

PRIVACY POLICY

This Privacy Policy discloses the privacy practices for the <https://www.nextriff.com/> website (the “Site”), the **NextRiff, LLC** mobile application (the “App”), and any other platform or services provided through the site and App.

We are committed to protecting your privacy online. Please read the information below to learn the following regarding your use of this site:

1. What information do we collect from you?
2. Where do we collect information from you and how do we use it?
3. With whom do we share your information?
4. How can you update, correct or delete your Personally Identifiable Information?
5. What are your choices regarding collection, use and distribution of your information?
6. What security precautions are in place to protect against the loss, misuse or alteration of your information?
7. Do we use “cookies”?
8. Privacy Policy Implications for Specific Jurisdictions (CA, CO, CT, NV, UT, VA and EU).
9. What should you know about privacy policies and data collection at any third-party websites accessible from our site?

You acknowledge that this Privacy Policy is part of our website [Terms of Service](#), and by accessing or using our Site (including utilization of our App), you agree to be bound by all of its terms and conditions. If you do not agree to these terms, please do not access or use the Site or the App.

We reserve the right to change this Privacy Policy at any time. Such changes, modifications, additions or deletions shall be effective immediately upon notice thereof, which may be given by means including, but not limited to issuing an e-mail to the e-mail address listed by registered users or posting the revised Policy on this page. You acknowledge and agree that it is your responsibility to maintain a valid e-mail address as a registered user wherever applicable, review this site and this Policy periodically and to be aware of any modifications. Your continued use of the Site or App after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by the modified Policy.

1. What information do we collect from you?

In order to better provide you with Products, Materials and Services, we collect two types of information about our users: Personally Identifiable Information and Non-Personally Identifiable Information. Our primary goal in collecting information from you is to provide you with a smooth, efficient, and customized experience while using our Site and App.

Personally Identifiable Information: This refers to information that lets us know the specifics of who you are. This information may include without limitation your first and last name, email address, physical address for delivery, and your payment information.

Non-Personally Identifiable Information; SMS Terms:

NON-PERSONALLY IDENTIFIABLE INFORMATION. This refers to information that does not by itself identify a specific individual. We gather certain information about you based upon where you visit on our site in several ways. This information is compiled and analyzed on both a personal and an aggregated basis. This information may include the site's Uniform Resource Locator ("URL") that you just came from, which URL you go to next, what browser you are using, what type of device you are using, and your Internet Protocol ("IP") address.

The categories of Personal Information we may collect include:

With respect to visitors or account holders/members of the Site or App, we collect the following categories of information from your browser or directly from you when you visit:

- Internet activity, such as your browsing activity on the Site or App, your IP address, cookies, and geolocation data.
- Identifiers if you wish to upload certain content such as personal information, music compositions, videos, materials, articles, reports or guides, in which case you will need to provide your first and last name, email among other relevant information.
- Professional or company information if you wish to download certain content and other materials, in which case you will need to provide additional information like your job title, for example.
- Identifiers such as your name, gender, age, username, city, state, email, passwords, user description, user preferences among other information,
- Information protected against security breaches such as bank and payment information if we render services to you, depending on how you elect to pay for services rendered.
- Sensitive information: We do not process sensitive information.

SMS TERMS. You agree to receive recurring automated promotional and personalized marketing text (e.g., SMS and MMS) messages (e.g., cart reminders) from NextRiff, LLC ("NextRiff"), including text messages that may be sent using an automatic telephone dialing system, to the mobile telephone number you provided when signing up or any other number that

you designate. Consent to receive automated marketing text messages is not a condition of any purchase. Message and data rates may apply.

Message frequency will vary. NextRiff reserves the right to alter the frequency of messages sent at any time. NextRiff also reserves the right to change the short code or phone number from which messages are sent.

Text the keyword STOP, QUIT, UNSUB, UNSUBSCRIBE to our short-code to cancel. After texting STOP, QUIT, UNSUB, UNSUBSCRIBE to our short-code you will receive one additional message confirming that your request has been processed. If you unsubscribe from one of our text message programs, you may continue to receive text messages from NextRiff through any other programs you have joined until you separately unsubscribe from those programs.

