

MEME DEPOT
PRIVACY POLICY

Last Updated: 5/29/2024

This privacy policy ("**Privacy Policy**") describes how Truth Arts, Inc., a Delaware corporation ("**our**", "**us**", "**we**", "**Meme Depot**", or "**Truth**") collects, uses, shares, and store Personal Information of users of our website <https://memedepot.com> and related web applications, products and services (collectively, the "**Services**") on or in which it is posted, linked, or referenced.

By using the Services, you accept the terms of this Privacy Policy and our Terms and Conditions, and consent to our collection, use, disclosure, and retention of your information as described in this Privacy Policy. Any defined terms in the Terms and Conditions apply herein. If you have not done so already, please also review our Terms and Conditions. The Terms and Conditions 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. IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY POLICY OR OUR TERMS AND CONDITIONS, THEN PLEASE DO NOT USE ANY OF THE SERVICES.

Please note that this Privacy Policy does not apply to information collected through third-party websites or services that you may access through the Services or that you submit to us through email or other electronic message or offline. Some third-party providers may place cookies or pixels - small data files stored on your hard drive or in device memory - on your browser or hard drive. We encourage you to carefully review the privacy policies of any third-party website you access.

What We Collect

Information You Give Us. "**Personal Information**" we collect from you may include:

- Contact information, such as your name, email address, or social media information;
- Profile information, such as your username, password, preferences, feedback and survey responses;
- Wallet information used to execute transactions, such as public keys;
- Information contained in User Content you provide;
- Feedback and correspondence, such as information you provide in your responses to surveys;
- Information you provide through our social media pages, such as Twitter and Discord. When you interact with our social media pages, we may collect Personal Information that you elect to provide to us, such as your contact details. In addition, the companies that host our social media pages may provide us with aggregate information and analytics about our social media activity.
- Transaction information, such as details about transactions you initiate through the Services;

- Marketing information, such as your preferences for receiving marketing communications and details about how you engage with them; and
- Other information not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

Third-Party Sources. We may receive Personal Information about you from third-party sources.

For example, third-party wallet providers provide us with your blockchain public key and certain information you choose to share with those wallet providers. We may add this to the data we have already collected from or about you through our Services. Public blockchain provide transparency into transactions and we are not responsible for preventing or managing information broadcast on a blockchain.

Automatic Data Collection. We may automatically record certain information about how you use our Services (we refer to this information as “**Log Data**”). Log Data may include information such as a user’s Internet Protocol (IP) address, device and browser type, operating systems, the pages or features available through our Services to which a user browsed and the time spent on those pages or features, the frequency with which the Services are used by a user, search terms, the links made available through the Services that a user clicked on or used, and other statistics. We use this information to improve and enhance the Services by expanding its features and functionality and tailoring it to our users’ needs and preferences.

We may use cookies, local storage or similar technologies to analyze trends, administer the pages made available through the Services, track users’ movements around the pages made available through the Services, and to gather demographic information about our user base as a whole. Users can control the use of cookies and local storage at the individual browser level. For more information, please see our Cookies Policy.

Use of Personal Information

We use the collected data for various purposes or as otherwise described at the time of collection:

Service Delivery. We use your Personal Information to:

- provide, operate and improve the Services and our business;
- facilitate the execution of transactions authorized by you;
- communicate with you about the Services, including by sending marketing and promotional communications, announcements, updates, security alerts, and support and administrative messages; and
- provide support for the Services, and respond to your requests, questions and feedback.

Research and Development. We may use your Personal Information for research and development purposes, including to analyze and improve the Services and our business. As part of these activities, we may create aggregated, de-identified or other anonymous data from Personal Information we collect. We make Personal Information into anonymous data by removing information that makes the data personally identifiable to you.

Compliance and Protection. We may use your Personal Information to:

- comply with applicable laws, lawful requests, and legal processes, such as to respond to subpoenas or requests from government authorities;
- protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- audit our internal processes for compliance with legal and contractual requirements and internal policies;
- enforce the Terms and Conditions that govern the Services; and
- prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

With Your Consent. We may use, share or collect your Personal Information with your consent, such as when required by law.

