

Welcome! Thank you for your interest in Datamarx Inc. (“Datamarx” “we,” “our,” and/or “us”). Datamarx values the privacy of individuals who use our website (mymarx.io), our app, or our related services (collectively our “Services”).

Datamarx is a platform that allows you to earn discounts, cashback, and more when you interact with brands and other third parties of your choosing. Datamarx collects information you choose to share with us. As you share more information, we can better understand your interests and preferences, allowing us to provide you with better and more valuable offers from the brands and other third parties you choose to interact with.

This privacy policy (the “Privacy Policy”) explains how we collect, use, and share information, **including Internet traffic, location information, and financial account information**, from users of our Services (“Users”). We do not use or share your information with third parties other than as described here or as directed by you.

By using our Services, you agree to the collection, use, disclosure, and procedures this Privacy Policy describes. Beyond the Privacy Policy, your use of our Services is also subject to our Terms of Service.

Information We Collect

We may collect a variety of information from or about you or your devices from various sources, as described below.

A. Information You Provide to Us.

Registration and Profile Information. When you register for the Services, we may ask you, or you may choose to provide us with a variety of information, including your name, e-mail address, phone number, profile photo, username, password, and demographic information, such as age and gender. We may ask for, and you may choose to provide additional profile information after you have registered for the Services.

Communications. If you contact us directly, we may receive additional information about you. For example, when you contact our customer support team, we may receive your name, email address, phone number, the contents of a message or attachments that you may send to us, and other information you choose to provide. If you subscribe to our newsletter, then we will collect certain information from you, such as your email address. When we send you emails, we may track whether you open them to learn how to deliver a better customer experience and improve our Services.

Careers. If you decide that you wish to apply for a job with us, you may submit your contact information and your resume online. We will collect the information you choose to provide on

your resume, such as your education and employment experience. You may also apply through LinkedIn. If you do so, we will collect the information you make available to us on LinkedIn.

B. Information We Collect When You Use Our Services.

Internet and Web Traffic. When you install our mobile app or our browser extension, we collect information as you use the Internet, such as your web traffic.

When you install our mobile app or our browser extension, we may have access to your communications and anything else you send or receive over the Internet. We use and share all such information only as described in this Privacy Policy.

Some of the Internet and web traffic information we collect through the mobile app and browser extension includes:

- The websites you visit, including how and when you use them;
- How you use e-commerce platforms, including what you buy and browse for;
- Videos you watch and search for through services such as Netflix, Hulu, YouTube, and others; and
- The music you stream and search for through services such as Pandora, Spotify, and others.

Location Information. When you use our Services, including our mobile app, you may choose to enable the sharing of your precise location. We use your location information to understand where you live and work, the places you visit, and how and when you travel over time. This information allows us to better understand you and your preferences and provide you with more relevant and valuable offers. We also infer your general location information, for example by using your internet protocol (IP) address. We use and share all such location information only as described in this Privacy Policy.

Device Information. We receive information about the device and software you use to access our Services, including IP address, web browser type, operating system version, phone carrier and manufacturer, device identifiers, mobile advertising identifiers, and push notification tokens.

Usage Information. To help us understand how you use our Services and to help us improve them, we automatically receive information about your interactions with our Services, like the pages, offers, or other content you view, the features you use, purchases you make, and the dates and times of your visits.

Information from Cookies and Similar Technologies. We and third party partners collect information using cookies, pixel tags, or similar technologies. Our third party partners, such as analytics partners, may use these technologies to collect information about your online activities over time and across different services. Cookies are small text files containing a string

of alphanumeric characters. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to our Services.

Please review your web browser's "Help" file to learn the proper way to modify your cookie settings. Please note that if you delete or choose not to accept cookies from the Services, you may not be able to utilize the features of the Services to their fullest potential.

Your Contacts. If you permit us to access the address book on your device, we may access and store names and contact information from your address book to facilitate invitations and interactions that you initiate through our Services and for other purposes described in this privacy policy or at the time of consent or collection. We also collect your contacts if you invite them to use our Services.

C. Information We Receive from Third Parties.

Brands and Stores. If you interact with an offer, we may receive information from the third party you interact with, such as brands or stores, about the purchase you ultimately make, including the item purchased, the amount spent, and when the purchase was made.

