

## **PRIVACY POLICY**

This Privacy Policy describes how Deer Management Systems LLC, d/b/a Tactacam and our subsidiaries and affiliated companies (collectively, "Company," "we," or "us") collect, use, disclose, and otherwise process information about you. This Privacy Policy applies to information we collect when you access or use our websites (collectively, the "Website"), our mobile applications (the "App"), and our connected cameras and other devices ("Devices," and, together with the Website and App, the "Services"), or when you otherwise interact with us, such as through our customer support channels.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date contained in this policy. If we make material changes, we will provide you with additional notice (such as by adding a statement to the Website or the App or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

### **COLLECTION OF INFORMATION**

**Information You Provide to Us.** Any information provided in the chat functionality on the Company's website may be monitored and retained by the Company and its third-party service providers.

When you set up an account with us, we collect information that identifies you or that we can associate with you (your "personal information"), as well as information that does not identify you (e.g., anonymous, deidentified, or aggregated data). We may also collect various categories of information directly (from you), or indirectly (from others), as more fully described below. The categories of personal information (including sensitive personal information) that we, or our service providers or contractors on our behalf, collect (or have collected during the preceding 12 months) may include the following:

- **Identifiers:** we collect your name, email, phone number, and mailing address.
- **Financial Information:** we collect your payment information through third-party payment processors.
- **Communication Information:** we collect information included in your communications with us.

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- **Demographic information** (such as your age, date of birth, sex or gender).
- **Sensitive Personal Information:** (such as your account information, race, or ethnicity). If you use our mobile apps, with your consent, we may collect information about the precise geolocation of your device.
- **Commercial information:** including offline and online interactions with us, products or services purchased or considered, and purchasing histories,
- **Other Information:** We may also collect any other information you provide to us, such as browsing activity, search activity, clicks, interactions with websites, applications, chatbots and advertisements, social media information, device and configurations.
- **Chatbots:** Our websites feature “chatbots”, such chats may be recorded; remaining on the line implies consent; if you do not consent, simply terminate the chat; we retain a third party to operate this feature, and your information will be shared with the third party.
- **How We Collect Information.** We may collect information about you directly from you or indirectly through third parties. When you interact with us, we may collect information about you directly. Examples of direct interaction with us include when you visit our websites, communicate with our customer service representatives, use our mobile applications, participate in our marketing efforts (including contests and sweepstakes), or in any other way interact directly with us.
- In other circumstances, we may collect information automatically from your electronic device (such as when you download and use our mobile applications or visit our websites) or by observing your activity (such as when you visit our stores). For instance, we use tracking technologies to collect information about your interactions with our websites, mobile apps, and marketing communications. These technologies help us improve our Services and marketing communications, personalize your experience, and analyze your interactions with us, including seeing which areas and features of our Services are popular and counting visits.

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Finally, where permitted by applicable law, third parties may obtain information about you independently, and we may acquire that data (for example, by purchasing the data from a data reseller/broker, receiving it from an advertising network, or gathering it from public records).

To opt out, please follow the instructions on the Website, or contact us at [support@tactacam.com](mailto:support@tactacam.com).

### **Information We Collect Automatically**

We automatically collect the following categories of information:

- **Internet Activity Information:** we collect information about how you access our Website and App, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, browser type, and app version. We also collect information about your activity on our Website and App and how you interact with our communications, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Website.
- **Transaction Information:** when you purchase, exchange, or return a Device, we collect information about the transaction, such as Device details, purchase price, and the date and location of the transaction.
- **Location Information:** with your consent, we collect precise geolocation through the App. You can control or disable that feature through your settings. Some of our Devices also transmit precise geolocation information.
- **Video and Photo Information:** some of our Devices may capture videos and photos.
- **Information Collected by Cookies and Similar Tracking Technologies:** we use tracking technologies, such as cookies, pixels, and SDKs, to collect information about your interactions with our Website, App, and communications. These technologies help us improve our Website, App, and communications, see which areas and features of our Website and App are popular, count visits, and track clicks. You may be able to adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Website.

