

## Fye Fantasy Privacy Policy

Effective Date: April 4, 2023

Last updated: October 18, 2023

At Rock Solid Information LLC (“**Fye Fantasy**,” “**Company**,” “**we**,” “**us**,” or “**our**”), a Georgia-based company, we respect and protect the privacy of visitors to fyefantasy.com (“**Site**”), and the users that download and use the services offered through the Fye Fantasy mobile application available on iOS (the “**App**,” together with the Site, the “**Services**”). Fye Fantasy maintains a strict policy to ensure the privacy of our Visitors and End Users (as further defined below). This policy (“**Privacy Policy**”) describes the types of information we may collect from you and our practices for how we collect, use, maintain, protect, and disclose such information. This Privacy Policy also includes a description of certain rights that you may have over information that we may collect from you. Capitalized terms used in this Privacy Policy that are not defined have the same meaning as defined in the Fye Fantasy Terms of Service (“**Terms**”).

Your use of Fye Fantasy and any personal information you provide through the Services remains subject to the terms of this Privacy Policy and our Terms of Service, each of which may be updated occasionally. Continued use of Services following changes to this Privacy Policy is deemed as an acceptance of changes to the Privacy Policy. The Privacy Policy is available at all times for periodic review at [fyefantasy.com/privacy](https://fyefantasy.com/privacy).

### 1. Scope of Privacy Policy

This Policy details our commitment to protecting the privacy of individuals who visit our Site (“**Visitors**”) and users who have registered for an account or downloaded the App (“**End Users**”). This policy applies to information that is automatically collected via the Services or that is affirmatively provided to us by Visitors or End Users.

This Privacy Policy does not apply to:

- **Offline Information.** Information collected by us offline or through any other means, including on any other website operated by Fye Fantasy or any third party (including our affiliates and subsidiaries) is not subject to this Privacy Policy.
- **Third Parties.** Fye Fantasy is not responsible for the privacy policies or other practices employed by websites linked to, or from, our Site or App nor the information or content contained therein, and we encourage you to read the privacy statements of any linked third party.

### 2. Information We Collect About You and How We Collect It

Fye Fantasy gathers a variety of information about our Visitors and End Users, including information:

- by which you may be personally identified, such as name, e-mail address, or any other identifier by which you may be contacted online or offline (“**Personal Data**”);
- that is about you but individually does not identify you; and
- about your internet connection, the equipment you use to access our Services and usage details.

We collect this information directly from you when you provide it to us, automatically as you navigate through the Services, or from third parties, for example, our business partners.

### **Information That You Provide to Fye Fantasy.**

When you sign up to use the Services or when you perform certain actions within the App, you may be required to provide Personal Data. During these processes we may ask you to provide your name, e-mail address, phone number, driver’s license or another form of identification, birth date, password, mailing address, and social security number.

### **About Your Facial Data and Identity Verification**

#### *Our Policy on Retaining Facial Data*

Fye Fantasy does not retain any facial data of its users. All facial data are exclusively captured, processed, and stored by our third-party service, Plaid, Inc.

#### *Why Facial Data is Collected*

Plaid, Inc. stores this data to comply with KYC and AML requirements and for identity verification. Fye Fantasy must verify your identity to ensure that you are eligible to use the services in your jurisdiction.

#### *How Long is My Facial Data Stored*

Fye Fantasy does not store facial data. According to Plaid, Inc., the data is stored for up to 2 years for compliance reasons and can be deleted at the user's request.

#### *Sharing My Facial Data*

We do not share facial data with any third-party other than Plaid, Inc., which collects and stores the data.

#### *Reasons for Sharing Your Facial Data*

The sharing with Plaid, Inc. is solely for the purpose of identity verification to comply with KYC and AML laws. It is necessary for Plaid, Inc. to have this facial data for the identity verification process to work, and make the platform safe and secure for all.

#### *Third-Party Storage of Your Facial Data*

Plaid, Inc. stores the facial data for up to 2 years. For more details on Plaid, Inc.'s privacy practices, please visit their privacy policy at [Plaid Privacy Policy](#).

### **Information Collected Automatically Through Use of Fye Fantasy Services**

As you navigate through and interact with our Services, we may use automatic data collection technologies to collect certain demographic information and information about your contest history, devices, internet protocol (“IP”) address, operating system, browser type, browsing actions, and pattern. The information we collect automatically is statistical data and does not include personal information, but we may maintain it or associate it with personal information we collect in other ways. It helps us to improve our Services and allows us to deliver a better and more personalized service, including enabling us to estimate our audience size and usage patterns, to store information about your preferences, and to recognize you when you return to our Services.

The technologies we use for this automatic data collection may include:

- **Real-Time Location:** Our Services collect real-time information about the location of your device. Disabling location data will impair the functions of Services, including prohibiting you from entering into contests.
- **Log files:** Occasionally, we connect personal information to information gathered in our log files as necessary to improve our Site and Services. In such a case, we would treat the combined information in accordance with this Privacy Policy. Log files that we collect include IP addresses, browser type, domain names, access times, and physical location.

We do not collect personal information automatically, but we may tie this information to personal information about you that we collect from other sources or you provide to us.

### **3. How We Use Your Information**

We may use aggregated (anonymized) information about our users, and information that does not identify any individual, without restriction.

