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Privacy Policy

Last Updated: June 11, 2025

This is the Privacy Policy applicable Krayden, Inc's website with a home page located at www.Krayden.com. We understand the importance of your privacy and we take our responsibility to protect it seriously. This Privacy Policy (the "Policy") describes the types of information we collect from you through your access and use of our website, when you make a purchase through the website, interact with us, or otherwise communicate with us (collectively, the "Services"). This Policy also describes how we use and disclose such information, and certain rights and options you have regarding your information.

By providing us with personal information or using the Services, you expressly consent to the information-handling practices described in this Policy. You are consent and agreeing to this policy on behalf of yourself, as well as on behalf of any other person or entity on whose behalf you are acting and/or who may have rights through you. If you do not agree with this Policy, please do not use the Services or provide us with your information.

Important Information About This Policy

While we always aim to provide complete and transparent information about how we process your personal information, we reserve the right to amend or update this Policy from time to time, or to create additional policies, in order to accurately reflect changed circumstances or new legal requirements. As a result, it is important that you read this Policy closely so that you are fully aware of how and why we are using your personal information.

To assist us in ensuring that we can provide the most accurate information possible, we ask that you check this Policy for updates. We also ask that, where we have an ongoing relationship with you and any of the data you have provided becomes no longer accurate, you keep us informed of this so we can amend our records accordingly.

Personal Information We May Collect or Receive About You

For the purposes of this Policy, "personal information" is any information that identifies, relates to, or can be used to contact a particular individual. The types of personal information we collect and receive about you includes the following categories.

A. Information You Provide

Personal Information we collect from you includes:

- **Contact information** – first name, last name, email address (personal, institutional, or business), mailing address (personal, institutional, or business), billing address (personal, institutional, or business), telephone number (personal, institutional, or business).
- **Account information** – if you register to use our Services, your username, account password, and other information that we may request or that you may provide relating to your account.
- **User profile information** – certain demographic data, such as your employment information or job title, and any other information you may provide as part of any current or future user profile.
- **Transactional information** – details about your, or your company's, transactions with us, including method of payment, payments received, payment details, transaction history, and other information relating to the services purchased by you or your company.



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- **Financial information** – if you are required to pay for use of our Services, bank account, payment card, and billing information. Note, we use third-party payment processors that handle this information on our behalf.
- **Marketing information** – details regarding informational and promotional materials you may have requested or received from us, the services in which you are interested, your receipt of promotional communications, and information on your marketing or communication preferences.
- **Customer support information** – details of any communications or inquiries you submit to us, including technical or customer support requests, through email, calls, chat, or other features available in our Services.
- **Job applicant information** – if you are a job applicant, we may also collect information about you that you submit to us in response to our company job posting. In addition to your contact information, we may collect your education and previous employment information, as well as any resumes, cover letters, or other relevant documents, in connection with your application. *When you review open positions or apply for a job, you may be presented with a separate privacy notice specific to job applicants, which supplements this Policy.*
- **Device, usage and location information** – details regarding how and when you use our Services, including the device used to connect to our Services, your IP address and device identifier, information regarding the location from which your device is accessing the Internet, the frequency and duration of your usage, the pages you view, what websites or search terms referred you to our Services, and information about your interaction with our Services.

We collect this information when you access, use, or navigate our Services, fill in forms on our Services, request information on our Services, communicate with us (including by phone, email, chatbot, or otherwise), interact with features of our Services, visit or engage with our social media pages, participate in surveys or sponsored activities, or otherwise provide us with personal information.

Please note that we may aggregate or anonymize the foregoing types of data such that they are no longer capable of identifying you, in which case they are no longer considered “personal information.”

B. Automatically Collected Information

Like most website operators, we use various technologies to automatically collect information about you. For more information about the automatic information-collection technologies we use, please review our *Cookie Policy*.

Please note, even if you disable cookies, web beacons, pixels, and similar technologies will still run and may collect information about your interaction with our Services. The vendors that supply us with these technologies also collect information from and about you instantaneously and simultaneous to our collection of your information.

Our Services may also use third-party analytics tools, such as Google Analytics. Please see Google’s Privacy Policy here: <https://policies.google.com/privacy?hl=en-US>.

The information collected through these technologies may be combined with personal information. We may share information about your use of our Services with our advertising and analytics partners, who may combine it with other information that you previously provided to them or was made available to them through other means.

