## Privacy Policy

**Introduction.**

Welcome, this is the Privacy Policy applicable for our online platform known as Bloom, along with its sub-domains and other of our operated websites (hereinafter, "**Bloom**").  We also recommend that you read our Terms, along with our rules, guidelines and ancillary policies (if any), all included herein by reference.

For clarity, this Policy also applies to PI collected through the mobile and desktop version of our website, independently of the mobile operative system, mobile device or browser you use to access it.

Capitalized terms that are not defined in this Policy have the meaning given to them in our Terms.  By accessing or using our Platform, you affirm that you have read, understood, and agreed to this Policy and our Terms.

**Definitions.**

The following defined terms will be used in this Policy, whether they are used in the singular or plural form.  Any capitalized terms not defined in this Policy shall have the meanings set forth in our Terms, guidelines, terms, or rules referenced therein, as applicable.

| | |
|---|---|
| **Privacy Policy** shall be referred to as the | **"Policy"** |
| **Next Bloom Inc.** shall be referred to as | **"Bloom"** and "**our", "us"** or "**we".** |
| **The Bloom platform** shall be referred to as the | "**App"** |
| **A visitor or end user of our App** is referred to as | "**you", "your(s)"** or "**yourself".** |
| **Personally Identifiable Information** shall be referred to as | **"PI"** |
| **Terms and Conditions of Service** shall be referred to as the | **"Terms"** |
| **Our suite of rendered online services** shall be the | **"Services"** |

PI or also **"Personal Information"**, as described in various privacy laws and information security standards, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

In addition, the terms "**collect**", "**process**", "**treat**", "**use**", "**share**", "**disclose**", "**divulge**" and analogous words shall refer to your PI and other data collected from our visitors and end users.

**User Agreement & Registration.**

Our App provides Services including the improving the conversion rate of users that land on a product detail page using artificial intelligence to dynamically reshuffle the order of product photos for different users with the goal of increasing conversion rate.

As a user of our App, you might be asked to agree to this Policy by clicking on the "I Agree" checkbox on the registration page, box, tab or other analogous means.  Our site may also include a pop-up box or banner.  Through that action, you thereby acknowledge and agree to the terms of this Policy, which is and constitutes a legal, binding agreement between you and Bloom.  Overall, this Policy is freely

available for your review prior to registration, and if you do not agree to its terms, your remedy shall consist of not opening an account and exiting the web tab through which you visited our App.

Accordingly, by registering with us and/or otherwise using our products and services, you consent to the collection, transfer, processing, storage, and disclosure of your PI as described in this Policy.

**User Eligibility.**

Bloom does not knowingly provide its Services to people: (i) under the age of thirteen (13); (ii) that are convicted criminals; (iii) that have had their account previously disabled for violations of our Terms or Policy; (iv) that are otherwise prohibited from receiving our products, Services, or software under applicable laws.

Users are prohibited from providing Bloom with personally identifiable information of people under the age of thirteen (13) without the consent of their parents or legal guardians. Bloom does not knowingly collect any kind of information from any person under the age of thirteen (13). In compliance with the Children's Online Privacy Protection Act of 1998, 15 U.S.C. 6501–6505 ("COPPA"), if we learn or have reason to suspect that any user or that any client, project or customer data appertains people under the age of thirteen (13), we will freeze and/or delete any PI under that user's account, without prior notice and without responsibility.

We reserve the right to request any and all applicable proof of identification and consent proof from our users, at any moment, without prior notice, and at our sole and final discretion. Upon the failure to provide such proof of age, we reserve the right to immediately freeze, block or cancel the account, with no liability.

**Google Analytics Data.**

**Types of Google Analytics data accessed by Bloom**

Bloom pulls data from your Google Analytics account. We use this data to:

1. Provide you with reports on your private Bloom dashboard on the performance of the different product photos that Bloom's system creates and tests. Data from Google Analytics like purchases, sessions, and events are all needed so that we can accurately track and report to you the relative performance of different imagery.

| API | Scope | User-facing description |
|---|---|---|
| Google Analytics API | auth/analytics.readonly | Bloom requires access to user sessions, purchases, ecommerce conversion rate, and custom events in order to properly track the efficacy of its photo optimization app. |

2. Assess the performance of different product photo scenes, using variables like ecommerce conversion rate, which we get from Google Analytics. Our system uses this data to decide how much traffic to show each different photo.
3. Test systems and algorithms for internal use. Only Bloom's employees and contractors, bound by a non-disclosure agreement, will be able to access the data.

We store a summary of your data on our private database hosted securely on Amazon Web Services. We only use and access this data in the manner and for the purposes described above.

**<u>Degree of access</u>**

Bloom's access to the Google Analytics API is read-only - we will not change your Google Analytics data with that API. However, we may register custom Google Analytics events via other APIs.

