



# Privacy Policy

Effective as of April 21, 2023.

Please click [here](#) to view the previous version of our Privacy Policy.

This Privacy Policy describes how Limit Break, Inc. and our subsidiaries and affiliates (“**Company**,” “**we**,” “**us**” or “**our**”) handle personal information that we collect through our digital properties that link to this Privacy Policy, including our website, as well as through social media, our marketing activities, live events and other activities described in this Privacy Policy (collectively, the “**Service**”).

**[State Privacy Rights Notice](#)**: See the State law privacy rights section below for important information about your rights under applicable state privacy laws.

**[NOTICE TO EUROPEAN USERS](#)**: Please see the below [Notice to European Users](#) section for additional information for individuals located in the European Economic Area or United Kingdom (which we refer to as “**Europe**”, and “**European**” should be understood accordingly).

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## Personal information we collect

**Information you provide to us.** Personal information you may provide to us through the Service or otherwise includes:

- **Contact data**, such as your first and last name, salutation, email address, billing and mailing addresses, and phone number.
- **Profile data**, such as the wallet address and username or password used to establish an online account on the Service, links to your profiles on social networks, and any other information that you add to your account profile or that is available on your social network pages.

- **Communications data** based on our exchanges with you, including when you contact us through the Service, social media, or otherwise.
- **Transactional data**, such as blockchain transaction history and information relating to or needed to complete your non-fungible token(NFT) purchases or sales on or through the Service.
- **Marketing data**, such as your preferences for receiving our marketing communications and details about your engagement with them.
- **User-generated content**, such as profile pictures, photos, images, music, videos, comments, questions, messages, works of authorship, and other content or information that you generate, transmit, or otherwise make available on the Service, as well as associated metadata. Metadata includes information on how, when, where and by whom a piece of content was collected and how that content has been formatted or edited. Metadata also includes information that users can add or can have added to their content, such as keywords, geographical or location information, and other similar data.
- **Financial data**, such as your virtual currency or wallet account balances and other associated information, stored value accounts, royalties, fees, sales prices, sell-through data, and associated details.
- **Promotion data**, including information you share when you enter a promotion, giveaway or complete a survey, such as when you enter to win a free NFT. Please note that if you participate in a promotion, or giveaway through the Service, we may ask you for your Contact Data to notify you if you win or not, to verify your identity, to determine your eligibility, and/or to send you prizes. These promotions and giveaways are voluntary. We recommend that you read the rules and other relevant information for each sweepstakes and contest that you enter.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

**Third-party sources.** We may combine personal information we receive from you with personal information we obtain from other sources, such as:

- **Public sources**, such as government agencies, public records, social media platforms, public blockchain(s), and other publicly available sources.
- **Data providers**, such as information services and data licensors that provide demographic and other information.
- **Service providers** that provide services on our behalf or help us operate the Service or our business.
- **Partners**, such as marketing partners and event co-sponsors, as well as NFT marketplaces, such as OpenSea and Rarible, that provide information that allow us to collect, store, and display NFTs purchased by you on or through the Service.
- **Business transaction partners**, such as in connection with an actual or prospective business transaction. For example, we may receive your personal information from an entity we acquire or are acquired by, a successor, or assignee or any party involved in a business transaction such as a merger, acquisition, sale of assets, or similar transaction, and/or in the context of an insolvency, bankruptcy, or receivership.
- **Third-party services**, such as third-party services that you link or connect to your Service account. For example, you may be able to connect your wallet from a third-party platform with your Service account. This data may include your username, profile picture, certain Financial Data and other information associated with your account on that third-party service that is made available to us based on your account settings on that service.

**Automatic data collection.** We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Device data**, such as your computer or mobile device’s operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., Wi-Fi, LTE, 3G), and general location information such as city, state or geographic area.
- **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages or screens, information about your activity on a page or screen, access times and duration of access, and whether you have opened our emails or clicked links within them.
- **Communication interaction data** such as your interactions with our email, text or other communications (e.g., whether you open and/or forward emails) – we may do this through use of pixel tags (which are also known as clear GIFs), which may be embedded invisibly in our emails.