C. Information from Other Sources

We may obtain both personal and non-personal information about you from affiliates, business partners, vendors, contractors, suppliers, and other third parties and add it to other information we have collected. We, and the third parties we engage, may combine information we collect from you over time, and across the Services, with information



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obtained from other sources. This helps us improve the information's overall accuracy and completeness, and also helps us better tailor our interactions with you.

D. Information from Social Media

If you interact with us on any social media platform (e.g., Instagram, Facebook, or LinkedIn), depending on your social media privacy settings, the personal information that you submit on the social media platform may be read, collected, or used by us as described in this Policy. In addition, where we respond to any interaction with you on social media, your account name/handle may be viewable by any and all members or users of our social media accounts.

Social media platforms operate independently from us and we are not responsible for the personal information that you choose to submit or link on any social media platform. We encourage you to review the privacy policies and settings of any social media platform with which you interact to help you understand their privacy practices.

How We Use Your Information

We (or the service providers or affiliates acting on our behalf) use the personal information identified above for the following purposes:

- Negotiating, entering into, and managing our business relationship and agreements with you or your company, including providing our platform and related services, and processing payments or requests from you or your company, and providing items ordered or inquired about by you.
- Processing and fulfilling any order by you including shipping any applicable item, as well as customer support.
- Providing and optimizing your experience using our Services and ensuring that our content is presented to you in the most effective manner. This includes by leveraging third-party service providers who may assist with or facilitate our chat features and functionalities to gather analytics and other insights into the users who visit our Services.
- Communicating with you and responding to your inquiries and communicating regarding our products and services, our agreements with you or your company, and other issues.
- Sending you promotional or informational communications and solicitations, tracking your marketing preferences, and for our internal marketing purposes.
- Managing customer service issues, including issues relating to the performance of our platform, and other customer feedback.
- Developing, updating, and improving our platform, software applications, customer service, and customer experience, and otherwise improving our knowledge and insights regarding customers.
- Preventing and detecting fraud, financial crime, hacking activities, security breaches, and other unlawful activities in connection with the Services or the purchase or use of our platforms.
- Enforcing our agreements with you or your company, complying with our legal or regulatory obligations, and defending or advancing legal claims.
- Notifying you about changes to our Services, the terms governing our Services, or material changes to this Policy.



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- If you are a job applicant, to process your application to our company, including facilitating and scheduling interviews or any other follow up items.
- Providing you with surveys or otherwise soliciting feedback from you.
- Performing other functions as otherwise described to you at the time of collection or to which you otherwise consent.

For more information about your options relating to your personal information and your communication preferences, see "Your Choices About Collection and Use of Your Information" below.

Our Marketing Efforts

We may send you direct marketing communications from time to time including news, updates, offers, and other announcements relating to our platform and business. We may also disclose your information to those of our affiliates and related entities who have products or services that we believe may be of interest to you.

We will only send marketing messages where the law allows us to do so and, in the event that you no longer wish to receive marketing communications from us, then you can always unsubscribe using the option provided in the communication you have received (e.g., in the footer of the email) or by contacting us using the information below.

Disclosure of Your Information

When the information we collect is aggregated, anonymized, or otherwise does not identify you, it is no longer considered "personal information." We may use such information for any purpose or disclose it to third parties, to the extent permitted by applicable law.

In addition, we may disclose your information to the following types of entities:

- Service providers and third-party vendors we use to administer our business and as are necessary for the provision of our Services, including sale and delivery of items ordered by you, and performing any contract with you or your company. For example, our IT providers, secure payment processing providers, email, chat, and phone communication providers, customer contact center providers, insurance providers, and document storage providers.
- Other users of our Services when you direct us to make that information available or otherwise consent to us making the information available by virtue of using the Services.
- Affiliates, related entities, and business partners who may offer products or services that are relevant to you.
- Marketing and advertising vendors that may assist with lead generation, hosting information relating to clients and potential clients, marketing automation, advertisement placement and targeting, and marketing campaigns and communications. Note, certain of our vendors who supply us with tracking technologies used on our Services (such as cookies, pixels, and web beacons) will collect your information instantaneously and simultaneously.
- Analytics vendors in order to understand our Services traffic and usage patterns, optimize our Services, and identify potential new clients. Some of these vendors provide us with technologies that are deployed on our website and automatically collect information from and about your use of the website.



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- Regulatory and governmental authorities, law enforcement agencies, and courts, as necessary to comply with applicable laws and regulations, respond to a subpoena, search warrant, or other lawful request for information, or to otherwise protect our rights.
- Our professional advisors, such as lawyers, accountants, and other similar advisors.
- Buyers or other successors prior to or in the event of a merger, acquisition, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as a part of bankruptcy, liquidation, or similar proceeding, where the information is among the assets being transferred.
- Other parties for any purpose we disclose at the time you provide the information.