**Sources of Collected Personal Information.**

For purposes of this Policy, the App shall be the initial point of contact between you and Bloom, and will serve as the point of collection of any personal data you may provide us.

Generally, through the provision of the Services, Bloom may collect, process, treat, analyze and/or temporary access the following types of PI:

| Source | Category of Personal Data | Personal Data Collected |
|---|---|---|
| You | Includes information that can be used to personally identify an individual person. Accordingly, you hereby represent and warrant to Bloom that you have the necessary rights and authorizations required for the disclosure of any and all PI.<br><br>Thus, Personal Information collected will include, but will not be limited to: | Email<br>Phone<br>Age<br>IP address & geo-location<br>Metadata of emails |
| Non-Personal Information | Includes information such as anonymous usage data, that is, that cannot be used to personally identify an individual person, including general demographic information that we may collect and preferences that are generated based on the data you submit. | Number of clicks<br>Platform type<br>Anonymized data |
| User Generated Content | Includes information and content that you post, upload, use, subscribe to or otherwise enjoy when using Bloom. | Product images<br><br>Stock photos |
| Technical Information | As you navigate through the App, a desktop or a mobile browser, certain information can be passively collected (that is, gathered without you actively providing the information) using various technologies and means. | HTML5 local storage<br>Browser cache<br>IP address<br>Cookies<br>Internet tags<br>Navigational data |
| Internet Protocol (IP) addresses | An IP Address is a number assigned to your computer by your Internet service provider so you can access the Internet and is generally considered to be non-personally identifiable information, because in most cases an IP address is dynamic (changing each time you connect to the Internet), rather than static (unique to a particular user's computer). . | We use IP address to diagnose problems with our server, report aggregate information, determine the fastest route for your computer to use in connecting to our App, and administer and improve services to our consumers |

| Relational Databases | A relational database is a type of database that stores and provides access to data points that are related to one another. Relational databases are based on the relational model, an intuitive, straightforward way of representing data in tables.<br><br>The columns of the table hold attributes of the data, and each record usually has a value for each attribute, making it easy to establish the relationships among data points.<br><br>We take RDBMS from Shopify to feed our algorithm, and the RDBMS are stored on their platform, not on Bloom. | In a relational database (RDBMS), each row in the table is a record with a unique ID called the key.<br><br>Customer's name, address, shipping/billing information, phone number, and other contact information. |
|---|---|---|
| Aggregated Statistics. | We may receive aggregated, non-individualized PI from advertisers or publishers, along with aggregate statistics, metrics, and other reports about the performance of their ads or content in your Shopify account.<br><br>We may share aggregated anonymized or de-identified information with third parties for research, marketing, analytics, and other purposes. | Number of unique user views<br><br>Demographics about the users who saw the content<br><br>Conversion rates<br><br>Clicks<br><br>Date and time information |

**Why do We Collect Personal Information?**

We will store PI for the purposes of managing collaboration with other users, improve your user experience and contact you about inquiries for our Services. Overall, we use the collected PI in order to:

● <u>Provide our Services</u>. To personalize your user experience and to allow us to deliver our Services to our customers, among other functionalities that include, but are not limited to, managing customer profiles, user registrations, responding to customer support requests, process transactions, and follow up with user support (e.g. live chat, email or phone inquiries).

● <u>Account Configuration</u>. To tailor the content and information that we may send through Bloom, process any user credentials, process any content which we may provide access to, suggest new content offerings, offer account customization, provide personalized help and user instructions, and to otherwise personalize your experiences while using our platform.

● <u>User Communications</u>. We may use your PI in order to enable user-to-user and user-to-business communications.

● <u>Protection of our Services</u>. We may use your PI as part of our efforts to keep our App safe and secure (for example, for fraud monitoring, identity theft and fraud prevention).

● <u>Respond to user inquiries/offer support to users</u>. We may use your information to respond to your inquiries and solve any potential issues you might have with the use of our Services.

● <u>Research and Development</u>. Bloom also will share de-identified data with select partners for research and product development.

- Sending Promotional Communications.  We and our third-party marketing partners may use the personal information you send to us for our marketing purposes if this is in accordance with your marketing preferences.  For example, when expressing an interest in obtaining information about us or our App, subscribing to marketing or otherwise contacting us, we will collect personal information from you.

If you do not wish to disclose any or part of your PI to us, you may still be able to use some of the functionalities of our App and Services, though we will not be able to guarantee that you will be able to enjoy them at their fullest if you elect not to disclose it to us.

**Third-party platforms**

In order to provide our Services, we use third-party platforms and tools that are governed by their own terms, policies and personal data collection practices and policies.  Accordingly, by acknowledging your consent to this Policy, you are also acknowledging being subject to the applicable terms and conditions of such third party platforms, which provide functionalities that include aggregated statistics.  Upon any conflict among our Policy and those of our sub-processors, the terms of them will prevail only insofar as the conflicting term(s).

