

PRIVACY POLICY

Effective Date: 13 December, 2023.

This Privacy Policy describes the information that Artfaen LLC (“Artafen”, “we”, “our”, or “us”) collects about you, how we use that information, and how we disclose that information. It also discusses certain rights choices you have regarding your information. This Privacy Policy applies to our websites located at www.artafen.com and shop.laika.com, and any other online service operated by Artafen, LLC (“Artafen”, “we”, “our”, or “us”) that links to this Privacy Policy (“Service”).

By using the Service, you consent to the data practices of this Privacy Policy and to our processing of information for the purposes stated below and you agree to our Terms Of Use. If you do not agree, please do not use the Service.

If you have any questions or wish to exercise your rights and choices, please contact us as set out in the “Contact Us” section.

INFORMATION WE COLLECT

Information You Provide.

We may collect information you provide directly via the Service. For example, we collect information when you access our content, make a purchase, apply for a job, or otherwise communicate with us through the Service. The categories of information we collect include:

Contact Data, including your first and last name, email address, postal address, and phone number.

Account Credentials, including your username, social media handle, password, password hints, and information for authentication and account access.

Purchase Data, including information about your purchases.

Demographic Data, including your age, gender, and country.

Billing Data, including your payment instrument number (such as a credit or debit card number), expiration date, and security code as necessary to process your payments. This information is processed through a payment processor.

Content, including content within any messages you send to us (such as feedback and questions to customer support).

Job Applicant Data, including your employment and education history, transcript, writing samples, and references as necessary to consider your job application for open positions.

You may choose to voluntarily provide other information to us that we do not request, and, in such instances, you are solely responsible for such information.

Information Collected Automatically.

In addition, we automatically collect information when you use the Service. The categories of information we automatically collect include:

Service Use Data, including data about features you use, pages you visit, emails and advertisements you view, products and services you view and purchase, the time of day you browse, and your referring and exiting pages.

Device Data, including data about the type of device or browser you use, your device's operating software, your internet service provider, your device's regional and language settings, and device identifiers such as IP address and Ad Id.

Location Data, including imprecise location data (such as location derived from an IP address or data that indicates a city or postal code level).

The types of tracking technologies used to automatically collect this information include:

Log Files. Logs are files that record events that occur in connection with your use of the Service.

Cookies: Cookies are small text files that are stored on a user's device that act as a unique tag to identify your browser. We use two types of cookies: session cookies and persistent cookies. Session cookies make it easier for you to navigate our website and expire when you close your browser. Persistent cookies help with personalizing your experience, remembering your preferences, and supporting security features. Additionally, persistent cookies allow us to bring you advertising. Persistent cookies may remain on your device for extended periods of time, and generally may be controlled through your browser settings.

Pixels (also known as web beacons): Pixels are code embedded in a website, video, email, or advertisement that sends information about your use to a server. There are various types of pixels, including image pixels (which are small graphic images) and JavaScript pixels (which contains JavaScript code). When you access a website, video, email, or advertisement that contains a pixel, the pixel may permit us or a separate entity to drop or read cookies on your browser. Pixels are used in combination with cookies to track activity by a particular browser on a particular device. We may incorporate pixels from separate entities, including Facebook, that allow us to track our conversions, bring you advertising, and provide you with additional functionality.

Embedded Scripts An embedded script is programming code designed to collect information about your interactions with the Service. It is temporarily downloaded onto your device from our web server or a third party with whom we work, is active only while you are connected to the Service, and deleted or deactivated thereafter.

Device Fingerprinting. Device fingerprinting is the process of analyzing and combining sets of information elements from your device's browser, such as JavaScript objects and installed fonts, in order to create a "fingerprint" of your device and uniquely identify your device and applications.

For further information on how we use tracking technologies for analytics and advertising, and your rights and choices regarding them, please see the "Analytics and Advertising" and "Your Rights and Choices" sections below.

Information from other Sources.

We also collect information from other sources. The categories of sources from which we collect information include:

Social networks with which you interact.