Protection of Personal Information

We use appropriate administrative, technical, and physical measures to protect your personal information from loss, theft, and unauthorized use, disclosure, or modification. Please be aware that no data transmission over the Internet is 100% secure. While we strive to protect your personal information, we cannot ensure or warranty the security of any information you transmit to us and you do so at your own risk.

Your Choices About Collection and Use of Your Information

We respect your right to make choices about the ways we collect, use, and disclose your information, so we try to offer you meaningful choices regarding your personal information. Some choices you have regarding personal information include the following.

- **Marketing Emails** – As required by applicable laws, you can opt-out of receiving promotional emails from us by clicking the “opt out,” “unsubscribe,” or similar link in any such promotional emails and following the instructions provided.
- **Tracking Technologies** – Depending on your browser or device, you may have the option to set the browser to accept all cookies, reject all cookies, notify you when a cookie is set, or delete cookies. Each browser and device are different, so we recommend you evaluate the tools and settings available in your browser or device, as well as any available instructions for the same. Please note that if you disable or delete cookies, you may not be able to access or use certain features of our website. The National Advertising Initiative also makes resources available to assist consumers in opt-out of certain tailored online ads, which you can access here: <https://optout.networkadvertising.org/?c=1>.
- **Google Analytics** - As discussed above, we may use Google products in connection with the Services. If you would like to refrain from having your data collected by Google, Google has developed an opt-out browser that you can use – see <https://tools.google.com/dlpage/gaoptout>.
- **Declining to Provide Information** – You can choose not to provide us with information we may request through our Services, but that may result in your being unable to place an order and/or our inability to fulfill an order, you being unable to use certain features of our Services, request information about our services, or initiate other transactions with us.
- **Do Not Track Mechanisms** – Please note that our Services does not honor “Do Not Track” signals, and such signals will not impact the operation of the Services.



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- **Jurisdiction-specific Choices** – See below for additional choices that may be afforded to you under the laws of your place of residence, see our “Rights Afforded to Certain Individuals” section below.

In addition to the above, you may contact us using the details provided at the end of this Policy with any questions about the choices relating to your personal information.

Rights Afforded to Certain Individuals

A. California Residents – California Privacy Notice

This Notice at Collection is provided pursuant to the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, the “CCPA”). It applies to California residents and provides details regarding the types of personal information that Krayden collects, and how we use that information, when an individual when accesses, uses, or interacts with our website.

Categories of personal information about consumers to be collected. * ** *No sensitive personal information about consumers will be collected. **None of the information described in this Notice at Collection is “sold” or “shared” (as those terms are defined by the CCPA).	• Identifiers and personal information, such as: unique personal identifier, online identifier, IP address; if you fill out a “Contact Us” form or similar, a real name, alias, postal address, email address, phone number; if you use the website to log into our application, your username and password. • Internet activity, such as unique personal identifier, browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement, including page views and clicking tendencies.
The business purposes for which the above categories of personal information are collected and used.	• Providing and optimizing your experience on our website and ensuring that our content is presented to you in the most effective manner. • Communicating with you and responding to your inquiries. • Engaging in analytics regarding use of products and services. • For marketing to current or potential customers. • Developing, updating, and improving our solutions, customer service, customer experience, and marketing efforts, and otherwise improving our knowledge and insights regarding customers. • To help maintain the safety, security, and integrity of our website. • Preventing and detecting fraud, hacking activities, security breaches, and other unlawful activities in connection with our solutions.
The criteria used by us to determine the period of time such personal information will be retained	We will retain the personal information we collect and use so long as we have a legitimate business need to do so, or as required by law (e.g., for tax, legal, accounting, or other purposes), whichever is the longer.



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To learn more about our online and offline practices in connection with the collection, processing, and disclosure of personal information relating to California residents, continue to read this section.

Information We Collect and Disclose

As defined by the CCPA, “personal information” includes any information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. Personal information does not include information certain regulated information or public information.

In the past 12 months, Krayden has collected the following categories of personal information from consumers and disclosed such information to the following categories of third parties for the business or commercial purposes described below.

