



# ROGUE

## PRIVACY POLICY

Last Updated March 11, 2024

Pursuant to the California state laws governing data privacy and protection, YDKM Studios LLC, hereinafter referred to as "YDKM", a California based artistic studio specializing in the creation of digital entertainment experiences, wishes to inform the public of its policies regarding the handling of personal information collected through the Rogue NFT Collection, hereinafter referred to as "Rogue", and any other sites or services that provide a link to this Privacy Policy.

### PERSONAL INFORMATION COLLECTED

*A - Personal Information Provided by the User: YDKM collects the following categories of personal information from its users:*

**Account and Contact Information:** YDKM may collect a user's name, email address, username, shipping address, social media handles, biography, and profile picture (if the user chooses to add one).

**Wallet Information:** YDKM may collect the cryptocurrency wallet IDs provided by the user when buying, storing, and transferring NFTs or other digital assets.

**Payment and Transaction Information:** YDKM works with third-party wallet extensions for conducting cryptocurrency transactions. The user's interactions with such third-party electronic wallet extensions are governed by the privacy policies of those businesses.

**Community Information:** YDKM may collect information relating to the user's participation in the Rogue community, including information on events attended, perks redeemed, and any information shared through the Discord community platform, Telegram group, or Twitter community.

**Communication Information:** YDKM may collect information when the user contacts them with questions or concerns and when the user voluntarily responds to questionnaires, surveys, or requests for market research seeking their opinion and feedback.

**Marketing Information:** YDKM may collect information relating to the user's preferences for receiving communications about their activities, events, and publications, and details about the user's engagement with such communications.

*B - Personal Information Obtained from Third Parties: YDKM collects the following categories of information from third parties:*

**Social Media Information:** YDKM maintains a social media presence on platforms such as Instagram, Facebook, Twitter, and LinkedIn. When the user interacts with YDKM on social media, YDKM may receive personal informa-

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tion provided or made available to them based on the user's settings, such as their contact details. The privacy policy of the platform provider will apply to the user's interactions and their collection, use, and processing of personal information.

**Public Sources:** YDKM may combine personal information received from the user with information obtained from other public sources, such as blockchains.

**Internet Activity Information:** When the user visits, uses, and interacts with YDKM's services, the following information may be created and automatically logged in their systems:

*C - Device Information: The manufacturer and model, operating system, IP address, and unique identifiers of the device, as well as the browser used to access the services. The information collected may vary based on the device type and settings.*

**Usage Information:** Information on the user's use of YDKM's services, such as the types of content viewed or engaged with, the features used, the actions taken, and the time, frequency, and duration of activities.

*The following technologies may be used to collect Internet Activity Information:*

**Cookies:** Text files stored on the user's device to uniquely identify the browser or to store information or settings in the browser to aid navigation between pages, remember preferences, enable functionality, understand user activity and patterns, and facilitate online advertising.

**Web Beacons:** Also known as pixel tags or clear GIFs, used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.



## 2. USE OF PERSONAL INFORMATION

*YDKM will use the personal information collected for the following purposes:*

**Delivery of Services.** The personal information collected is used for the operation, maintenance, and provision of our services. This information is used to fulfill our contractual obligation under our terms of use, including opening an account, obtaining perks, and using the services.

**Communication regarding Services.** We use personal information for communication purposes regarding our services, including responding to your requests, providing customer support, and sending announcements, updates, security alerts, and administrative messages. This use is within our legitimate business interests. Improvement, Monitoring, Personalization, and Protection of Services. It is in our legitimate business interests to improve and maintain the safety of our services, which includes: improving the services and creating new features, personalizing your experience, and creating and deriving insights from de-identified and aggregated information.

**Marketing and Advertising.** We may use personal information for marketing and advertising purposes, including sending direct marketing communications, subject to applicable law. This may include notifications of special promotions, offers, and events via email and other means. This use is based on our legitimate business interest, except where consent is required, in which case you may withdraw your consent at any time.