**Cookies and similar technologies.** Some of the automatic collection described above is facilitated by the following technologies. For more information, please see our Cookie Notice.

- **Cookies**, which are small text files that websites store on user devices and that allow web servers to record users’ web browsing activities and remember their submissions, preferences, and login status as they navigate a site. Cookies used on our sites include both “session cookies” that are deleted when a session ends, “persistent cookies” that remain longer, “first party” cookies that we place and “third party” cookies that our third-party business partners and service providers place.
- **Local storage technologies**, like HTML5 and Flash, that provide cookie-equivalent functionality but can store larger amounts of data on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email address was accessed or opened, or that certain content was viewed or clicked.
- **Software development kits.** An SDK is third-party computer code that we may incorporate into our applications that may be used for a variety of purposes, including to provide us with analytics regarding the use of our applications, to integrate with social media, and to add features or functionality to our app.

**Data about others.** We may offer features that help users invite their friends or contacts to use the Service, and we may collect contact details about these invitees so we can deliver their invitations. Please do not refer someone to us or share their contact details with us unless you have their permission to do so.

## How we use your personal information

We may use your personal information for the following purposes or as otherwise described at the time of collection:

**Service delivery.** We may use your personal information to:

- provide the Service;
- establish and maintain your user profile on the Service;
- facilitate your invitations to friends who you want to invite to join the Service;
- enable security features of the Service;
- communicate with you about the Service, including by sending announcements, updates, security alerts, and support and administrative messages; and
- provide support for the Service, and respond to your requests, questions and feedback.

**Service personalization**, which may include using your personal information to:

- understand your needs and interests;
- personalize your experience with the Service and our Service-related communications; and
- remember your selections and preferences as you navigate webpages.

**Service improvement and analytics.** We may use your personal information to analyze your usage of the Service, improve the Service, improve the rest of our business, help us understand user activity on the Service, including which pages are most and least visited and how visitors move around the Service, as well as user interactions with our emails, and to develop new products and services. For more information on analytics, see our Cookie Notice. **Marketing and advertising.** We, our service providers and our third-party advertising partners may collect and use your personal information for marketing and advertising purposes:

- **Direct marketing.** We may send you direct marketing communications and may personalize these messages based on your needs and interests. You may opt-out of our marketing communications as described in the [Opt-out of marketing](#) section below.
- **Interest-based advertising.** We and our third-party advertising partners may use cookies and other technologies to collect information about your interaction (including the data described in the automatic data collection section above) with the Service, our communications and other online services over time, and use that information to serve online ads that they think will interest you. This is called interest-based advertising. We may also share information about our users with these companies to facilitate interest-based advertising to those or similar users on other online platforms. You can learn more about your choices for limiting interest-based advertising in the [Your choices](#) section of our Cookie Notice.

**Events, promotions and giveaways.** We may use your personal information to:

- administer promotions and giveaways;
- communicate with you about promotions or giveaways in which you participate; and
- contact or market to you after collecting your personal information at an event.

**Compliance and protection.** We may use your personal information to:

- comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities;
- protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- audit our internal processes for compliance with legal and contractual requirements or our internal policies;
- enforce the terms and conditions that govern the Service; and

- prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

**Data sharing in the context of corporate events**, we may share certain personal information in the context of actual or prospective corporate events – for more information, see [How we share your personal information](#), below.

**To create anonymous, aggregated or de-identified data.** We may create anonymous, aggregated or de-identified data from your personal information and other individuals whose personal information we collect. We make personal information into anonymous, aggregated or de-identified data by removing information that makes the data identifiable to you. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business. We will only maintain and use such anonymous, aggregated or de-identified data in an aggregated, de-identified or anonymized fashion, as applicable, and we will not attempt to reidentify any such data, except as permitted under applicable laws.

**Further uses**, in some cases, we may use your personal information for further uses, in which case we will ask for your consent to use of your personal information for those further purposes if they are not compatible with the initial purpose for which information was collected.

## How we share your personal information

We may share your personal information with the following parties and as otherwise described in this Privacy Policy, in other applicable notices, or at the time of collection.