Categories of PI Collected	Examples	Categories of Third Parties to Whom Disclosed
Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account username and password, or other similar identifiers.	- IT and cloud/hosting service providers, such as our email providers, business application providers, managed services providers, and IT consultants - Online analytics and marketing/advertising service providers - Financial institutions and payment processors - Professional advisors (accountants, lawyers, and auditors) - Other users of our services whom you direct us to provide the information
Commercial information	Records of solutions purchased, obtained, or considered by your organization, or other purchase histories, customer services inquiries, requests, and communications.	- IT and cloud/hosting service providers, such as our email providers, business application providers, hosting providers, managed services providers, and IT consultants - Marketing/advertising service providers - Financial institutions and payment processors - Professional advisors (accountants, lawyers, and auditors)
Internet or other similar network activity	Browsing history, search history, information on a consumer’s interaction with our website, including forms on our website.	- IT and cloud/hosting service providers - Online analytics and marketing/advertising service providers
Personal information types listed in the California Customer	A name, signature, address, telephone number, or employment information. Some personal information included in this category may overlap with other categories.	IT and cloud/hosting service providers, such as our email providers, business application providers, hosting providers, managed services providers, and IT consultants



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Records statute (Cal. Civ. Code § 1798.80(e))		• Online analytics and marketing/advertising service providers • Professional advisors (accountants, lawyers, and auditors) • Other users of our services whom you direct us to provide the information
Professional or employment-related information	Employer, position, education history (including degrees, certifications), current educational institution, expected graduation date	• IT and cloud/hosting service providers, such as our email providers, business application providers, hosting providers, managed services providers, and IT consultants • Marketing/advertising service providers • Financial institutions and payment processors • Professional advisors (accountants, lawyers, and auditors) • Other users of our services whom you direct us to provide the information
Sensory data	Voicemail or similar audio recordings.	• IT and cloud/hosting service providers, such as our email providers, business application providers, hosting providers, and telephone communication providers

From time to time, Krayden may be required to disclose your information to governmental authorities for the purpose of complying with applicable laws and regulations or in response to legal process. We may also disclose your personal information to third parties in connection with the sale of our business or assets, or any merger or similar corporate matter, when your personal information is part of the assets involved in such transaction.

Please note, information specific to job applicants is addressed in the job-applicant-specific privacy notice in our careers portal.

Finally, we may “aggregate” or “deidentify” information from you pursuant to the CCPA, in which event the information is no longer “personal information.”

Applicable Retention Periods

For each category of personal information identified above, we will retain your personal information only for as long as necessary to fulfill your requests or the purposes for which it was obtained, as set forth in this Notice. The criteria used to determine our retention periods include (i) to fulfill the purpose for which the information was collected, (ii) for as long as we have an ongoing relationship with you, and (iii) as required by a legal obligation to which we are subject.

Categories of Sources of Personal Information

Krayden collects these categories of personal information from the following categories of sources:

- Direct collection: We collect information directly from you when you choose to provide it to us by filling out forms on our website, engaging in transactions with us, signing up to receive promotional or information



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communications from us, communicating with us about our solutions, or otherwise directly providing the information to us.

- **Indirect and technology-based collection:** We also collect certain information from you automatically when you visit, use, or navigate our website. Krayden collects certain identifiers (such as IP addresses) and internet and similar network activity (such as website usage data) from you indirectly using cookies, pixels, and passive tracking technologies, as described in our Cookie Policy
- **Collection via social media:** We may collect personal information about social media users, including basic user profile information (such as username), user-generated content (such as posts, comments, pages, profiles, or feeds) and associated metadata (such as time and location of a post or comment); contact details (such as name, email address, telephone number, if made public by the user); and additional individual information published by the user (such as employer, profession, age, location, education information, habits, etc.). The type and scope of personal data obtained from social media platforms depends on the type of APIs and permissions set out by the respective platforms and the administrative permissions granted by customers, where applicable.
- **Third-party collection:** From time-to-time, we may obtain marketing or lead lists from third party vendors. We use these, for example, to send you marketing communications.

Business or Commercial Purposes for Collecting and Disclosing Personal Information

We collect and disclose the personal information described above for the following business or commercial purposes (as well as any other purposes as set forth in our Privacy Policy).

- Providing and optimizing your experience on our website and ensuring that our content is presented to you in the most effective manner.
- Providing you with our products and services, as well as any reasonable customer support services.
- Fulfilling transactions with your organization, processing your payments, and managing the transaction process.
- Communicating with you and responding to your inquiries about our services, including to provide you with promotional and informational communications regarding our services, informing you about new solutions, updating you about changes to our website, and investigating any concerns you have about our solutions or your transactions.
- Developing, updating, and improving our services, customer service, customer experience, and marketing efforts, and otherwise improving our knowledge and insights regarding customers.
- Preventing and detecting fraud, financial crime, hacking activities, security breaches, and other unlawful activities in connection with the website or purchase and use of our solutions.
- Enforcing our agreements with customers and complying with our legal or regulatory obligations.
- Performing other functions as otherwise described to you at the time of collection or to which you otherwise consent.