For more information, please visit:

www.shopify.com/legal/privacy/

https://aws.amazon.com/compliance/data-privacy-faq/

**Your Choices as Our User.**

You can decline to submit certain information and PI to Bloom, in which case we will not be able to provide certain of our Services to you.

You can update or modify your account information at any time by logging in to your account.  You may also make a number of other adjustments to settings or the display of information about you.  You have the option to terminate your Bloom account at any time; for more information please review our Terms or your specific vendor agreement or order form with Bloom.

**Security of Collected Information.**

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.  Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all requirements and implement additional generally accepted industry standards.

You can be assured that personal information collected through the App is secure and is maintained in a manner consistent with current industry standards.  The importance of security for all personal information associated with our subscribers is of utmost concern to us.

Your personal information is protected in several ways, and we protect inputted information by undertaking the reasonable technical and administrative security measures (e.g. firewalls, data encryption, physical & administrative access controls to the data and servers) that limit the risk of loss, abuse, unauthorized access, disclosure, and alteration.

**Notice to California Residents.**

Pursuant to the California Consumer Privacy Act of 2018 (the "CCPA"), Bloom and its affiliates hereto provide the following Privacy Policy notice regarding the categories of PI that we have collected or disclosed within the preceding twelve (12) months about California residents who are not employees, independent contractors, owners, directors, officers, or job applicants of Bloom, or emergency contacts or benefits beneficiaries of the foregoing.

Henceforth, the CCPA provides Californians with the following rights:

- Requests for Information:  you (or your authorized agent) can request a copy of your PI, including how we have collected, used, and shared your PI over the past 12 months (if any), including the categories of PI we collected and our purposes for doing so; the categories of sources for that information; the categories of third parties with whom we shared it for a business purpose and our purposes for doing so.

- Your Right to Notification:  under the CCPA, we cannot collect new categories of PI or use them for materially different purposes without first notifying you.

- Nondiscrimination for exercising your CCPA Rights:  the CCPA prohibits us from discriminating against you for exercising your rights under the law.  Such discrimination may include denying services, charging different prices or rates for services, providing a different level or quality of services, or suggesting that you will receive a different level or quality of goods or services as a result of exercising your rights.

- Your Right to Delete PI:  you can request that we delete your PI by contacting us.  You also can request that we delete specific information, and we will honor such requests, unless a due exception applies, such as when the information is necessary to complete a transaction, verify a fraud, review a chargeback or contract for which it was collected or when it is being used to detect, prevent, or investigate security incidents, comply with laws, identify and repair bugs or ensure another consumer's ability to exercise their free speech rights or other rights provided by law.

  o  Please take into consideration that we may deny your deletion request if retaining the PI is necessary for us, our affiliates or our service providers in order to:

    ▪ Complete the transaction for which we collected the PI information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you;

    ▪ Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities;

    ▪ Debug our products to identify and repair errors that impair existing intended functionality;

    ▪ Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law;

    ▪ Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.);

- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us;

- Comply with a legal obligation that has substantive grounds;

- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Overall, we have, may or will collect the following categories of PI from our users, customers and individuals, as necessary to fulfill our legal obligations and operational business purposes:

- Personal information, as defined in the California Customer Records Law, such as contact information and financial information;
- Identifiers, such as online identifier, IP address and name;
- Financial information, such as transaction information and history and securities trading information and history;
- Internet or network activity information, such as browsing history and interactions with our and other websites and systems;
- Geo-localization data, such as device location and IP location;
- Audio, electronic, visual and similar information, such as video recordings and multimedia content created in connection with our business activities; and
- Inferences drawn from any of the PI listed above to create a profile or summary about, for example, an individual's preferences and characteristics.

**Amendments to this Policy.**

Periodically, and at the final discretion of ourselves, we may update, change, suspend and/modify or our App, our Services, this Policy and/or our Terms, in whole or in part, at any moment and without prior notice. We hereby reserve such right in order to operate our business and protect ourselves. Your use after any changes indicate your acceptance thereof and we will post a notice regarding such changes on our App, and may also write an email to you or otherwise notify you.

If we make any changes to this Policy that materially change how we treat your PI, we will endeavor to provide you with prompt notice of such changes, such as through a prominent notice on the App, through a push notification or to your email address of record. Where required by law, we will obtain your consent or give you the opportunity to opt-out of such.

**Contact.**

If you have any questions or comments about us, our App, our Site, our Terms and/or this Policy, please contact us. Note that communications made by email or the "Contact Us" page does not constitute legal notice to the Bloom legal entity.

**Date of last effective update is August 1, 2022.**