### **Derived Information**

We may derive information or draw inferences about you based on the information we collect. For example, we may infer that you are interested in certain Devices based on your browsing behavior and past purchases.

### **USE OF INFORMATION**

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We use the categories of information we collect for the following business and commercial purposes:

- **Service Delivery:** we use information to provide and maintain our Services, including to process payments and authenticate your account.
- **Communication:** we use information to communicate with you about Company and our Services, including to respond to your complaints, claims, and inquiries, inform you of price or Services changes, and send you other transactional or relationship messages.
- **Marketing and Advertising:** we use information to send direct marketing messages (including via email and, with your consent, push notifications) and target advertisements to you on third-party platforms and websites as described below. You can opt out of direct marketing messages we send by clicking “unsubscribe” in the emails, adjusting your notification settings for the App, or by contacting us.
- **Conducting Analytics:** we use information to monitor and analyze Website and App trends, usage, and activities, improve our Website and App, and generate de-identified data.
- **Protection and Compliance:** we use information to detect, investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity, help protect the rights and property of Company and others, and comply with our legal and financial obligations.

#### **TARGETED ADVERTISING, ANALYTICS AND OPTING OUT**

We may use third parties for advertisements, provide analytics services, and perform related services across third-party websites and apps. Technologies such as cookies, web beacons, pixels, SDKs, mobile identifiers, and other technologies are used to collect information about your use of our websites and apps and those provided by third parties. The information collected via these technologies may include your IP address, unique identifiers, device type, domain, browser type, operating system, date and time stamp, unique device ID, click-path, pages visited, referring URLs, how frequently you access our offerings, items placed in cart or purchased, and conversion information. This information is used to deliver advertising targeted to you on other companies’ sites or mobile apps, understand the effectiveness of this advertising, analyze and track data, determine the popularity of certain content, and better understand your activity.

In addition to ad targeting activities that rely on cookies, we work

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with advertising vendors to translate other identifiers, such as your email address or phone number, into a unique identifier (called a hashed value), together with other information, such as items placed in your cart or purchased, conversion information, and other information such as your city or gender, that such vendors can then use to show ads that promote our products to you across the web and in mobile apps.

The activities described in this section may constitute “targeted advertising,” “sharing,” or “selling” under certain state privacy laws. Please see “Additional Information for Residents of Certain States” below for details.

You can also learn more about interest-based ads, or opt out of having your web browsing information used for behavioral advertising purposes by companies that participate in the Digital Advertising Alliance, by visiting [www.aboutads.info/choices](http://www.aboutads.info/choices). Depending upon where you reside, you may also have the right to opt out by visiting our websites with a legally recognized universal opt-out signal enabled, such as Global Privacy Control.

The list below describes the types of requests you may make to us regarding personal information we have collected from you:

**Request to Know and Access:** You may ask us to provide you with information about the categories of personal information and other information about our processing activities, as well as to provide you with access to your personal information, including in a portable format.

**Request to Delete:** You may ask us to delete any personal information that we have collected from you and to direct our service providers or contractors to delete your personal information from their records.

**Request to Correct:** You may ask us to correct or update your personal information that has been previously provided to us.

**Request to Opt-Out of Sharing for Third-Party Marketing:** You may ask us not to share your personal information with unaffiliated third parties solely for their independent direct marketing purposes (under California's Shine the Light Law).

**Request to Opt-Out of Profiling and Automated Decision-Making:** You may ask us not to use your personal information in profiling or automated decision-making processes.

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**Request to Opt-Out of the Use or Disclosure of Sensitive Personal Information:** You may ask us not to use and/or revoke previously given consent to use your sensitive personal information for certain purposes.

**Request to Opt-In:** After making an opt-out request listed above, you may choose to opt back in. If we deny a request, in whole or in part, we will provide you with instructions on how to appeal the decision. We will not discriminate against you because you have made a request described in this Privacy Policy or otherwise exercised your rights under applicable law.