Sensitive Personal Information

Krayden does not use or disclose “sensitive personal information” (as defined by the CCPA) for the purposes of inferring characteristics about California consumers. Accordingly, Krayden treats any such information as “personal information” consistent with applicable provisions of the CCPA.

Sale or Sharing of Personal Information

In the past 12 months, Krayden has not “sold” or “shared” any categories of personal information, as those terms are defined by the CCPA. Krayden does not have actual knowledge that it sells or shares the personal information of consumers under 16 years of age.

Your Rights Under the CCPA



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Subject to exceptions, the CCPA provides California residents with the rights discussed below. For convenience, and as required by the CCPA, we explain how you can exercise those rights, to the extent they are applicable.

1. Right to Know. You have the right to request that we provide you certain information about our collection and use of your personal information during the past twelve (12) months (or longer, as permitted by the CCPA). Specifically, you may request that we disclose (in whole or part):
 - The categories of personal information we collected about you;
 - The categories of sources for the personal information we collected about you;
 - The business and commercial purposes for collecting (or selling or sharing, if applicable) your personal information;
 - The categories of third parties to whom we disclose (or sell or share, if applicable) your personal information;
 - The specific pieces of personal information we collected about you;
 - If we disclosed your personal information for a business purpose, the categories of personal information received by each category of third party; and
 - If applicable, the categories of personal information that we sold, and for each category, the categories of third parties whom such information was sold.

As noted above, you have the right to request that we provide copies of the specific pieces of personal information we collected about you. If a verifiable consumer request is made, and subject to any exceptions or limitations under the CCPA, we will take steps to deliver the personal information to you either by mail or electronically. If we provide the information to you electronically, it will be in a portable and readily useable format, to the extent technically feasible. Consistent with the CCPA and our interest in the security of your personal information, we will describe but may not provide copies of certain personal information we may receive from you (e.g., driver's license number, other government-issued identification number, financial account number, health or medical identification number, account password, or security questions or answers) in response to a CCPA request, to the extent any of those items are in our possession.

2. Right to Request Deletion. You have the right to request that we delete personal information we collected from you, subject to any exceptions or limitations under the CCPA.
3. Right to Correct Inaccurate Information. If we maintain inaccurate personal information about you, you have the right to request that we correct that inaccurate personal information, taking into account the nature of the personal information and the purposes of the processing of the personal information.

Consumers in California also have the right to opt-out of (a) the sale of personal information, or (b) the sharing of their personal information for the purposes of cross-context behavioral advertising (as defined in the CCPA). California consumers also have the right to limit the use or disclosure of sensitive personal information by the business if such information is used or disclosed for certain purposes, as required by the CCPA. Because Krayden does not engage in any of the foregoing activities, these rights are not available.

Exercising Your Rights

To exercise the rights described above, you—or someone authorized to act on your behalf—must submit a verifiable consumer request to us by sending an e-mail to: privacy@krayden.com with the subject line: "CCPA Request" or calling us at **1-800-448-0406**. Your request must include your name, email address, mailing address, phone number, the nature of your inquiry and the context in which we may have received your information. If you are an agent submitting a request on behalf of a consumer, we may request that you submit a signed permission from the consumer authorizing



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you to make the request. In order to protect the privacy and data security of consumers, the verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative of such consumer; and
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

As indicated above, please be aware that the CCPA provides certain limitations and exceptions to the foregoing rights, which may result in us denying or limiting our response to your request.

You may only make a verifiable consumer request to know twice within a 12-month period. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request. We may also request that you provide additional information if needed to verify your identity or authority to make the request. We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you or the consumer on whose behalf you are making the request.

Response Timing and Format

The CCPA requires us to respond to a verifiable consumer request within forty-five (45) days of its receipt; however, we may extend that period by an additional 45 days. If we require more time, we will inform you of the reason and extension period in writing. We will deliver our written response via e-mail. Any disclosures we provide will only cover the 12-month period preceding the receipt of the verifiable consumer request, provided that you may request disclosure beyond the 12-month period as permitted by the CCPA. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For requests to know specific pieces of information collected about you, we will select the format of our response; the format will be readily useable and should allow you to transmit the information from one entity to another. We will not charge a fee to process or respond to a verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing the request.