The collection of your Personal Data will be limited to that which is needed for the purposes identified by Fye Fantasy. Unless you consent or we are required by law, we will only use the Personal Data for the purposes for which it was collected. If we will be processing your Personal Data for another purpose later on, we will seek your further legal permission or consent; except where the other purpose is compatible with the original purpose. We will keep your Personal Data only as long as required to serve those purposes. We will also retain and use your Personal Data for as long as necessary to comply with our legal obligations and resolve disputes.

We use information about you, including Personal Data, for a variety of purposes, including:

- To collect or disburse payment for transactions made through the Services;
- To generally enable you to use our Services;
- To provide you with information, products, or services that you request from us;
- To customize and personalize the content we deliver to you both on the Services;
- To provide customer service and support;
- To send you administrative messages about the Services;
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- To notify you about changes to our Services or any products or services we offer or provide through it.
- To monitor and analyze trends, usage, and activities in connection with the Services;
- To investigate and prevent fraudulent transactions, unauthorized access to the Services, violations of the Terms, and other illegal activities;
- To share testimonials or reviews that you may have posted to the Services or other Fye Fantasy owned social media pages;
- In any other way we may describe when you provide the information; or
- For any other purpose with your consent.

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you. You are always available to opt out of these communications by the means listed in the communication, or by contacting us via email at [support@fyefantasy.com](mailto:support@fyefantasy.com).

#### **4. How we Disclose or Share Your Information**

We may disclose aggregated information about our End Users and Visitors and information that does not identify any individual, including anonymized contest data, without restriction.

We may disclose Personal Data that we collect or you provide:

- To third-party services providers for account authentication, or management;

- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them, including payment processors (Plaid Inc.), storage contractors; and
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Fye Fantasy's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Fye Fantasy about our Visitors and End Users is among the assets transferred. You will be notified of any such change by a prominent notice displayed on our Services or by e-mail to the primary address affiliated with your account. Any successor in interest to this Privacy Policy will be bound to the Privacy Policy at the time of transfer.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Terms and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Fye Fantasy, our End Users, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

## **5. Data Security: How We Protect Data We Hold**

We have implemented industry standard technical and organizational measures designed to secure your Personal Data from accidental loss and from unauthorized access, use, alteration, and disclosure. The measures we use are designed to provide a level of security appropriate to the risk of processing your Personal Data. All information you provide to us is stored on our secure, encrypted, third-party servers behind firewalls.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Services, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Services like company profile pages or message boards. The information you share in public areas may be viewed by any End User of the Services and, depending on where the information is posted, by some Visitors of the Services.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your

Personal Data transmitted to the Services. Any transmission of Personal Data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Services.

## **6. International Transfer of Personal Data**

The Fye Fantasy Services are only available within the United States. Accordingly, Fye Fantasy stores personal information about Visitors and End Users within the United States. If you are using the Services from outside the United States, please note that you are agreeing to the transfer of your Personal Data to the United States. The United States may have laws which are different, and potentially not as protective, as the laws of your own country. By providing your Personal Data, you consent to any transfer and processing in accordance with this Privacy Policy.

## **7. Choices for Your Personal Data**

You can review and change your personal information by visiting your account page.

You may also send us an email to request access to, correct or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your Account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

You can choose whether or not to allow the App to collect and use real-time information about your device's location through your device's privacy settings. If you block the use of location information, some parts of the Services may then be inaccessible or not function properly or your Eligibility will not be verifiable.

Fye Fantasy tolerates only permission-based email. In addition, End Users always have the opportunity to opt-out or change preferences via a link in the footer of all non-transactional email messages. These options are made available in email messages delivered from our company. Some communications, however, are considered transactional and are necessary for all Fye Fantasy End Users (e.g. important account notifications and billing information). You must cancel your Fye Fantasy account to unsubscribe from transactional communications.

## **8. Changes to the Privacy Policy**

It is our policy to post any changes we make to our Privacy Policy on this page with a notice that the Privacy Policy has been updated on the Site home page or on the App. If we make material changes to how we treat our Visitors' or End Users' personal information, we will notify you by email to the primary email address specified in your account, through a prominent notice on the Site home page, or on the App. Such changes will be effective when posted. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for

periodically visiting this Privacy Policy to check for any changes. Your continued use of our Services following the posting of any amendment, modification, or change to this Privacy Policy shall constitute your acceptance of the amendments to this Privacy Policy. You can choose to discontinue use of the Service if you do not accept the terms of this Privacy Policy, or any modified version of this Privacy Policy.

### **9. Children Under the Age of 18**

Our Services are not intended for children under 18 years of age and contest entry and account creation have higher age limits. No one under age 18 may provide any personal information to or on the Services. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or register on the Services, make any bank transfers, or provide any information about yourself to us. If we learn we have collected or received personal information from a child under 18, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at the email address listed below.

### **10. Questions & Right to Access**

Fye Fantasy acknowledges the individual's right to access their personal information. An individual who seeks access, or who seeks to correct, amend, or delete inaccurate data, should direct their query to the address below. If requested to remove data, we will respond within a reasonable timeframe.

If you have any questions regarding this Privacy Policy, please contact us by email at [support@fyefantasy.com](mailto:support@fyefantasy.com) or by mail at the address below: Rock Solid Information, LLC

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