

Privacy Policy Posted: Nov 24, 2021

Your information privacy is important to us. We provide this Privacy Policy to explain how we collect, use, protect, and disclose information and data when you use the Dimension X website available at www.dimensionxnft.com, and any other of our websites where it is posted (collectively, the "**Site**") and any application programming interfaces, other services offered by Crypthulhu Studios, Inc. and any other time you interact with our Company ("**Services**"). This Privacy Policy also explains your choices for managing your information preferences, including opting out of certain uses of your Personal Information (defined below). This Privacy Policy applies to all users of the Site and Services. The Site and Services are provided by Crypthulhu Studios, Inc. ("**Company**," "**we**," "**our**," or "**us**").

BY USING THE SITE OR SERVICES, YOU ARE CONSENTING TO THIS PRIVACY POLICY. PLEASE READ IT CAREFULLY.

1. Personal Information We Collect

We may collect the following categories and types of "**Personal Information**":

- **Contact Information:** your first and last name, mailing address, email address, and phone number;
- **Other identifying information:** IP address, passwords and other security information for authentication and access;
- **Financial Information:** credit card, debit card, bank account information, wallet address, or public key for your blockchain-compatible wallet;
- **Internet or other electronic activity:** your browsing and click history, including information about how you navigate within our Site and Services and which elements of our Site and Services you use the most;
- **Commercial information:** products purchased or viewed on our Site; and
- **Inferences drawn from the categories described above** in order to create a profile about you to reflect your preferences, characteristics, behavior and attitude.

2. How We Use Personal Information

We use your Personal Information for the following categories of use:

- **Transactional Purposes:** We use your contact information, financial information, and commercial information to:
 - Receive, process, confirm, send and track your order; and
 - Communicate with you about your order.
- **Analytical Purposes:** We may use your other identifying information, internet activity and browsing history, and commercial information to analyze preferences, trends and statistics.
- **Marketing and Promotional Purposes:** We may use your contact information, commercial information, internet or other electronic activity, and inferences to:

- Inform you of our new products, services and offers;
 - Provide you with targeted advertising; and
 - Provide you with other information from and about our Company, including personalized marketing communication
- **Maintenance and Improvement of the Site and Services:** We use your contact information, commercial information, and internet activity and browsing history to:
 - Provide you with the Site and Services, including to send you alerts about your account;
 - Handle your customer services requests; and
 - Help us diagnose technical and service problems and administer the Site and the Services.
- **Review and content creation purposes:** We may use your contact information and commercial information, to enable reviews of our products and to display content that you have created and allowed us to display on our Site and Services and on social media.
- **Security and Fraud Prevention:** We use your contact information, other identifying information, commercial information, financial information, internet activity and browsing history, and inferences to protect the Site and services, our Company, and others and to prevent fraud, theft and misconduct.

3. Sources of Personal Information

We collect Personal Information from the following sources:

- **We collect information directly from you.** We collect contact and financial information directly from you.
- **We collect information from you passively.** We collect internet or other electronic activity passively using tools like browser cookies. This activity is further described in the Cookies and Advertising and Online Tracking sections below.

4. Categories of Third Parties With Whom We Share Personal Information

Service Providers

From time to time, we may establish a business relationship with other businesses whom we believe trustworthy and who have confirmed that their privacy practices are consistent with ours (“**Service Providers**”). For example, we may contract with Service Providers to provide certain services, such as hosting and maintenance, data storage and management, and marketing and promotions. We only provide our Service Providers with the information necessary for them to perform these services on our behalf. Each Service Provider must agree to use reasonable security procedures and practices, appropriate to the nature of the information involved, in order to protect your Personal Information from unauthorized access, use, or disclosure. Service Providers are prohibited from using Personal Information other than as specified by us.

Our Affiliates

We may share Personal Information with businesses controlling, controlled by, or under common control with our Company.

Third Parties

We may share Personal Information with a third party if you specifically authorize it, or it is required in order to complete a transaction, service or activity that you initiated or requested. Note: In such case, the collection and processing of your Personal Information may be subject to the privacy policy of such third party.