Our Commitment Not to Discriminate

Consistent with the CCPA, we will not discriminate against you for exercising any of your CCPA rights by:

- Denying you goods or services.
- Charging you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Providing you a different level or quality of goods or services.
- Suggesting that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

Changes to this Notice

We reserve the right to amend this Notice at our discretion and at any time. If there are changes to this Notice, we will post them here and update the "Last Updated" date at the top of this document. Continued use of this website after any changes is deemed to be acceptance of those changes. Please check this page periodically for updates.

Data Disclosures for Direct Marketing Purposes

California Civil Code § 1798.83 (California's Shine the Light Act) further permits California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. If you are a California resident, you may ask us to refrain from providing your personal information to certain of our affiliates and other third parties for their marketing purposes. Please tell us your preference by contacting us at the contact information below.



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B. EU/UK/Swiss Residents

Rights under GDPR

Although this website is intended for orders to be shipped to the United States, the European Union's General Data Protection Regulation and the United Kingdom's and Switzerland's version of the same (collectively, the "GDPR") afford certain rights to individuals residing in the European Economic Area (including Switzerland, Gibraltar, and similar, the "EEA"). **If you reside in the EEA, you have the rights as described in our EU/UK/Swiss – U.S. Data Privacy Framework: Consumer Privacy Policy document.**

https://admin.brpdevdevelopment.com/kraydenproductionApi/Content/uploads/EU_UK_Swiss_US_Data_Privacy_Framework_16-05-2024/EU_UK_Swiss_US_Data_Privacy_Framework.pdf. In the event of any conflict, the terms of that EU/UK/Swiss policy will control for residents of the EEA.

C. Nevada Residents

Nevada residents have the right to direct Krayden to not make any sale of certain personal information to third parties. Krayden does not engage in any "sales" as defined by Nevada laws, but you may still contact us using the information below to make such a request.

D. Canada Residents

If you reside in Canada, various Canadian laws, including Canada's Personal Information Protection and Electronic Documents Act ("PIPEDA"), may provide you certain rights with respect to your personal information, including the right to request information about the collection, use, or disclosure of your personal information, to request access to your personal information, and to challenge the accuracy and completeness of your personal information and have it amended as appropriate.

If you are a Canadian resident and would like to make a request regarding your personal information, please send a request to privacy@krayden.com with the subject line, "Canada Resident Request," or otherwise contact us using the information in the "Contact Information" section below. We will attempt to respond to your request as quickly as possible but may ask you to provide additional information to enable us to locate the personal information or determine how it has been used or disclosed. We will provide you access, as appropriate, at minimal or no cost to you.

Links to Third-Party Services

Our Services may contain links to third-party Services. Such Services have separate privacy policies that you should review. We cannot take responsibility for the content of linked Services or those companies' data-handling practices.

Data Location

Krayden is headquartered in the United States and, as a result, the information you provide to us may reside on servers or workstations located the United States. You understand and consent that information you provide may be transferred to the United States. You also understand that the data protection laws in the United States may be different from those of the country where you reside. When we transfer personal information to the United States, we will implement appropriate and suitable safeguards to protect such information as may be required by applicable data protection laws.

Data Retention

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including



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for the purposes of satisfying any legal, accounting, or other mandatory reporting requirements. To determine the appropriate retention period we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure, the purposes for which we process it, whether we can achieve those purposes through other means, and the applicable legal requirements. We also consider any specific limitation periods under applicable law.

Children's Privacy

Our Services are intended for a general audience and are not directed at children under the age of 16. Accordingly, we do not knowingly collect personal information from children under age 16 through the Services. Should we discover that a child under age 16 provided us with personal information, we will use that information only to inform the child that we must have parental consent before receiving such information.

Changes to this Policy

Please note that we may change this Policy from time to time. If there are changes to our Policy, we will post them here and update the "Last Updated" date at the top of this document. Continued use of the Services after any changes is deemed to be acceptance of those changes. Accordingly, we encourage you to check the Policy periodically for updates.

How to Contact Us

If there are any questions regarding this Privacy Policy, or to make a complaint to use regarding our handling of your information, you may contact us using the information below.

Krayden, Inc.

1491 W. 124th Ave., Denver, CO 80234

privacy@krayden.com

1-800-448-0406

The California Privacy Policy can be found at

[Q:\Policies\Privacy Shield\FB1 California - Krayden Inc. Privacy Policy.letterhead.pdf](#)