Partners that offer co-branded services, sell or distribute our products, or engage in joint marketing activities.

Publicly-available sources, including data in the public domain.

Trade shows and in-person events.

To the extent we combine such information with information we have collected about you on the Service, we will treat the combined information in accordance with this Privacy Policy.

HOW WE USE INFORMATION WE COLLECT

We collect and use information about you for business and commercial purposes in accordance with the practices described in this Privacy Policy. Our purposes for collecting and using information include to:

Operate and manage our Service.

Respond to your comments, questions, and requests, and provide customer service.

Send you technical notices, updates, security alerts, information regarding changes to our policies, and support and administrative messages.

Prevent and address fraud, breach of policies or terms, and threats or harm.

Monitor and analyse trends, usage, and activities.

Conduct research, including focus groups and surveys.

Improve the Service, and other applications, marketing efforts, products and services.

Develop and send advertisements, direct marketing, and communications about our and third party products, services, offers, promotions, rewards and events.

Conduct promotions, including verifying your eligibility and delivering prizes in connection with your entries.

Fulfill any other purpose at your direction.

With notice to you and your consent.

Notwithstanding the above, we may use information that does not identify you (including information that has been aggregated or de-identified) for any purpose except as prohibited by applicable law. For information on your rights and choices regarding how we use information about you, please see the “Your Rights and Choices” section below.

DISCLOSURE OF INFORMATION

We disclose information we collect in accordance with the practices described in this Privacy Policy. The categories of parties to whom we disclose information include:

Service Providers. We disclose information with service providers that process information on our behalf. Service providers assist us with services such as payment processing, data analytics, marketing and advertising, website hosting, and technical support. We contractually prohibit our service providers from retaining, using, or disclosing information about you for any purpose other than performing the services for us, although we may permit them to use information that does not identify you (including information that has been aggregated or de-identified) for any purpose except as prohibited by applicable law.

Vendors and Other Parties. We disclose information with vendors and other parties for analytics and advertising related purposes. These parties may act as our service providers, or in certain contexts,

independently decide how to process your information. For more information on advertising and analytics, see the “Analytics and Advertising” section below.

Affiliates. We disclose information with our affiliates and related entities, including where they act as our service providers or for their own internal purposes.

Partners. We disclose information with our partners in connection with offering co-branded services, selling or distributing our products, or engaging in joint marketing activities.

Promotions. Our promotions may be jointly sponsored or offered by other parties. When you voluntarily enter a promotion, we disclose information as set out in the official rules that govern the promotion as well as for administrative purposes and as required by law (e.g., on a winners list). By entering a promotion, you agree to the official rules that govern that promotion, and may, except where prohibited by applicable law, allow the sponsor and/or other entities to use your name, voice and/or likeness in advertising or marketing materials.

Merger or Acquisition. We disclose information in connection with, or during negotiations of, any proposed or actual merger, purchase, sale or any other type of acquisition or business combination of all or any portion of our assets, or transfer of all or a portion of our business to another business.

Security and Compelled Disclosure. We disclose information to comply with the law or other legal process, and where required, in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We also disclose information to protect the rights, property, life, health, security and safety of us, the Service or anyone else.

Facilitating Requests. We disclose information at your request or direction.

Consent. We disclose information with notice to you and your consent.

Notwithstanding the above, we may disclose information that does not identify you (including information that has been aggregated or de-identified) except as prohibited by applicable law. For information on your rights and choices regarding how we disclose information about you, please see the “Your Rights and Choices” section below.

THIRD PARTY SERVICES

Our Service contains content from and links to websites, locations, platforms and services operated by third parties. For example, if you click on a third party link, the click may take you from our Service to the website of that other company or person. In addition, we integrate technologies operated or controlled by third parties into parts of our Service.

Please note that when you interact with third parties, including when you leave our Service, those parties may independently collect information about you and solicit information from you. The information collected and stored by those parties remains subject to their own policies and practices, including what information they share with us, your rights and choices on their services and devices, and whether they store information in the Europe or elsewhere. Third parties may not have privacy policies or may have privacy policies that are not as protective of your information as this Privacy Policy.