**Compliance and Protection.** We use personal information for compliance and protection purposes, including: complying with applicable laws and legal process, such as responding to subpoenas or requests from govern-

ment authorities; protecting our, your, or others' rights, privacy, safety, or property, including by making and defending legal claims; auditing our compliance with legal and contractual requirements and internal policies; and preventing, identifying, investigating, and deterring fraudulent, harmful, unauthorized, unethical, or illegal activity, including cyber-attacks and identity theft.

### 3. DISCLOSURE OF PERSONAL INFORMATION

*Our Policy on Disclosure: We do not engage in the sale of personal information. We may, however, disclose the categories of personal information described in this Privacy Policy to the following third parties, subject to applicable laws and regulations, unless such disclosure is otherwise required:*

**Affiliates:** We may share personal information with our parent company, subsidiaries, and affiliates for purposes consistent with this Privacy Policy.

**Third parties:** You may direct us to share personal information with third parties, such as artists or collectors.

**Service Providers:** In order to carry out our business operations and provide various services, we may share personal information with service providers, such as hosting services, cloud services, information technology services, email communication software and email newsletter services, advertising and marketing services, payment processors, customer relationship management and customer support services, and analytics services. These service providers will only access, process, or store personal information in accordance with our instructions.

**Professional Advisors:** We may share personal information with our professional advisors, such as lawyers and accountants, as necessary to facilitate their services to us.

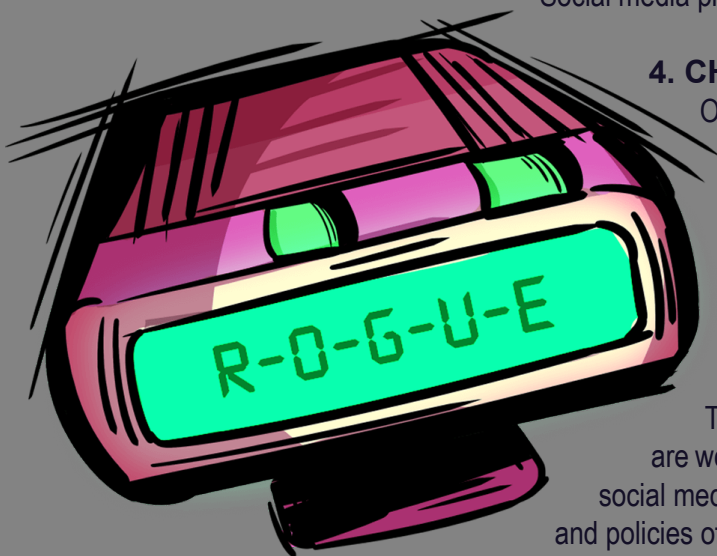
**Business Transfers:** In the event of a merger, acquisition, financing, reorganization, bankruptcy, receivership, dissolution, sale of all or a portion of our assets, or transition of service to another provider, we may share personal information in connection with the due diligence process, and it may be transferred to a successor or affiliate along with other assets as part of or following the transaction.

**Legal Requirements:** We do not proactively disclose personal information to government authorities or regulators, but we may do so when required to comply with legal obligations and protect our rights, privacy, safety, and property, as described in the Compliance and Protection section of this Privacy Policy.

**Your Sharing:** Through our services, you may have the ability to make personal information available to others, including:

Other users and the public, when you post content through the Discord community platform and engage in public transactions through our services; and

Social media platforms, when you choose to share content on social media.



### 4. CHILDREN

Our services are not intended for children under the age of 16. YDKM does not knowingly collect personal information from children under the age of 16. If you believe that a child under the age of 16 has provided personal information to YDKM, please contact us and we will promptly delete such information.

### 5. LINKS TO OTHER WEBSITES

The Services may include links to Third-Party Sites, which are websites not operated or controlled by YDKM and may include social media services. It is important to note that the privacy practices and policies of these Third-Party Sites are separate from those of YDKM

and are governed by the specific privacy policies and terms of service of the Third-Party Sites. The information that you choose to share with these Third-Party Sites will be subject to the privacy practices of those sites, not this Privacy Policy. The inclusion of these links does not imply endorsement or review by YDKM. If you wish to obtain information regarding the privacy practices of these Third-Party Sites, please directly contact the sites in question.

