact us via email: [excelscionanalytics@excelscion.com](mailto:excelscionanalytics@excelscion.com).

### Security

We take precautions to protect your information. We employ industry-standard security measures designed to protect the security of all information submitted through the Services. However, the security of information transmitted through the internet can never be guaranteed. We are not responsible for any interception or interruption of any communications through the internet or for changes to or losses of data. Users of the Services are responsible for maintaining the security of any password, user ID or other form of authentication involved in obtaining access to password protected or secure areas of any of our digital services. In order to protect you and your data, we may suspend your use of any of the Services, without notice, pending an investigation, if any breach of security is suspected. Access to and use of password protected and/or secure areas of any of the Services are restricted to authorized users only. Unauthorized access to such areas is prohibited and may lead to criminal prosecution.

Wherever we collect sensitive information (such as payment information), that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for "https" at the beginning of the address of the webpage.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

**EU/Swiss Privacy Shield Certification:** We comply with the EU-U.S. Privacy Shield framework and the 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 from European Union member countries and Switzerland. We have certified that we adhere to the Privacy Shield Principles of notice, choice, accountability for onward transfer, security, data integrity and purpose limitation, access, and recourse, enforcement, and liability. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/> and <https://www.privacyshield.gov/list>. Any Personal Information collected about EU visitors through the Services is processed in the United States by

us or by a party acting on our behalf. When you provide Personal Information to us through the Services, you consent to the processing of your data in the United States. The Services are hosted in the United States.

### **Your State Privacy Rights**

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information.

California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose (excluding Iowa and Utah).
- Data portability.
- Opt-out of personal data processing for:
  - targeted advertising (excluding Iowa);
  - sales; or
  - profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah).
- Either limit (opt-out of) or require consent to process sensitive personal data.

The exact scope of these rights may vary by state. To exercise any of these rights please send an email to [excelscionanalytics@excelscion.com](mailto:excelscionanalytics@excelscion.com).

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our applications that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [excelscionanalytics@excelscion.com](mailto:excelscionanalytics@excelscion.com).

**Disclaimer:** The Services is not intended for use by children. If you are under the age of majority in your place of residence, you may use the Services only with the consent of or under the supervision of your parent or legal guardian. Otherwise, if you are under the age of majority in your place of residence, do not use or provide any information to us through the Services or use any of the interactive or public comment features of the Services. Consistent with the requirements of the Children's Online Privacy Protection Act (COPPA), if we learn that we have received any information directly from a child under age 13 without first receiving his or her parent or legal guardian's verified consent, we will use that information only to respond directly to that child (or his or her parent or legal guardian) to inform the child that he or she cannot use the Services and subsequently we will delete that information. To be clear, We do not knowingly collect personal information from children. If you believe we might have any

information from or about a child under the age of majority, please contact us at immediately via email at [excelscionanalytics@excelscion.com](mailto:excelscionanalytics@excelscion.com).

If you feel that we are not abiding by this Privacy Policy, you should contact us immediately via email at [excelscionanalytics@excelscion.com](mailto:excelscionanalytics@excelscion.com).

Effective Date/Last Modified: May 22, 2024