Remember that third parties may use tracking technologies to independently collect information about you and may solicit information from you. Also, if you use certain third party features, both we and the applicable third party may have access to and use information associated with your use of the third party feature. If you publicly reference our Service on a third party service (e.g., by using a hashtag associated with Artafen in a tweet or post), we may use your reference on or in connection with our Service.

We encourage you to familiarize yourself with and consult their privacy policies and terms of use.

ANALYTICS AND ADVERTISING

We use analytics services, such as Google Analytics, to help us understand how users access and use the Service. In addition, we work with agencies, advertisers, ad networks, and other technology services to place ads about our products and services on other websites and services. For example, we place ads through Google and Facebook that you may view on their platforms as well as on other websites and services.

As part of this process, we may incorporate tracking technologies into our own Service (including our website and emails) as well as into our ads displayed on other websites and services. Some of these tracking technologies may track your activities across time and services for purposes of associating the different devices you use, and delivering relevant ads and/or other content to you (“Interest-based Advertising”).

As indicated above, vendors and other parties may act as our service providers, or in certain contexts, independently decide how to process your information. We encourage you to familiarize yourself with and consult their privacy policies and terms of use.

For further information on tracking technologies and your choices regarding them, please see “Information Collected Automatically” above and “Your Rights and Choices” below.

YOUR RIGHTS AND CHOICES

Account Information.

You may access, update, or remove certain information that you have voluntarily submitted to us through your account with the Service by visiting your account settings or sending an e-mail to us at privacy@artafen.com. We may require additional information from you to allow us to confirm your identity. Please note that we will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. If you are a California resident or data subject in Europe, please see the additional disclosures at the end of this privacy policy.

Tracking Technologies Choices.

Regular cookies may generally be disabled or removed by tools available as part of most commercial browsers, and in some instances blocked in the future by selecting certain settings. Browsers offer different functionalities and options so you may need to set them separately.

Your browser settings may allow you to automatically transmit a “Do Not Track” signal to online services you visit. Note, however, there is no industry consensus as to what site and app operators should do with regard to these signals. Accordingly, unless and until the law is interpreted to require use to do so, we do not monitor or take action with respect to “Do Not Track” signals or other mechanisms. For more information on “Do Not Track,” visit <http://www.allaboutdnt.com>.

Please be aware that if you disable or remove tracking technologies some parts of the Service may not work and that when you revisit the Service your ability to limit browser-based tracking technologies is subject to your browser settings and limitations.

Analytics and Interest-Based Advertising.

Google provides tools to allow you to opt out of the use of certain information collected by Google Analytics at <https://tools.google.com/dlpage/gaoptout> and by Google Analytics for Display Advertising or the Google Display Network at <https://www.google.com/settings/ads/onweb>.

The companies we work with to provide you with targeted ads are required by us to give you the choice to opt out of receiving targeted ads. Most of these companies are participants of the Digital Advertising Alliance (“DAA”) and/or the Network Advertising Initiative (“NAI”). To learn more about the targeted ads provided by these companies, and how to opt out of receiving certain targeted ads from them, please visit <http://www.aboutads.info/choices> for information on the DAA’s opt out program and <http://www.networkadvertising.org/choices/> for information on the NAI’s opt-out program. Please be aware that, even if you are able to opt out of certain kinds of Interest-based Advertising, you may continue to receive other types of ads. Opting out only means that those selected members should no longer deliver certain Interest-based Advertising to you, but does not mean you will no longer receive any targeted content and/or ads (e.g., from other ad networks). Laika is not responsible for effectiveness of, or compliance with, any third-parties’ opt out options or programs or the accuracy of their statements regarding their programs.

Communications.