## 6. SECURITY

With regards to the security of personal information collected, YDKM has implemented a number of technical, organizational, and physical safeguards to ensure the protection of such information. However, it is important to note that no security measures are foolproof, and YDKM cannot guarantee the absolute security of personal information. The use of the services is done at the user's own risk.

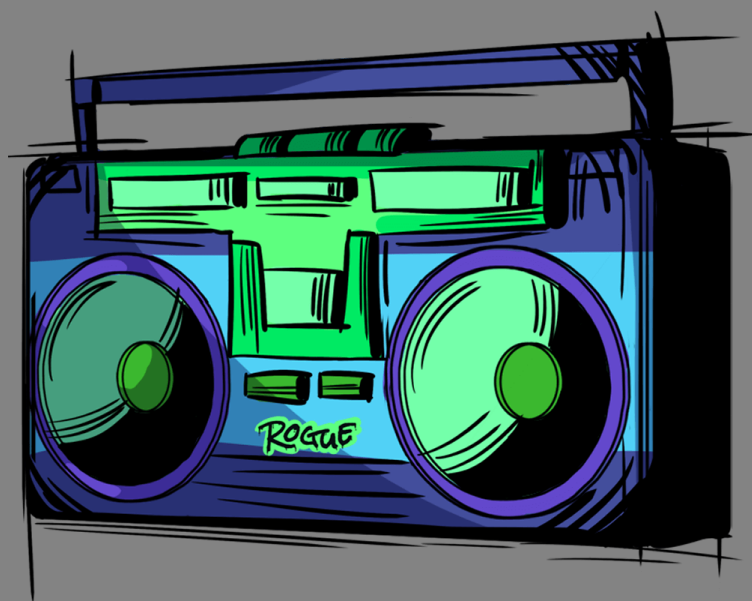
## 7. PRIVACY RIGHTS AND CHOICES

As a data subject, you may have the following rights in relation to the personal information we collect and control:

**Correction of Personal Information:** You have the right to request correction of any inaccuracies or outdated personal information we have collected about you.

**Access to Personal Information:** You have the right to request access to a copy of the personal information we have collected about you. This information will be provided in a machine-readable, readily usable format where applicable.

**Deletion of Personal Information:** You have the right to request the deletion of personal information that is no longer necessary for the provision of services or for other lawful purposes.



### **Opt-Out of Marketing Communications:**

You may opt out of receiving marketing-related communications from us by following the opt-out instructions contained in any marketing communication we send you.

Please note that you may still receive non-marketing communications, as described in the “Communicating with You About the Services” section, even after opting out of marketing communications.

**Objection and Restriction:** You may also have the right to object to, and request restrictions on, our use of your personal information.

*To exercise these rights, please contact us as provided in the “Contact Us” section below. We may request additional information to confirm your identity. California residents may empower an “authorized agent” to submit requests on their behalf, however, the authorized agent must confirm their identity and authority in accordance with applicable laws. You are entitled to exercise these rights without discrimination.*

**Limitations on Choices:** In certain circumstances, your choices may be limited. This may occur where fulfilling your request would infringe on the rights of others, affect our ability to provide a service you have requested, or hinder our ability to comply with legal obligations and enforce legal rights. If you are dissatisfied with our response to your request, you may submit a complaint by contacting us as provided in the “Contact Us” section below.

**Blocking Cookies:** You have the option to block third-party cookies in your browser by following the instructions in your browser settings. Most browsers accept cookies by default until you change your settings. Information on how to manage and delete cookies can be found at [allaboutcookies.org](http://allaboutcookies.org).