How We Use the Information We Collect

We use the information we collect:

- To provide, maintain, improve, and enhance our Services, including to provide you with offers from the brands you choose;
- To personalize your experience on our Services such as by providing tailored content, offers, and recommendations;
- To understand and analyze how you use our Services and develop new products, services, features, and functionality;
- To communicate with you, provide you with updates and other information relating to our Services, provide information that you request, respond to comments and questions, and otherwise provide customer support;
- For marketing and advertising purposes, such as developing and providing promotional and advertising materials that may be relevant, valuable or otherwise of interest to you;
- To facilitate the redemption of discounts and other rewards;
- To find and prevent fraud, and respond to trust and safety issues that may arise;
- For compliance purposes, including enforcing our Terms of Service or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency; and
- For other purposes for which we provide specific notice at the time the information is collected.

How We Share the Information We Collect

We do not share or otherwise disclose information we collect from or about you except as described below or otherwise disclosed to you at the time of the collection.

Affiliates. We may share any information we receive with our affiliates for any of the purposes described in this Privacy Policy.

Vendors and Service Providers. We may share any information we receive with vendors and service providers retained in connection with the provision of our Services.

Analytics Partners. We use analytics services such as Google Analytics to collect and process certain analytics data. These services may also collect information about your use of other websites, apps, and online resources. To help us understand how you use our Services and to help us improve them, we automatically receive information about your interactions with our Services, as discussed above.

Advertising Partners. We work with third party advertising partners to show you ads that we think may interest you. Some of our advertising partners are members of the Network Advertising Initiative (<http://optout.networkadvertising.org/?c=1#!/>) or the Digital Advertising Alliance (<http://optout.aboutads.info/?c=2&lang=EN>). If you do not wish to receive personalized ads, please visit their opt-out pages to learn about how you may opt out of receiving web-based personalized ads from member companies. You can access any settings offered by your mobile operating system to limit ad tracking, or you can install the AppChoices mobile app to learn more about how you may opt out of personalized ads in mobile apps.

As Required By Law and Similar Disclosures. We may access, preserve, and disclose your information if we believe doing so is required or appropriate to: (a) comply with law enforcement requests and legal process, such as a court order or subpoena; (b) respond to your requests; or (c) protect your, our, or others' rights, property, or safety. For the avoidance of doubt, the disclosure of your information may occur if you post any objectionable content on or through the Services.

Merger, Sale, or Other Asset Transfers. We may transfer your information to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which we are acquired by or merged with another company or we sell, liquidate, or transfer all or a portion of our assets. The use of your information following any of these events will be governed by the provisions of this Privacy Policy in effect at the time the applicable information was collected.

Consent. We may also disclose your information with your permission.

Third Parties

Our Services may contain links to other websites, products, or services that we do not own or operate. We are not responsible for the privacy practices of these third parties. Please be aware that this Privacy Policy does not apply to your activities on these third party services or any information you disclose to these third parties. We encourage you to read their privacy policies before providing any information to them.

Security

We make reasonable efforts to protect your information by using physical and electronic safeguards designed to improve the security of the information we maintain. However, as no electronic transmission or storage of information can be entirely secure, we can make no guarantees as to the security or privacy of your information.

Children's Privacy

We do not knowingly collect, maintain, or use personal information from children under 13 years of age, and no part of our Services are directed to children. If you learn that a child has provided us with personal information in violation of this Privacy Policy, then you may alert us at info@mymarx.io.

Your California Privacy Rights

If you reside in California and have provided your personal information to us, you may request information once per calendar year about our disclosures of certain categories of personal information to third parties for their direct marketing purposes. Such requests must be submitted to us in writing at the following address:

Datamarx Inc.
PO Box 882
New York, NY, 10156

International Visitors

Our Services are hosted in the United States and intended for visitors located within the United States. If you choose to use the Services from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your personal information outside of those regions to the United States for storage and processing. Also, we may transfer your data from the U.S. to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By providing any information, including personal information, on or to the Services, you consent to such transfer, storage, and processing.

Update Your Information or Pose a Question

You can update your account and profile information or close your account through your profile settings. If you have questions about your privacy on the Services or this privacy policy, please contact us at info@mymarx.io.

Changes to this Privacy Policy

We will post any adjustments to the Privacy Policy on this page, and the revised version will be effective when it is posted. If we materially change the ways in which we use or share personal information previously collected from you through the Services, we will notify you through the Services, by email, or other communication.

Contact Information

If you have any questions, comments, or concerns about our processing activities, please email us at info@mymarx.io or write to us at:

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