Disclosures of Your Data

We may share your data with the following parties and as otherwise described in this Privacy Policy or at the time of collection.

Affiliates. We may disclose your Personal Information to our subsidiaries and corporate affiliates (i.e., our family of companies that are related by common ownership or control) for purposes consistent with this Privacy Policy.

Authorities and Others. Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the "Compliance and Protection" purposes described above.

Business Transfers. We may share Personal Information when we do a business deal, or negotiate a business deal, involving the sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition, reorganization, divestiture, or in the event of bankruptcy or dissolution.

General Public. While using services to which you are able to post information. Please note that any information you post or disclose through these Services will become public and may be available to other users and the general public.

Professional Advisors and Service Providers. We may share information with those who need it to work for us. These recipients may include third-party companies and individuals to administer and provide the Services on our behalf, as well as compliance advisors, lawyers, bankers, auditors, and insurers.

Third-Party Service Providers for Transaction Facilitation. In order to provide the Services, we may share your data with third-party service providers. This may include payment processors, digital wallet services, or other service providers. These third-party service providers have their own privacy policies and security measures. We recommend reviewing their policies as we are not responsible for their practices.

Data Retention

We retain information we collect as long as it is necessary and relevant to fulfill the purposes outlined in this Privacy Policy. In addition, we retain Personal Information to comply with applicable law where required, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigation, enforce our Terms and Conditions, and other actions permitted by law. To determine the appropriate retention period for Personal Information, we consider the amount, nature, and sensitivity of the Personal Information, the potential risk of harm from unauthorized use or disclosure of your Personal Information, the purposes for which we process your Personal Information and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymize your Personal Information (so that it can no longer be associated with you) in which case we may use this information indefinitely without further notice to you.

We employ robust 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.

Your Rights

You have the following rights with respect to your Personal Information:

- You have the right to ask us for an overview of your Personal Information that we process;
- You have the right to ask us to transfer your Personal Information directly to you or to another entity. This applies to Personal Information that we process by automated means and with your consent or on the basis of a contract with you. We will transfer your Personal Information where it is technically feasible;
- You may ask us to delete your Personal Information if we no longer need it for its original purpose, if you object to us processing your Personal Information for our own legitimate interests or for personalized commercial messages, if you withdraw your consent for processing your Personal Information, if we unlawfully process your Personal Information, or if a law requires us to erase your Personal Information;
- You can object to us using your Personal Information for our own legitimate interests. We will consider your objection and whether processing your Personal Information has any undue impact on you that requires us to stop doing so. You cannot object to us processing your Personal Information if we are legally required to do so (for example if we are obliged to fulfill a contract with you);

- If your Personal Information is incorrect, you have the right to ask us to rectify it. If we shared such data about you with a third party in compliance with this Policy, it is our obligation to notify this change to the third party;
- You have the right to ask us to restrict using your Personal Information if in your opinion the information is inaccurate, if we are processing the data unlawfully, or if you have objected to us processing your Personal Information for our own legitimate interests; and
- Should you not be satisfied with the way we have responded to your concerns, you have the right to submit a complaint to us at help@memedepot.com. If you are still unhappy with our reaction to your complaint, you can also contact the data protection authority in your country.

Please note that deletion of your Personal Information may make it impossible for you to use the websites or the Services.

It is important to understand that any Personal Information that has been recorded on a public blockchain cannot be altered or deleted due to the immutable nature of blockchain technology.

We don't "sell" Personal Information or "share" Personal Information for cross-contextual behavioral advertising (as those terms are defined under applicable local law). We also don't process sensitive Personal Information for the purposes of inferring characteristics about a consumer.