Not all mobile devices or handsets may be supported and our messages may not be deliverable in all areas. Some examples of compatible mobile phone carriers include Verizon Wireless, T-Mobile / Metro PCS, AT&T, Sprint / Boost, Virgin Mobile, U.S. Cellular, Interop, nTelos, C-Spire (Cellular South), Carolina West Wireless, Cellcom, ClearSky, Google Voice. **NextRiff, its service providers and the mobile carriers supported by the program are not liable for delayed or undelivered messages.**

Push Notifications. We may request to send you push notifications regarding your account or certain features of the application(s). If you wish to opt out from receiving these types of communications, you may turn them off in your device's settings.

You also agree to our NextRiff [Terms of Service](#).

2. Where do we collect information from you and how do we use it?

We do not collect any Personally Identifiable Information about you unless you voluntarily provide it to us. You provide certain Personally Identifiable Information to us when you:

- (a) Sign up for our digital mailing list to receive updates, newsletters, and promotional offers;
- (b) Register for a User Account;
- (c) Purchase Products or request Services through our platform;
- (d) Sign up for special offerings; or
- (e) Send e-mail messages, submit resumes, forms or transmit other information on or through the Site or App.

In addition, we may also collect, or our third-party ad server and/or content server may collect, certain Non-Personally Identifiable Information. We use your IP address to diagnose problems with our servers, software, to administer our site and to gather demographic information.

We will use your Personally Identifiable Information to provide our services to you. For example, we will use your payment information to process your Program or Service purchases. We will also use Personally Identifiable Information to enhance the operation of our site and software application, improve our marketing and promotional efforts, statistically analyze Site/App use, improve our product and service offerings, and customize our Site's and App's content, layout, and services. We may use Personally Identifiable Information to deliver information to you and to contact you regarding administrative notices and regarding product or service offerings which we believe may be of interest to you. You will be given an opportunity to **opt out** of receiving promotional materials from us. We may also use Personally Identifiable Information to assist in dispute resolution, troubleshoot problems and enforce our agreements with you, including our Site Terms of Service and this Private Policy. While you may opt-out of receiving our promotional communications by taking the measures outlined in such communications, you may not opt-out of receiving administrative communications.

3. With whom do we share your information?

We do not sell, trade, or rent your Personally Identifiable Information to others. We may utilize the services of third parties and provide some of our services through contractual arrangements with affiliates, services providers, partners and other third parties, and to facilitate such arrangements we reserve the right to share with such third parties Personally Identifiable Information. We and our service providers and partners use your Personally Identifiable Information to operate our sites and to deliver our services and Content.

For business and commercial purposes, NextRiff may disclose to third parties the following categories of Personal Information:

- Identifiers such as your name and email address
- Characteristics of protected classifications under California or Federal law such as gender
- Internet or other electronic activity information such as network activity information, browsing history on the Site, search history on the Site, and your interaction with an advertisement.
- Information protected against security breaches like your direct deposit or bank account information so that workers can be paid, and Customers can pay us
- Geolocation data
- Payment information for the purposes of processing a transaction on our platform.

Occasionally we may be required by law enforcement or judicial authorities to provide Personally Identifiable Information to the appropriate governmental authorities. We will disclose Personally Identifiable Information upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful.

We may also provide Non-Personally Identifiable Information about our customers' traffic patterns, and related site information to third party advertisers, but these statistics do not include Personally Identifiable Information.

4. How can you update or correct your Personally Identifiable Information?

Where applicable and where our Sites or Apps allow for it, you may change any of your Personally Identifiable Information in your account online at any time by logging on to your account and editing your information.

We encourage you to promptly update your Personally Identifiable Information if it changes. You may ask to have the information on your account deleted or removed; however, because we keep track of past transactions, you cannot delete information associated with past transactions on the Site or App. In addition, it may be impossible to completely delete your information without some residual information because of backups.

5. What are your choices regarding collection, use, and distribution of your information and how long do we keep it?

We may, from time to time, send you e-mail regarding our services or about the services of affiliates or marketing/advertising partners. In addition, we may occasionally send you direct mail (including e-mail) about products and services that we feel may be of interest to you, such as offers from various providers. You will have the ability to opt out of receiving such communications from us by following the instructions in such communications.