From time to time, we may send you certain promotional emails for purposes such as to keep you apprised of Service developments, to inform you of new offers, and to deliver email newsletters to which you have subscribed. If you do not wish to receive these emails in the future, you can opt-out at any time by following the instructions as provided in e-mails to click on the unsubscribe link, or contacting us at privacy@artafen.com with the word UNSUBSCRIBE in the subject field of the e-mail. Please note that your opt-out is limited to the e-mail address used and will not affect subsequent subscriptions or, non-promotional communications, such as those about your account, transactions, servicing, or ARTAFEN’s ongoing business relations.

POLICY REGARDING CHILDREN

Unless stated otherwise for a particular Service, children are not allowed to use the Service, and we do not knowingly collect personal information (as defined by the U.S. Children’s Privacy Protection Act, or “COPPA”) from children. If there is any part of our Service directed toward children, we will expressly state so and post a Children’s Privacy Policy that applies only to that part of the Service.

If you are a parent or guardian and believe we have collected personal information in violation of COPPA, contact us at privacy@artafen.com. We will remove the personal information in accordance with COPPA.

INTERNATIONAL TRANSFER

We are based in the European Union and the information we collect is governed by European Union law. If you are accessing the Service from outside of the European Union, please be aware that information collected through the Service may be transferred to, processed, stored, and used in the European Union and other jurisdictions. Data protection laws in the European Union and other jurisdictions may be different from those of your country of residence. Your use of the Service or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, sharing, and storage of information about you in the Europe and other jurisdictions as set out in this Privacy Policy. For personal

data transferred from the United Kingdom, we will provide appropriate safeguards, such as through use of standard contractual clauses.

DATA SECURITY

We implement and maintain reasonable administrative, physical, and technical security safeguards to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction. Nevertheless, transmission via the internet is not completely secure and we cannot guarantee the security of information about you. Our Privacy Policy does not extend to anything that is inherent in the operation of the Internet, and therefore beyond our control.

CHANGES TO THIS PRIVACY POLICY

We reserve the right at our discretion to make changes to this Privacy Policy at any time. Any changes will be effective immediately upon posting of the revised Privacy Policy. We will undertake reasonable efforts to notify you of material changes to this Privacy Policy by providing notice on our Service or by email to you. Please review this page periodically for changes. Your continued use of our Service indicates your consent to the Privacy Policy then posted.

CONTACT US

If you at any time have questions about this Privacy Policy or our data practices, please contact us:

By email: privacy@artafen.com

This Privacy Policy has been designed to be accessible to people with disabilities. If you experience any difficulties accessing the information here, please contact us at privacy@artafen.com.

Notice of Collection.

In the past 12 months, we have collected the following categories of personal information, as described in the CCPA/CPRA:

Identifiers, including name, postal address, email address, and online identifiers (such as IP address).

Customer records, including phone number, billing address, and credit or debit card information.

Characteristics of protected classifications under California or federal law, including gender.

Commercial or transactions information, including records of products or services purchased, obtained, or considered.

Internet activity, including browsing history, search history, and interactions with a website, email, application, or advertisement.

Geolocation data.

Employment and education information.

Inferences drawn from the above information about your predicted characteristics and preferences.

For further details on information we collect, including the sources from which we receive information, review the “Information Collection” section above. We collect and use these categories of personal information for the business purposes described in the “How We Use Information We Collect” section above.

We do not sell your personal information as the term “sell” is traditionally understood. However, some of our disclosures of personal information may be considered a “sale” or “share” as those terms are defined under the CCPA/CPRA. A “sale” is broadly defined under the CCPA/CPRA to include a disclosure for something of value, and a “share” is broadly defined under the CPRA to include a disclosure for cross-context behavioral advertising. We may collect, sell, or share the following categories of personal information for commercial purposes: identifiers, characteristics, commercial or transactions information, internet activity, non-precise geolocation data, and inferences drawn. The categories of third parties to whom we may sell or share your personal information include, where applicable, vendors and other parties involved in cross-context behavioral advertising. For details about your rights regarding sales and shares, please see the “Right to Opt-Out” section below.

