

OUR COLLECTION OF PERSONAL INFORMATION

Depending on how you interact with us, we may collect about you the categories of information summarized in the table below. The following table also describes how we collect and use such categories of information.

| Category | Categories of Sources |
|--|--|
| Identifiers, e.g., name; alias; postal address; mobile ad or cookie identifiers; IP address; telephone number; email address; social network handles | <ul style="list-style-type: none">● Data compilers and consumer data resellers, informational and retail websites (“Commercial Source Categories”)● Public records and other publicly available sources● Government entities● Social networks |

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|---|---|
| <p>Commercial or transactions information</p> <p>E.g., products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p> | <ul style="list-style-type: none"> ● Commercial Source Categories ● Public records and other publicly available sources |
| <p>Internet or other electronic network activity information</p> <p>E.g., browsing history; online interests.</p> | <ul style="list-style-type: none"> ● Commercial Source Categories |
| <p>Professional or employment-related information</p> <p>E.g., current or past job history or job title.</p> | <ul style="list-style-type: none"> ● Public records and other publicly available sources ● Commercial Source Categories |
| <p>Inference Data</p> <p>E.g., consumer information or preferences.</p> | <ul style="list-style-type: none"> ● Commercial Source Categories |

2. OUR DISCLOSURE AND SALE OF PERSONAL INFORMATION

We will share the information collected from and about you as discussed above for various business purposes, with service providers and with third parties including our customers. The chart below how and with whom we share or disclose personal information, and whether (based on the CCPA's definition of "sell") we believe we have "sold" a particular category of information in the prior 12 months.

| Category | Categories of Third Parties We Share With | Whether We "Sold" This Category of Personal Information in the Last 12 Months |
|----------|---|---|
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| | | |
|---|---|------------|
| <p>Identifiers, e.g., name; alias; postal address; mobile ad identifiers; IP address; telephone number; email address; social network handles</p> | <ul style="list-style-type: none">● Data compilers and consumer data resellers, consumer goods retailers, informational and retail websites, content publishers, non-profit organizations, business-to-business services and organizations, consumer surveys and survey companies, affiliate networks (“Commercial Recipient Categories”)● Advertising networks and media platforms, political campaigns, internet service providers, data analytics providers● Social networks | <p>Yes</p> |
|---|---|------------|

| | | |
|---|---|------------|
| <p>Commercial or transactions information</p> <p>E.g., products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p> | <ul style="list-style-type: none"> ● Commercial Recipient Categories ● Advertising networks and media platforms, political campaigns, internet service providers, data analytics providers ● Social networks | <p>Yes</p> |
| <p>Internet or other electronic network activity information</p> <p>E.g., browsing history; online interests.</p> | <ul style="list-style-type: none"> ● Commercial Recipient Categories ● Advertising networks and media platforms, political campaigns, internet service providers, data analytics providers, and social networks | <p>Yes</p> |

| | | |
|---|---|------------|
| <p>Inference Data</p> <p>E.g., consumer information or preferences.</p> | <ul style="list-style-type: none"> ● Commercial Recipient Categories ● Advertising networks and media platforms, political campaigns, internet service providers, data analytics providers ● Social networks | <p>Yes</p> |
| <p>Inference Data</p> <p>E.g., consumer information or preferences.</p> | <ul style="list-style-type: none"> ● Commercial Recipient Categories ● Advertising networks and media platforms, political campaigns, internet service providers, data analytics providers ● Social networks | <p>Yes</p> |

We also may share any of the personal information we collect as follows:

Sharing for Legal Purposes: In addition, we may share personal information with third parties in order to: (a) comply with legal process or a regulatory investigation (e.g. a subpoena or court order); (b) enforce our Terms of Service, this Privacy Policy, or other contracts with you, including

investigation of potential violations thereof; (c) respond to claims that any content violates the rights of third parties; and/or (d) protect the rights, property or personal safety of us, our platform, our customers, our agents and affiliates, its users and/or the public. We likewise may provide information to other companies and organizations (including law enforcement) for fraud protection, and spam/malware prevention, and similar purposes.

Sharing In Event of a Corporate Transaction: We may also share personal information in the event of a major corporate transaction, including for example a merger, investment, acquisition, reorganization, consolidation, bankruptcy, liquidation, or sale of some or all of our assets, or for purposes of due diligence connected with any such transaction.

Sharing With Service Providers: We share any personal information we collect with our service providers, which may include (for instance) providers involved in tech or customer support, operations, web or data hosting, billing, accounting, security, marketing, data management, validation, enhancement or hygiene, or otherwise assisting us to provide, develop, maintain and improve our services.

Sharing of Aggregate Information: We may aggregate and/or de-identify any information collected so that such information can no longer be linked to you or your device (“Aggregate/De-Identified Information”). We may use Aggregate/De-Identified Information for any purpose, including without limitation for research and marketing purposes, and may also share such data with any third parties, including advertisers, promotional partners, and sponsors, at our discretion.

3. OUR BUSINESS PURPOSES FOR COLLECTING AND SHARING PERSONAL INFORMATION

Generally speaking, we collect and share the Personal Information that we collect for the following purposes, as we also have described in our Privacy Policy and/or our website.