**How You Can Opt Out of Promotional Communications:** When you set up an account or log into your account on our websites or mobile applications, you may have an opportunity to make or change your selections with respect to promotional communications you wish to receive from each brand. You also will have an opportunity to opt out of promotional email messages from us by clicking on an "unsubscribe" hyperlink contained in commercial emails those brands send you. If you receive a text message (SMS or MMS) from one of our brands and would like to opt out of receiving further text messages, you may do so by following the opt-out instructions within the text message. You can usually adjust your browser settings to remove or reject browser cookies. You can also turn off targeted advertising cookies by following the instructions behind the Your Privacy Choices footer link on our website. Your device may include a feature that allows you to opt out of having certain information collected through mobile apps used for behavioral advertising purposes. Finally, you may opt out by contacting us at [support@tactacam.com](mailto:support@tactacam.com).

## **DISCLOSURE OF INFORMATION**

We disclose the categories of information described above as follows:

- **Vendors:** we disclose information to vendors, service providers, contractors and consultants that need this information to provide services to us, such as companies that assist us with web hosting, payment processing, customer service, analytics, and marketing and advertising.
- **Advertising Partners:** we disclose information to third parties for the Marketing and Advertising purposes described above.

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- **Professional Advisors:** we disclose information to our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- **Legal Authorities:** we may disclose information to legal authorities and others for the Protection and Compliance purposes described above, including if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements and if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Company, our users, the public, or others.
- **Corporate Transactions:** we reserve the right to disclose information in connection with or during negotiations of certain corporate transactions, including a merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **Affiliates:** we reserve the right to disclose information between and among Company and any current or future parents, affiliates, subsidiaries, and other companies under common control and ownership.
- **Consent:** we may disclose information when we have your consent or you direct us to do so.

We also disclose de-identified information that cannot reasonably be used to identify you.

**Children's Privacy:** We do not intend to collect personal information from anyone under the age of 16. If you are under the age of 16, you should not provide any personal information to us. If you are a parent or guardian of a child under the age of 16 and suspect they have provided personal information to us, you may contact us using one of the Communication Methods described in this Privacy Policy to notify us so that we may delete the information.

## **TRANSFER OF INFORMATION**

Company is headquartered in the United States and we have operations and vendors in the United States and other countries. Therefore, we and those who perform work for us may transfer your personal information to, or store or access it in, jurisdictions with different standards than those of your home jurisdiction.

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**Additional Information for Residents of Certain States.** Numerous states have enacted privacy laws that grant their residents certain rights and require specific disclosures (“State Privacy Laws”). If you reside in a state governed by State Privacy Law, including, for example, California, Colorado, Connecticut or Virginia, this section applies to you. This section also serves as our California notice at collection.

In preceding sections of this Privacy Policy, we provide details about how we collect, use, and disclose information about you, as well as our targeted advertising and analytics practices. As required by certain State Privacy Laws, we use the tables below to explain this same information.

<i>Personal Information</i>	<i>Recipients</i>	<i>Purpose</i>
<ul style="list-style-type: none"><li>• Identifiers</li><li>• Contact information</li><li>• Commercial information</li><li>• Inferences</li><li>• Sensory information</li><li>• Education information</li><li>• Employment information</li><li>• Internet activity</li><li>• Demographic Information</li><li>• Physical characteristics</li><li>• Financial information</li><li>• Location data</li><li>• Precise geolocation information</li><li>• Sensitive personal information</li></ul>	<ul style="list-style-type: none"><li>• Vendors and service providers</li><li>• The public, if you provide a review or otherwise post content to public portions of our website</li><li>• Law enforcement authorities and individuals involved in legal proceedings</li><li>• Relevant stakeholders in connection with corporate transactions</li><li>• Others with your consent or at your direction</li></ul>	<ul style="list-style-type: none"><li>• To provide the products and services that you have ordered or requested, and to communicate about your orders, to enable and improve our customer service, to address your comments, questions or complaints. to personalize your experiences, to understand your opinions, preferences and shopping habits, to analyze trends and statistics, to administer and fulfill our contests and other promotions, including special discounts for professionals, military personnel, students and first responders.</li></ul>