Corporate Transactions

If our Company is merged, acquired, or sold, or in the event of a transfer of some or all of our assets, we may disclose or transfer Personal Information in connection with such transaction. You will have the opportunity to opt out of any such transfer if, in our discretion, it will result in the handling of your Personal Information in a way that differs materially from this Privacy Policy.

Compliance with Laws and Law Enforcement

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We may disclose Personal Information and any other information about you to government or law enforcement officials or private parties if, in our discretion, we believe it is necessary or appropriate in order to respond to legal requests (including court orders and subpoenas), to protect the safety, property, or rights of our Company or of any third party, to prevent or stop any illegal, unethical, or legally actionable activity, or to comply with the law.

5. Cookies

We use cookies (a small text file placed on your computer to identify your computer and web browser) and may use anonymous identifiers (a random string of characters that is used for the same purposes as a cookie). We use cookies, log files, web beacons, tags, pixels, and other similar technologies to analyze use of and improve the Site and Services and as described in the Advertising and Online Tracking Section of this Privacy Policy. Most web browsers are initially set up to accept cookies. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent; however, certain features of the Site or Services may not work if you delete or disable cookies. Some of our Service Providers may use their own cookies, anonymous identifiers, or other tracking technology in connection with the services they perform on our behalf.

We use Google Analytics on the Site and Services to analyze how users use the Site and Services, and to provide advertisements to you on other websites. For more information about how to opt out of having your information used by Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

6. Advertising and Online Tracking

We may allow third-party companies to serve ads and collect certain information when you visit the Site and Services. These companies may use certain information (e.g. click stream information, web browser type, time and date, subject of advertisements clicked or scrolled over) during your visits to the Site and other websites in order to provide advertisements about goods and services likely to be of interest to you. These companies typically use a cookie to collect this information. Our systems do not recognize browser "Do Not Track" signals, but several of our Service Providers who utilize these cookies on our Site enable you to opt out of targeted advertising practices. To learn more about these advertising practices or to opt out of this type of advertising, you can visit www.networkadvertising.org or www.aboutads.info/choices/. We also provide you with additional tools to opt out of marketing from us. You can learn about this in the Managing Your Information Preferences section of this Privacy Policy.

7. Managing Your Information Preferences

You can opt out of receiving certain e-mails by e-mailing us at customersupport@crypthulhu.io. You can also opt out of receiving marketing e-mails from us by following the link provided at the bottom of all marketing e-mails you receive from us. You are able to opt out of receiving marketing e-mails from us; however, you cannot opt out of receiving all e-mails from us, such as e-mails about the status of your account. If you have questions or concerns regarding this Privacy Policy, please e-mail us at that same address.

8. Be Careful When You Share Information with Others

Please be aware that whenever you share information on any public area of the Site or Services, that information may be accessed by others. In addition, please remember that when you share information in any other communications with third parties, that information may be passed along or made public by others. This means that anyone with access to such information can potentially use it for any purpose, including sending unsolicited communications.

9. Security

We maintain physical, electronic, and procedural safeguards to protect the confidentiality and security of information transmitted to us. However, no data transmission over the Internet or other network can be guaranteed to be 100% secure. As a result, while we strive to protect information transmitted on or through the Site or Services, we cannot and do not guarantee the security of any information you transmit on or through the Site or Services, and you do so at your own risk.

10. Links

Our Site and Services may contain links to other websites or allow others to send you such links. A link to a third party's website does not mean that we endorse it or that we are affiliated with it. We do not exercise control over third-party websites. You access such third-party websites or content at your own risk. You should always read the privacy policy of a third-party website before providing any information to the website.

11. Children's Privacy

The Site and Services are intended for users who are 13 years old or older. We do not knowingly collect Personal Information from children under the age of 13. If we become aware that we have inadvertently received Personal Information from a child under the age of 13, we will delete such information from our records.

12. Processing in the United States

Please be aware that your Personal Information and communications may be transferred to and maintained on servers or databases located outside your state, province, or country. If you are located outside of the United States, please be advised that we process and store all information in the United States. The laws in the United States may not be as protective of your privacy as those in your location. By using the Site or Services, you are agreeing to the collection, use, transfer, and disclosure of your Personal Information and communications will be governed by the applicable laws in the United States.