Verification. In order to protect your Personal Information from unauthorized access, change, or deletion, we may require you to verify your credentials before you can submit a request to know, correct, or delete Personal Information. If you do not have an account with us, or if we suspect fraudulent or malicious activity, we may ask you to provide additional Personal Information and proof of residency for verification. If we cannot verify your identity, we will not be able to honor your request.

Authorized agents. You may also submit a rights request through an authorized agent. If you do so, the agent must present signed written permission to act on your behalf and you may also be required to independently verify your identity and submit proof of your residency with us. Authorized agent requests can be submitted to help@memedepot.com.

Appeals. Depending on where you live, you may have the right to appeal a decision we make relating to requests to exercise your rights under applicable local law. To appeal a decision, please send your request to help@memedepot.com.

Cookies Policy

What Are Cookies? Cookies are small files that are stored on your device when you visit a website. These files often contain information that can be read by the web server that issued the cookie to you. The purpose of the cookie is to tell the server that a visitor has returned to a specific webpage or to pass on information about browsing patterns and preferences.

How We Use Cookies. We use cookies to enhance your experience while using our Services, such as:

- Remembering User Preferences: To remember settings and preferences, so you don't have to set them up every time you visit.
- Analytical Purposes: To gather statistical information to understand how users interact with our platform, which helps us improve our Services.
- Authentication: To identify registered users and ensure they can access member-only resources.

Types of Cookies We Use.

- Session Cookies: These are temporary and expire when you close your browser.
- Persistent Cookies: These stay on your device until they expire or you delete them, allowing us to remember your preferences for future visits.
- Third-Party Cookies: We use third-party services like Google Analytics, which set their own cookies to provide us with analytics services or to display ads.

Third-Party Service Providers and Cookies. We may also share limited information with third-party service providers who help us analyze our user base and improve the functionality of our Services. These third parties may also use cookies to collect information directly from you. While we strive to work only with providers that offer the highest level of user privacy and security, we cannot control or be held liable for third parties' privacy practices.

How to Manage Cookies. You have the ability to manage cookies through your browser settings. However, please note that by deleting or disabling cookies, some features of our Services may not work as intended, affecting your user experience.

International Data Transfers

We have offices outside of the EU and your Personal Information may be transferred to, and processed in or from, the USA or other locations outside of your state, province, country or other governmental jurisdiction where privacy laws may not be as protective as those in your jurisdiction.

EU users should read the important information provided below about the transfer of Personal Information outside of the European Economic Area.

Minors

We do not intentionally gather Personal Information from visitors who are under the age of 18. Our Terms and Conditions require all users to be over the age of 18. If you are not at least 18 years of age or have not reached the age of majority in your jurisdiction, you are prohibited from using the Service, and you must cease all activities and usage of the Service immediately. Creating an account or otherwise utilizing the Service represents your statement and confirmation that you meet this age requirement.

Do-Not-Track

Most web browsers and some mobile operating systems include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not

currently respond to DNT browser signals or any other mechanism that automatically communicate your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Policy.

Changes to this Privacy Policy

We may change this privacy at any time. We encourage you to periodically review this page for the latest information about our privacy practices. If we make any changes, we will change the Last Updated date above.

Any modifications to this Privacy Policy will be effective upon our posting of the new terms and/or upon the implementation of the changes to the Services (or as otherwise indicated at the time of posting). In all cases, your continued use of the Services after the posting of any modified Privacy Policy indicates your acceptance of the terms of the modified Privacy Policy.

Additional U.S. state disclosures

The following table provides additional information about the categories of Personal Information we collect and how we disclose that information. You can read more about the Personal Information we collect in “Personal Information we collect” above, how we use Personal Information in “Use of Personal Information” above, how we retain Personal Information in “Data Retention” above, and your rights related to your Personal Information in “Your Rights” above.