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		<ul style="list-style-type: none"> <li>• To analyze and improve our websites, mobile applications, facilities, products and services, both on an aggregated and individualized basis, to market our products and services to you, including by sending you marketing communications and other information regarding our products, services, or special events, and to improve our marketing efforts</li> <li>• To share reviews, testimonials, or other user-generated content, to facilitate our merger or acquisition activities, to secure and protect our information and technology systems, as well as information about you and other consumers.</li> <li>• To facilitate internal audits, dispute resolution or investigations, to evaluate new technology for our businesses, to conduct market research, to formulate our business strategies, to analyze information about</li> </ul>
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		<p>organizations to which you may belong, to enable us to monitor and evaluate our third-party service providers or contractors and their activities, to manage our gift card programs, loyalty programs, other stored value programs, to keep records of transactions.</p> <ul style="list-style-type: none"> <li>• To comply with our contractual obligations, to detect and address actual or potential fraud, to establish and maintain data back-ups for our business continuity and disaster recovery, and to comply with various legal obligations or other rules to which we are subject.</li> </ul>
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**Additional Information for Residents of Canada:** If you are a resident of Canada, you may have certain rights in addition to those outlined in the “Your Options Regarding Personal Information” section above.

- **Control Cookies and Similar Technologies:** In addition to the opt-out rights described above, you may be provided with additional tools to control cookies and similar tracking technologies, such as a consent management tool or preference centre.
- **Request to Port:** You may have the right to ask us to provide you or someone else (where authorized by law) with a copy of the information we have collected from you, in a structured, commonly used technological format.

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- **Request to Withdraw Consent:** Where we process your personal information based on consent, you have the right to withdraw your consent at any time, subject to contractual and legal restrictions, and reasonable notice.
- **Right to Complain:** You have the right to contact us with any complaints or concerns about our practices with respect to the handling of personal information.

To exercise these rights, please follow the process described in the “TARGETED ADVERTISING AND ANALYTICS AND OPTING OUT ” section above. We will respond to your request within the time periods provided for by applicable law.

We and our service providers may process and store personal information outside your province of residence or outside of Canada, including in the United States and the EU. We have policies and procedures in place designed to ensure our compliance with this Privacy Policy and applicable laws, including policies and procedures regarding the retention and destruction of personal information, the handling of complaints, and the appropriate management of personal information by our personnel. We restrict access to personal information to those of our personnel with a need to know for the purposes described in this Privacy Policy, which may include personnel in our marketing, customer service, e-commerce, fulfilment, legal, audit, digital technology, and finance departments. We have implemented reasonable security procedures and measures that are intended to protect personal information and our information technology systems that store personal information. Unfortunately, no transmission of information over the Internet nor storage of information electronically can be guaranteed to be 100% secure. By providing your email address in connection with a purchase or your use of our websites, mobile applications, or services, you are consenting to receive electronic notice of any information security issues using your most recent email address in our records.

## **CONTACT US**

If you have any questions about this Privacy Policy, please contact us at [support@feathersnapcam.com](mailto:support@feathersnapcam.com).

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**Changes to This Privacy Policy:** We will review our Privacy Policy periodically, and we reserve the right, in our sole discretion, to revise, change or modify this Privacy Policy at any time. We will post any changes to this Privacy Policy on our websites, and they will be effective as of the date of posting. We encourage you to visit this page periodically to review this information. By engaging with us, including by visiting our website(s) or mobile application(s), after this Privacy Policy has been updated, you agree to the updated terms of this Privacy Policy. This Privacy Policy was last updated on January 25, 2025.

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