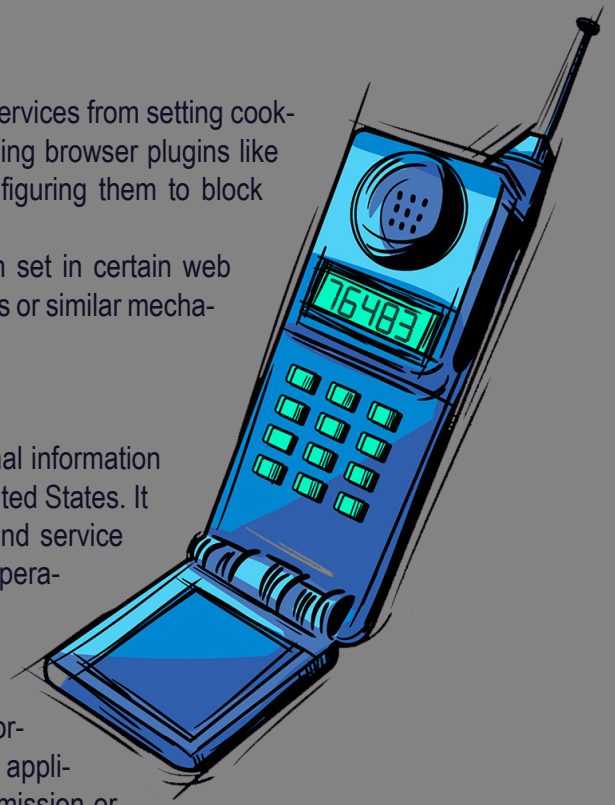
**Privacy Plug-ins and Browsers:** You can also prevent our services from setting cookies by using a privacy-focused browser, such as Brave, or by installing browser plugins like Privacy Badger, DuckDuckGo, Ghostery, or uBlock Origin and configuring them to block third-party cookies trackers.

**Do Not Track:** Do Not Track is a privacy preference that users can set in certain web browsers. Please note that we do not respond to, or honor DNT signals or similar mechanisms transmitted by web browsers.

## 8. INTERNATIONAL DATA TRANSFERS

Pursuant to the provisions set forth in this Privacy Policy, the personal information you provide will be collected directly by our website located in the United States. It may also be transferred from European countries to our affiliates and service providers located in the United States and other jurisdictions. It is imperative to note that these jurisdictions may not provide the same level of protection as the data protection laws in your home country.

With regards to international transfers of personal information, adequate measures will be implemented to ensure that personal information is adequately protected. These measures shall comply with all applicable data protection laws, which may include reliance on EU Commission or UK government adequacy decisions, as well as the implementation of contractual protections. For further information regarding international transfers of personal information, please contact us as specified in the "Contact Us" section.



## 9. RETENTION OF PERSONAL INFORMATION

The retention of personal information shall be subject to our established retention policies and in compliance with relevant legal and regulatory obligations. The retention period of personal information shall be determined based on various factors, including the quantity and nature of such information, the potential risks posed by unauthorized usage or disclosure of the information, the purposes for which the information was collected and processed, the feasibility of achieving the same purposes through alternative means, and applicable legal and regulatory requirements. The retention of personal information shall be discontinued if the purpose for which it was collected and processed has been fulfilled, or if consent has been withdrawn (where applicable).

## 10. CHANGES TO THE PRIVACY POLICY

This Privacy Policy may be amended from time to time as a result of changes in the services offered and the nature of the business. In such event, an updated version of this Privacy Policy shall be made available on this page, unless otherwise required by applicable laws. Any such changes shall be promptly communicated through an appropriate notice mechanism.

## 11. IDENTIFICATION OF THE CONTROLLER

YDKM is the responsible entity for the processing of personal information and is considered as the data controller with regards to such processing activities. YDKM is not responsible for the control and management of information stored on public blockchain platforms, including NFT products.

## 12. NOTICE OF CONTACT INFORMATION

For inquiries and concerns regarding our Privacy Policy or information practices, you may direct your correspondence to our designated contact address: [contact@YDKMstudios.com](mailto:contact@YDKMstudios.com).