13. Notice to California Residents/Your California Privacy Rights

If you are a California resident, you may be able to opt out of the sharing of your Personal Information with third parties for their direct marketing purposes. Please note that we do not currently share any of your Personal Information with third parties for their direct marketing purposes, but you can notify us of your option to opt out and we will keep a record of this in case our privacy practices change in the future. To exercise this right, please e-mail us at customersupport@crypthulhu.io and clearly state your request, including your name, mailing address, email address and phone number.

14. Special Note for Users in the European Union (“EU”), European Economic Area (“EEA”), and the United Kingdom (“UK”)—Your Rights and Choices

The data controller for the Site and Services is:

Contact Support customersupport@crypthulhu.io

We use the information we collect about you to pursue the following purposes, which are necessary for the performance of the contract between us to provide you with the products or services you requested or which we consider in our legitimate interests:

- To enable you to register to the Site and Services;
- To send you transaction-related emails or push notifications;
- To offer you the features for which you provide information;
- To handle any request you may have to our consumer services such as resolving your problem or question, manage any complaints or deal with any feedback you may provide us;
- For statistical analysis of aggregated data to help us segmenting our offering and develop our products and services;
- To better understand the way in which the Site and Services are working, to offer better experience to you when using the Site and Services, to create statistics in relation to the use of the Site and Services, and our other services and offerings in general; and
- To help us diagnose technical and service problems and administer the Site and

Services. Based on your voluntary consent, we also use:

- your browsing data to better understand your profile, interests, preferences to enhance your user experience and facilitate your experience and offer you relevant information and promotional materials and interest-based advertising; and
- your Personal Information and we may combine these with third-party data to send you personalized emails and push notifications tailored to you and your interests.

In order to comply with our legal obligations, we may also use some of your Personal Information to detect and prevent illegal uses, abuse, spam, fraud, security incidents and other harmful activity or government or court orders.

You may have certain rights under EU or UK data protection legislation with respect to your Personal Information, such as the right to:

- request access to and be provided with information on the processing of your Personal Information;
- request corrections of your Personal Information if such Personal Information proves inaccurate or incomplete;
- request your Personal Information to be deleted (i) if it is no longer necessary for the purposes described in this Privacy Policy, (ii) should you decide to withdraw your consent where you gave it, (iii) should you object to its processing for direct marketing purposes, (iv) should you identify that it would have been unlawfully processed, (v) should we be under a legal obligation to erase it to comply with EU or UK law or the law of an EU country or the UK and always provided we are not under a legal obligation to keep it;
- restrict the processing of your Personal Information (i) if you contest its accuracy; (ii) if the processing is unlawful and you oppose the erasure; (iii) if it is no longer needed for the purposes set out in this Privacy Policy but you require it for the establishment, exercise or defense of a legal claim, (iv) if you object to profiling;
- object to the processing of your Personal Information for direct marketing purposes or to any processing which we would have based on our legitimate interest (e.g. profiling);
- receive Personal Information which you provided to us in a structured, commonly used and machine-readable format and to transmit it to another provider provided it is processed based on your consent or our contract; and
- lodge a complaint with your relevant data protection authority.

If you wish to exercise any of your above rights, please reach out to us by any of the ways mentioned in the “Managing Your Information Preferences” section of this Privacy Policy.

Regarding the transfer of Personal Information to countries outside the EU or UK, we have entered, or will enter, into so-called “Standard Contractual Clauses” approved by the Commission of the European Union, or the UK equivalent, for international transfer of personal information to controllers or processors established in third countries as the case may be, when appropriate.

The principle that we apply is that your Personal Information will be deleted when they are no longer necessary for the purpose for which they were collected.

15. Privacy Policy Changes

We may change this Privacy Policy from time to time. If we decide to change this Privacy Policy, we will inform you by posting the revised Privacy Policy on the Site. Those changes will go into effect on the “Revised” date shown in the revised Privacy Policy. By continuing to use the Site or Services, you are consenting to the revised Privacy Policy.

16. Contact Us

If you have any questions or concerns, you may contact us by e-mail at info@crypthulhu.io.

Please print a copy of this privacy policy for your records and please check the Site frequently for any changes.