Our Purposes for collecting, using and sharing Personal Information

Data marketing services, for example:

- Generally, creating data marketing tools and products for our marketer clients, as more fully described in our Privacy Policy (and on our websites). This includes our provision of datasets, data “appends” (connecting data across datasets), data “scoring” (providing inferences about potential identifiers), data hygiene services (helping customers to evaluate, validate and correct personal information they hold), and security and anti-fraud services (helping customers to identify potentially fraudulent activity).
- Helping our Clients identify and understand their consumers better, by providing insights about them and managing loyalty programs, as well as providing financial and other scoring products.
- Assisting our Clients through our Services to provide their current and prospective customers with better service, generally related to the above.

- Creating “identity” graphs or associations between data points, to help locate users across various channels, such as based on common personal, device-based, or network-based identifiers (e.g., IP address, cookie or device identifiers, email address).

Additional marketing services, for example (which may overlap with “data marketing services” above):

- Assisting in targeting and optimizing of direct mail and email campaigns, display, mobile, and social media marketing.
- Measuring the effectiveness of online or offline ad campaigns by determining which messages are most likely to be seen or opened by which types of consumers, or which types of ads are most likely to lead to purchases.
- Analyzing and optimizing our Clients’ (or their service providers’) proprietary databases, or helping Clients to identify and mitigate potential fraud.
- Providing “hygiene” or “verification” services, which is how companies update and/or “clean” their databases by either verifying or removing or correcting old, incorrect, or outdated information.

Operating our Services, for example:

- Testing, improving, updating and verifying our own database.
- Developing new products.
- Operating, analyzing, improving, and securing our Services.

Other internal purposes, for example:

For internal operations, auditing, research, detecting security incidents, debugging, short-term and transient use, quality control, and legal compliance.

We sometimes use the information collected from our own website, from social networks, from other “business to business” interactions (such as information we collect at trade shows) or from data compilers for the above, as well as for our own marketing purposes.

4. YOUR CALIFORNIA RIGHTS AND CHOICES

Without being discriminated against for exercising these rights, California residents have the right to request that we disclose what personal information we collect from you, to delete that information, and to opt-out of the sale of your personal information, subject to certain restrictions. You also have the right to designate an agent to exercise these rights on your

behalf. This section describes how to exercise those rights and our process for handling those requests (to the extent permitted by applicable law, we may charge a reasonable fee to comply with your request).

Sometimes, we act only as a “service provider” to our clients (for instance, if they provide information to us for analytics, processing or other data management services), in which case any consumer requests for opt-out, deletion or access to data must be made through that client: we therefore will forward any such requests to a named client, as feasible, such as where a client has been identified.

1. Right to request that we “do not sell” your personal information

You may request that we not “sell” your personal information. If you wish to make such a “do not sell” (also called an “opt out” request), you may opt-out by emailing privacy@amptechnologies.co and request your personal information be removed from our database. Your request must include your full name, email address, physical address, and zip code. When you make such a request, we will retain your information on an internal “suppression” list, so that we may remove your data from our active database in the event we obtain it again at a later date.

2. Right to request deletion of your personal information

You may request that we delete any personal information that we collected from you, such as if you have been a customer of ours (Note that this is different from your right to “opt out” of us selling your personal information, which is described above; also note that we do not generally collect personal information directly from consumers). You may make a deletion request by emailing us at privacy@amptechnologies.co. In our discretion, we may interpret your “deletion” request as a “Do Not Sell” request (and

thus place it on a suppression list, as described above), if we in good faith believe that is what you are requesting.

However, we may retain personal information for certain important purposes, such as (a) to protect our business, systems, and users from fraudulent activity, (b) to address technical issues that impair existing functionality (such as de-bugging purposes), (c) as necessary for us, or others, to exercise their free speech or other rights, (d) to comply with law enforcement requests pursuant to lawful process, (e) for scientific or historical research, (f) for our own internal purposes reasonably related to your relationship with us, or to comply with legal obligations. Additionally, we need certain types of information so that we can provide our Services to you. If you ask us to delete it, you may no longer be able to access or use our Services.

3. Right to request access to your personal information

California residents also have the right to request that we disclose what categories of your personal information that we collect, use, or sell. As a California resident, you may also request the specific pieces of personal information that we have collected from you. You may make such an “access” or “right to know” request here:

<https://amptechnologies.com/request>. We may withhold some personal information where the risk to you or to others’ privacy rights is too great to disclose the information.

For security purposes (and as required under California law), we will verify your identity — in part by requesting certain information from you — when you request to exercise your California privacy rights. For instance, if you request specific pieces of personal information we have received about you, you may need to confirm your possession of an identifier (such as an

email address) that reasonably confirms you are the person you claim to be.

4. Right to non-discrimination

We will not deny, charge different prices for, or provide a different level of quality of goods or services if you choose to exercise these rights.

5. Right to “opt-out” of the sale of your personal information

California residents may opt out of the “sale” of their personal information. California law broadly defines what constitutes a “sale” — including in the definition making available a wide variety of information in exchange for “valuable consideration.”

6. Information about persons under the age of 16

We do not knowingly collect personal information from minors under 16 years of age in California unless we have received legal consent to do so. If we learn that personal information from such California residents has been collected, we will take reasonable steps to remove their information from our database (or to obtain legally required consent).

7. Authorized agents

You may also designate an agent to make requests to exercise your rights under CCPA as described above. We will take steps both to verify the identity of the person seeking to exercise their rights as listed above, and to verify that your agent has been authorized to make a request on your behalf through providing us with a signed written authorization or a copy of a legally sufficient power of attorney. We likewise may require that you verify your own identity, depending on the type of request you make.