

July 24, 2023

BY USING ROADSIDE ATTRACTION SERVICES, YOU AGREE TO ACCEPT THE TERMS OF THIS PRIVACY POLICY.

INTRODUCTION

This "Privacy Policy" describes Roadside Attractions ("we" "us" "our") practices in connection with information collected through services such as websites, mobile sites, applications ("apps"), and widgets (collectively, the "Roadside Attraction Services"). By using Roadside Attraction Services, you agree to the terms and conditions of this Privacy Policy.

This Privacy Policy applies to all users, including both those who use the Roadside Attraction Services without being registered with or subscribing to a Roadside Attraction Service and those who have registered with or subscribed to a Roadside Attraction Service (collectively "users"). This Privacy Policy applies to our collection and use of your personal information (i.e., information that identifies a specific person, such as full name or email address).

WHAT INFORMATION IS COLLECTED?

Information You Give Us

For purposes of this Privacy Policy, personally identifiable information ("PII") is personal information about an individual, including but not limited to, first and last names, email addresses, phone numbers, or other individually identifiable information within the meaning of the Federal Trade Commission's Online Privacy Protection Rules. You provide most PII to Roadside Attraction Services when you search, participate in a contest or questionnaire, or communicate with customer service. For example, you provide information when you communicate with us by phone, e-mail, or otherwise; complete a questionnaire or a contest entry form. As a result of those actions, you might supply us with such PII. Every user hereby agrees that all information you provide shall be truthful and correct. You can always choose not to provide certain information to us, but then you may not be able to take advantage of or participate in some of the Roadside Attraction Services features.

Automatic Information

Examples of the information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information such as browser type, version, and time zone setting, browser plug-in types and versions, operating system, and platform; and the phone number you used to call our number. We may associate such automatic information with the PII you provide.

We may also use browser data such as cookies, Flash cookies (also known as Flash Local Shared Objects), or similar data on certain parts of our Roadside Attraction Services for fraud prevention and other purposes to help us better serve users with information relevant to their particular desires, needs and/or interests. During some visits we may use software tools such as JavaScript to measure and collect session information, including page response times, download errors, length of visits to certain pages,

page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page. We do not link the information collected by such software tools to the PII you provide when interacting with our Roadside Attraction Services. We may also collect technical information to help us identify your device for fraud prevention and diagnostic purposes.

Tracking, Cookies and Ads

Cookies are a website's way of remembering who you are. Cookies allow us to use the information we collect about your use of online services from your browsing behavior to provide you with online advertisements that might be relevant to you. You can opt out of this "targeted advertising." The effect of opting out is controlled by third parties; they may still collect your usage information for analytic, research or internal operations purposes.

Cookies/tracking technologies are used on some of our online services to serve ads, perform analytics, and make the online services as interesting as possible to you. By using our Roadside Attraction Services you are consenting to the use of these cookies/tracking technologies but you do have choices about cookies/tracking technologies. Some online services may not be available or there may be impact on functionality when you make these choices. You can delete cookies manually or set your browser to automatically delete cookies on a pre-determined schedule. If you decline to accept cookies, you may not be able to take advantage of or participate in certain features of Roadside Attraction Services.

Mobile

When using Roadside Attraction Services on your mobile device, additional information, such as your location, may be automatically collected. Most mobile devices provide users with the ability to disable location services. Most likely, these controls are located in the device's settings menu. If you have questions about how to disable your device's location services, we recommend you contact your mobile service carrier or your device manufacturer.

Information from Social Media

If you access or log in to a Roadside Attraction Service through a social media service or connect a Roadside Attraction Service to a social media service, the information we collect may also include your user ID and/or user name associated with that social media service, any information or content you have permitted the social media service to share with us, including but not limited to your profile picture, email address or friends lists, and any information you have made public in connection with that social media service. When you access the Roadside Attraction Services through social media, you are authorizing Roadside to collect, store, and use such information and content in accordance with this Privacy Policy.

HOW IS THE INFORMATION USED?

We share customer information only as described below within Roadside and with companies that either are subject to this Privacy Policy or follow practices at least as protective as those described in this Privacy Policy.

- **Third-Party Service Providers:** We employ other companies and individuals to perform functions on our behalf. Examples include removing repetitive information from customer lists, analyzing data,

providing marketing assistance, providing search results and links (including paid listings and links), and providing customer service. They have access to personal information needed to perform their functions, but may not use it for other purposes.

- **Business Transfers:** As we continue to develop our business, we might sell or buy subsidiaries, or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Policy (unless, of course, the customer consents otherwise). Also, in the unlikely event that Roadside Attractions, or substantially all of its assets are acquired, customer information will be one of the transferred assets. You will be notified via prominent notice on our Roadside Attractions Services prior to a change of ownership or control of your PII, if your PII will be used contrary to this Privacy Policy. We specifically reserve the right to transfer or share a copy of PII collected pursuant to this Privacy Policy from any Roadside Attractions Services to the buyer of that portion of its business relation to that information.
- **Protection of Roadside Attractions and Others:** We release account and other PII when we believe release is appropriate to comply with the law; at the request of governmental authorities conducting an investigation; to enforce or apply our contractual agreements; or to protect the rights, property, or safety of Roadside Attractions, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Obviously, however, this does not include selling, renting, sharing, or otherwise disclosing PII from customers for commercial purposes in violation of the commitments set forth in this Privacy Policy.
- **With Your Consent:** Other than as set out above, you will receive notice when information about you might go to third parties, and you will have an opportunity to choose not to share the information.