We do not knowingly sell or share the personal information of minors under 16 years old.

Retention

We retain each category of personal information for the length of time that is reasonably necessary for the purpose for which it was collected, and as necessary to comply with our legal obligations, resolve disputes, prevent fraud, and enforce our agreements.

Right to Know, Correct, and Delete.

You have the right to know certain details about our data practices in the past 12 months. In particular, you may request the following from us:

The categories of personal information we have collected about you;

The categories of sources from which the personal information was collected;

The categories of personal information about you we disclosed for a business purpose or sold or shared;

The categories of persons to whom the personal information was disclosed for a business purpose or sold or shared;

The business or commercial purpose for collecting or selling or sharing the personal information; and

The specific pieces of personal information we have collected about you.

Unless you specify otherwise, the response we provide will cover the 12 month period preceding our receipt of the request. Starting with personal information collected on or after January 1, 2022, you may request that we disclose details beyond the 12-month period, and we shall do so unless doing so proves impossible or would involve a disproportionate effort.

In addition, you have the right to correct (effective January 1, 2023) or delete the personal information we have collected from you.

To exercise any of these rights, please submit a request through our Online Form or email us at privacy@artafen.com. If you have an account with us, we may require you to use the account to submit the request. In the request, please specify which right you are seeking to exercise and the scope of the request. We will confirm receipt of your request within 10 days. We may require specific information from you to help us verify your identity and process your request. If we are unable to verify your identity, we may deny your requests to know or delete.

Right to Opt-Out.

To the extent Artafen sells or shares your personal information as those terms are defined under the CCPA/CPRA, you have the right to opt-out of the sale or sharing of your personal information by us to third parties at any time. You may submit a request to opt-out by clicking Do Not Sell My Personal Information or emailing us at privacy@artafen.com and specifying you wish to opt-out.

Authorized Agent.

You can designate an authorized agent to submit requests on your behalf. However, we will require written proof of the agent's permission to do so and verify your identity directly.

Right to Non-Discrimination.

You have the right not to receive discriminatory treatment by us for the exercise of any your rights.

Shine the Light.

ADDITIONAL DISCLOSURES FOR DATA SUBJECTS IN EUROPE

Roles.

Data protection laws in Europe distinguish between organizations that process personal data for their own purposes (known as "controllers") and organizations that process personal data on behalf of other organizations (known as "processors"). Artafen acts as a controller with respect to personal data collected as you interact with our websites, emails, and advertisements.

Lawful Basis for Processing.

Data protection laws in Europe require a "lawful basis" for processing personal data. Our lawful bases include where: (a) you have given consent to the processing for one or more specific purposes, either to us or to our service providers or partners; (b) processing is necessary for the performance of a contract with you; (c) processing is necessary for compliance with a legal obligation; or (d) processing is necessary for the purposes of the legitimate interests pursued by us or a third party, and your interests and fundamental rights and freedoms do not override those interests. Where applicable, we will transfer your personal data to third countries subject to appropriate or suitable safeguards, such as standard contractual clauses.

Your Data Subject Rights.

You have the right to access, rectify, or erase any personal data we have collected about you. You also have the right to data portability and the right to restrict or object to our processing of personal data we have collected about you. In addition, you have the right to ask us not to process your personal data (or provide it to third parties to process) for marketing purposes or purposes materially different than for

which it was originally collected or subsequently authorized by you. You may withdraw your consent at any time for any data processing we do based on consent you have provided to us.

To exercise any of these rights, please contact us as set out in the “Contact Us” section above and specify which right you are seeking to exercise. We will respond to your request within 30 days. We may require specific information from you to help us confirm your identity and process your request.

Please note that we retain information as necessary to fulfil the purposes for which it was collected, and may continue to retain and use information even after a data subject request for purposes of our legitimate interests, including as necessary to comply with our legal obligations, resolve disputes, prevent fraud, and enforce our agreements.

You have the right to lodge a complaint with the data protection regulator in your jurisdiction.