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose in this notice will require us to keep your personal information for longer than the period of time in which users have an account with us.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

6. What security precautions are in place to protect against the loss, misuse, or alteration of your information?

At our Site you can be assured that your Personally Identifiable Information is secure and consistent with current industry standards. The importance of security for all Personally Identifiable Information associated with our users is of utmost concern to us. Your Personally Identifiable Information is protected in several ways. Your Personally Identifiable Information resides on a secure server that only our selected personnel and contractors have access to via

password. We encrypt your Personally Identifiable Information and thereby prevent unauthorized parties from viewing such information when it is transmitted to us.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personally Identifiable Information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this Site or App cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

7. Do we use “cookies”?

When you use our Site or App we may store cookies on your computer or device in order to facilitate and customize your use of our Site/App. A cookie is a small data text file, which a website stores on your device that can later be retrieved to identify you to us. The cookies make your use of the Site/App easier, make the Site/App run more smoothly and help us to maintain a secure site. You are always free to decline our cookies if your browser permits, but some parts of our Site/App may not work properly in that case.

8. Privacy Policy Implications for Specific Jurisdictions.

The Sites are controlled and operated by us from the United States and is not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States.

ACCESS OR DELETION REQUESTS FOR CALIFORNIA RESIDENTS

If you are a California resident, you have the right, subject to certain exceptions defined in the California Consumer Privacy Act (“CCPA”) and other applicable laws and regulations, to request that **NextRiff, LLC** disclose certain information to you about our collection and use of your personal information over the past twelve (12) months. You will not receive discriminatory treatment for exercising your rights under the CCPA. If you would like to exercise your rights to make an information access request or a deletion request, please contact Us at the email noted below. In order to verify your request, you will need to provide your legal first and last name, email address you use to correspond with Us, your relationship with Us, and the state you currently reside in. After you submit the information, you will need to verify your email.

You may designate an authorized agent to exercise your right to know or your right to delete by submitting to us a completed “Authorized Agent Designation” form. You can obtain the designation form by contacting us at Info@NextRiff.com.

If an authorized agent submits a request to know or a request to delete on your behalf, the authorized agent must submit with the request either (a) a power of attorney that is valid under California law, or (b) a document signed by you that authorizes the authorized agent to submit the request on your behalf. In addition, we may ask you to follow the applicable process described above for verifying your identity.

FOR COLORADO RESIDENTS

Under the Colorado Privacy Act (CPA), you have the rights listed below. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law.

- Right to be informed whether or not we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies in your personal data
- Right to request deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to opt out of the processing of your personal data if it is used for targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects ("profiling")

To submit a request to exercise these rights described above, please email: Info@NextRiff.com.

FOR CONNECTICUT RESIDENTS

Under the Connecticut Data Privacy Act (CTDPA), you have the rights listed below. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law.

- Right to be informed whether or not we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies in your personal data
- Right to request deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to opt out of the processing of your personal data if it is used for targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects ("profiling")

To submit a request to exercise these rights described above, please email Info@NextRiff.com.

If we decline to take action regarding your request and you wish to appeal our decision, please email us at Info@NextRiff.com. Within sixty (60) days of receipt of an appeal, we will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions.

FOR NEVADA RESIDENTS

WE DO NOT SELL PERSONAL INFORMATION. Nevada residents may email questions regarding our practices relating to personal information to Info@NextRiff.com.

FOR UTAH RESIDENTS

Under the Utah Consumer Privacy Act (UCPA), you have the rights listed below. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law.

- Right to be informed whether or not we are processing your personal data
- Right to access your personal data
- Right to request deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to opt out of the processing of your personal data if it is used for targeted advertising or the sale of personal data

To submit a request to exercise these rights described above, please email Info@NextRiff.com.

FOR VIRGINIA RESIDENTS

Under the Virginia Consumer Data Protection Act (VCDPA):

"Consumer" means a natural person who is a resident of the Commonwealth acting only in an individual or household context. It does not include a natural person acting in a commercial or employment context.

"Personal data" means any information that is linked or reasonably linkable to an identified or identifiable natural person. "Personal data" does not include de-identified data or publicly available information.

"Sale of personal data" means the exchange of personal data for monetary consideration.