Category of Personal Information	Disclosure of Personal Information
Identifiers, such as your name, contact details, IP address, and other device identifiers	We may disclose this information to our affiliates, vendors and service providers to process in accordance with our instructions; to law enforcement and other third parties for the legal reasons described above; to parties involved in transactions; to corporate administrators of enterprise or team accounts; and to other users and third parties you choose to share it with.
Commercial Information, such as your transaction history	We may disclose this information to our affiliates, vendors and service providers to process in accordance with our instructions; to law enforcement and other third parties for the legal reasons described above; to parties involved in transactions; and to corporate administrators of enterprise or team accounts.

Network Activity Information, such as Content and how you interact with our Services	We may disclose this information to our affiliates, vendors and service providers to process in accordance with our instructions; to law enforcement and other third parties for the legal reasons described above; to parties involved in transactions; and to other users and third parties you choose to share it with.
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Notice to European Users

The information provided in this notice applies only to individuals in the European Economic Area, Switzerland, and the United Kingdom (collectively, “EU”) and “Personal Information” as used in this Privacy Policy is equivalent to “personal data” as defined in the European Union General Data Protection Regulation (GDPR).

Sensitive Data. Some of the information you provide us may constitute sensitive data as defined in the GDPR (also referred to as special categories of personal data).

Legal Basis for Processing. We only use your Personal Information as permitted by law. We are required to inform you of the legal basis of our processing of your Personal Information, which are described in the table below. If you have any questions about the legal basis under which we process your Personal Information, contact us at help@memedepot.com.

Processing Purpose	Legal Basis
To provide our Service	Our processing of your Personal Information is necessary to perform the contract governing our provision of the Services or to take steps that you request prior to signing up for the Services.
To communicate with you To optimize our Services For compliance, fraud prevention, and safety For research and development	These processing activities constitute our legitimate interests. We make sure we consider and balance any potential impacts on you (both positive and negative) and your rights before we process your Personal Information for our legitimate interests. We do not use your Personal Information for activities where our interests are overridden by any adverse impact on you (unless we have your consent or are otherwise required or permitted to by law).
To comply with law	We use your Personal Information to comply with applicable laws and our legal obligations.
With your consent	Where our use of your Personal Information is based upon your consent, you have the right to withdraw

	it anytime by contacting us at help@memedepot.com.
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Use for New Purposes. We may use your Personal Information for reasons not described in this Privacy Policy, where we are permitted by law to do so and where the reason is compatible with the purpose for which we collected it. If we need to use your Personal Information for a related purpose, we will notify you and explain the applicable legal basis for that use. If we have relied upon your consent for a particular use of your Personal Information, we will seek your consent for any unrelated purpose.

Your Rights. Under the GDPR, you have certain rights regarding your Personal Information. You may ask us to take the following actions in relation to your Personal Information that we hold:

- **Opt-out.** Stop sending you direct marketing communications which you have previously consented to receive. We may continue to send you service-related and other non-marketing communications.
- **Access.** Provide you with information about our processing of your Personal Information and give you access to your Personal Information. Notwithstanding the foregoing, we will not provide private key information to anyone outside of the scope of processing automatic transactions, even you.
- **Correct.** Update or correct inaccuracies in your Personal Information.
- **Delete.** Delete your Personal Information.
- **Transfer.** Transfer a machine-readable copy of your Personal Information to you or a third party of your choice.
- **Restrict.** Restrict the processing of your Personal Information.
- **Object.** Object to our reliance on our legitimate interests as the basis of our processing of your Personal Information that impacts your rights.

You can submit these requests by email to help@memedepot.com. We may request specific information from you to help us confirm your identity and process your request. Applicable law may require or permit us to decline your request. If we decline your request, we will tell you why, subject to legal restrictions. If you would like to submit a complaint about our use of your Personal Information or response to your requests regarding your Personal Information, you may contact us at help@memedepot.com or submit a complaint to the data protection regulator in your jurisdiction.

Cross-Border Data Transfer. We process personal data in the USA and data protection laws may be different from those in your country of residence. You consent to the transfer of your information, including Personal Information, to the USA as set forth in this Privacy Policy by using our Services.

Contact us

If you have any question or comment about this Privacy Policy, please do not hesitate to contact us at help@memedepot.com.