HOW SECURE IS INFORMATION ABOUT ME?

- We take commercially reasonable steps to protect the security of your PII. We provide physical, electronic, and procedural safeguards to protect information. Please be aware that, although we endeavor to provide reasonable security for information we process and maintain, no website, internet transmission, computer system or wireless connection is completely secure and cannot prevent all potential security breaches. We cannot guarantee that unauthorized access, hacking, data loss, or other breaches will never occur. Your use of the Roadside Attractions Services is at your own risk.

U.S. STATE LAWS

The laws of certain states grant their residents specific online privacy rights. If you are a California resident, California state laws grant you the following rights:

- The right to request that we disclose to you, up to two times per year, what PII we have collected about you;
- The right to request that we correct PII we have collected about you;
- The right to the right to request that we delete your PII;

- The right to opt out of the sale or sharing of your PII for targeted advertising and/or direct marketing; and
- The right not to be discriminated against for exercising any of the aforementioned rights.

If you would like to exercise any of the rights granted to you by the laws of your state, please contact us at info@roadsideattractions.com.

For more information about what PII is collected and how it is used, please refer to the “WHAT INFORMATION IS COLLECTED?” and “HOW IS THE INFORMATION USED?” sections above.

External Links

We are committed to your right to privacy. However, please note that this Privacy Policy only applies to the Roadside Attractions Services and not to any other websites or applications that you may access from Roadside Attractions Services, each of which may have privacy policies that are materially different from this Privacy Policy. We encourage you to be aware when you leave the Roadside Attraction Services and to read the privacy policies of each and every other website and/or application, as we are not responsible or liable for the commitments and obligations made to you in any privacy policy or the terms and conditions of any such website or application.

Consent to Processing in the United States

The Roadside Attraction Services are operated in the United States. By providing any information to us, all users, including, without limitation, users in the member states of the European Union, Canada or elsewhere outside of the United States, fully understand and consent to this Privacy Policy. By using our website, participating in any of our services and/or providing us with your information, you consent and agree to the collection, transfer, storage and processing of your information to and in the United States.

Children

This website supports and complies with the Children’s Online Privacy Protection Act and other applicable laws. Except where otherwise indicated, we do not knowingly collect or store any PII from children under the age of 13. If a parent or guardian becomes aware that his or her child under the age of 13 has provided us with information without his or her consent, he or she should contact us at info@roadsideattractions.com. As required by law, we will use commercially reasonable efforts to delete such PII information from our files within a reasonable time.

Unsubscribe

If you wish to opt out of having your PII shared with third parties for marketing purposes, you must consistently opt-out at each of our Roadside Attraction Services where you register and whenever you provide PII to us. Please bear in mind that this opt-out choice for "third parties" will not apply to us, our licensees and/or co-branding participants. Please also keep in mind that any opt-out choices you make

will not apply in situations where (a) you either have made, simultaneously make, or later make a specific request for information from us, or (b) we use your PII for either operational purposes (e.g., to complete transactions requested by you, or to send you administrative communications either about your account with us or about features of our Roadside Attraction Services, including any future changes to this Privacy Policy, or any other policy or terms that affect you and your use of our Roadside Attraction Services) or fulfillment purposes (e.g., sharing with companies that facilitate communications and transactions with you).

Finally, if you do not exercise your opt-out choices upon registration or otherwise at the time the PII is provided, it may take some time to process your opt-out choices. Thus, your PII might continue to be shared with third parties for promotional purposes for some time after you make your request. For similar reasons, if your PII is shared with a third party, Roadside Attractions largely or completely loses control over how that information is used. Thus, even after you have opted out of allowing us to share your PII, you might continue to receive promotional materials from third parties unless and until you duly register your opt-out request with each third party in question.

Data

We will process your personal data for no longer than is necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or allowed by law.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. In some circumstances we may anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Policy Changes

We reserve the right to modify, alter or otherwise update this Privacy Policy from time to time, so you are encouraged to review this Privacy Policy from time to time. Your continued use of the Roadside Attraction Services following the posting of such modifications, alterations or updates will signify your acceptance thereof. Please note that each time you use Roadside Attraction Services, the current version of this Privacy Policy will apply.

If we decide to change our Privacy Policy, we will date and post those changes on the Roadside Attraction Services so that you are always aware of what information we collect, how such information is used and under what circumstances, if any, such information is disclosed. Any and all changes to our Privacy Policy will also be reflected on this page. Unless we obtain your express consent, any revised Privacy Policy will apply only to information collected after such time as the revised Privacy Policy takes effect. If at any point we decide to use PII in a manner different from that stated at the time it was collected, we will notify you you will then have a choice whether or not we can use such information in this different manner.

Acceptance of Terms

By using the Roadside Attraction Services, you hereby accept all of the terms set forth in our Privacy Policy. If you do not agree to accept all or any portion of such terms, then you are respectfully asked not to use the Roadside Attraction Services.

ACCESSIBILITY

In accordance with the Americans with Disabilities Act (ADA), Roadside Attractions does not discriminate on the basis of disability and is committed to providing excellent service to all of its clients, including those with disabilities.

If you are having difficulty using the Roadside Attractions website or have any questions or concerns relating to accessibility, please contact us at info@roadsideattractions.com.

CONTACT US

Roadside Attractions
7920 Sunset Blvd., Suite 402
Los Angeles, CA 90046