If this definition of "consumer" applies to you, we must adhere to certain rights and obligations regarding your personal data.

Your rights with respect to your personal data

- Right to be informed whether or not we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies in your personal data
- Right to request deletion of your personal data
- Right to obtain a copy of the personal data you previously shared with us
- Right to opt out of the processing of your personal data if it is used for targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects ("profiling")

Exercise your rights provided under the Virginia VCDPA

You may contact us by email at Info@NextRiff.com.

If you are using an authorized agent to exercise your rights, we may deny a request if the authorized agent does not submit proof that they have been validly authorized to act on your behalf.

Verification process

We may request that you provide additional information reasonably necessary to verify you and your consumer's request. If you submit the request through an authorized agent, we may need to collect additional information to verify your identity before processing your request.

Upon receiving your request, we will respond without undue delay, but in all cases, within forty-five (45) days of receipt. The response period may be extended once by forty-five (45) additional days when reasonably necessary. We will inform you of any such extension within the initial 45-day response period, together with the reason for the extension.

Right to appeal

If we decline to take action regarding your request, we will inform you of our decision and reasoning behind it. If you wish to appeal our decision, please email us at Info@NextRiff.com. Within sixty (60) days of receipt of an appeal, we will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If your appeal is denied, you may contact the [Attorney General to submit a complaint](#).

EUROPEAN UNION GENERAL DATA PROTECTION REGULATION (GDPR) FOR EU RESIDENTS

This section is specific to all European Union (EU) Residents. This Privacy Policy complies with the current EU GDPR regulations and all EU Residents should understand their rights relating to the handling of their private personal information on our platform.

The right to be informed - This means that you have the right to know what we do with your data, why and how you can withdraw your consent for us to do that.

The right of access - You have the right to know what data we store about you, check that it is accurate, or that it is being used lawfully and we will provide you with any data that we hold about you in the same format in which you made the request.

The right to rectification - Should you believe the information we hold about you to be inaccurate then you may contact us at the contact information noted below and we will correct the information we store (including any 3rd parties).

The right to erasure - You may request that we erase the information which we hold about you (also known as the right to be forgotten). In order to comply with your wishes, we will have to cease providing you with the services.

The right to restrict processing - You may ask us to restrict the processing of your personal information if you think it is inaccurate, you object to the processing, or you wish us to retain the information past the point at which we would normally remove it as you wish to establish or defend a legal claim.

The right to data portability - You may request a copy of the data that we hold about you in a machine-readable format (for example an Excel spreadsheet or text file) for the purposes or re-

using that data for any reason.

The right to object - Should you object to our handling of your data in the areas of direct marketing, processing orders, or for any other reason you may then inform us of your objection. If we agree with your written objection, and whilst we consider it, then we will not use the data in the way to which you are objecting.

Rights in relation to automated decision making and profiling - We may make automated decisions (via a computer algorithm) on certain aspects of the marketing materials that we send to you. We do not make any other automated decisions on your information. We do not make any decision on what the GDPR regulations suggest is special categories of personal information; nor make any decisions based on ethnicity, race, sex, gender or disability. If you object to the automated data processing that we perform on your personal information, then you may ask us not to do this.

9. What should you know about privacy policies and data collection at any third-party sites accessible from our site/App?

Our Site and/or App may feature links to third parties, such as the websites to other Employers, Partners, Affiliates or other Providers. Except as otherwise discussed in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you. Other sites accessible through our Site or App have their own privacy policies and data collection, use and disclosure practices. Please consult each site's privacy policy.

CONTACT INFORMATION:

If you have any questions or complaints about the [Terms](#) or the Privacy Policy, or if you would like to update any personal information you have provided to us, please contact the webmaster at the mailing address or email address below.

Mailing Address:

NextRiff, LLC Attn: Terms of Service / Privacy Policy, NextRiff, LLC, 153 Brewster Rd, Scarsdale, NY 10583

Email Address: Info@NextRiff.com (Privacy Questions)

Please note that e-mail communications will not necessarily be secure; accordingly, you should not include credit card information or other sensitive information in your e-mail correspondence with us.

This Privacy Policy is effective and last updated as of **10/13/2024**.