**Affiliates.** Our corporate parent, subsidiaries, and affiliates.

**Service providers.** Third parties that provide services on our behalf or help us operate the Service or our business (such as hosting, information technology, customer support, email delivery, marketing, consumer research and website analytics).

**Partners.** We may share your personal information with our third-party partners. For example, we may share your personal information with NFT marketplaces in order to facilitate the display of NFTs on or through the Service, as well as the purchase and/or sale of NFTs, such as through integrations with OpenSea, Rarible, and others.

**Linked third-party services.** If you link or connect the Service with another third-party service, such as your wallet provider, we may share your personal information with that third-party service. The third party's use of the shared information will be governed by its privacy policy and the settings associated with your account with the third-party service.

**Professional advisors.** Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

**Authorities and others.** Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the [compliance and protection purposes](#) described above.

**Business transferees.** We may disclose personal information in the context of actual or prospective business transactions (e.g., investments in the Company, financing of the Company, public stock

offerings, or the sale, transfer or merger of all or part of our business, assets or shares), for example, we may need to share certain personal information with prospective counterparties and their advisers. We may also disclose your personal information to an acquirer, successor, or assignee of the Company as part of any merger, acquisition, sale of assets, or similar transaction, and/or in the event of an insolvency, bankruptcy, or receivership in which personal information is transferred to one or more third parties as one of our business assets.

**Other users and the public.** Your personal information may be visible to other users of the Service and the public. For example, other users of the Service or the public may have access to your information if you chose to publish information to certain blockchains, make your profile or other personal information available to them through the Service, such as when you provide comments, reviews, survey responses, share NFTs, interact with other users, or share other content. This information can be seen, collected and used by others, including being cached, copied, screen captured or stored elsewhere by others (e.g., search engines), and we are not responsible for any such use of this information.

## Retention

We retain personal information for as long as necessary to fulfil the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements, to establish or defend legal claims, or for Compliance and protection purposes.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

When we no longer require the personal information, we have collected about you, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible. If we anonymize your personal information (so that it can no longer be associated with you), we may use this information indefinitely without further notice to you.

## Your choices

In this section, we describe the rights and choices available to all users. Users who are located in certain U.S. states and Europe can find additional information about their rights in the [State Privacy Rights Notice](#) and [Notice to European Users](#) below.

**Access or update your information.** If you have registered for an account with us through the Service, you may review and update certain account information by logging into the account.

**Cookies and other technologies.** For information about cookies and other technologies employed by the Service and how to control them, see our Cookie Notice.

**Opt-out of communications.** You may opt-out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by [contacting us](#). Please note that if you choose to opt-out of marketing-related emails, you may continue to receive service-related and other non-marketing emails.

**Blocking images/clear gifs:** Most browsers and devices allow you to configure your device to prevent images from loading. To do this, follow the instructions in your particular browser or device settings.

**Advertising choices.** You may be able to limit use of your information for interest-based advertising through the following settings/options/tools:

- **Browser settings.** Changing your internet web browser settings to block third-party cookies.
- **Privacy browsers/plug-ins.** Using privacy browsers and/or ad-blocking browser plug-ins that let you block tracking technologies.
- **Platform settings.** Certain platforms offer opt-out features that let you opt-out of use of your information for interest-based advertising. For example, you may be able to exercise that option for Google and Facebook, respectively, at the following websites:
  - Google: <https://adssettings.google.com/>
  - Facebook: <https://www.facebook.com/about/ads>
- **Ad industry tools.** Opting out of interest-based ads from companies that participate in the following industry opt-out programs:
  - Network Advertising Initiative: [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)
  - Digital Advertising Alliance: [optout.aboutads.info](http://optout.aboutads.info).

You will need to apply these opt-out settings on each device and browser from which you wish to limit the use of your information for interest-based advertising purposes.

We cannot offer any assurances as to whether the companies we work with participate in the opt-out programs described above.

**Do Not Track.** Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

**Declining to provide information.** We need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

**Linked third-party platforms.** If you choose to connect to the Service through another third-party platform, you may be able to use your settings in your account with that platform to limit the information we receive from it. If you revoke our ability to access information from a third-party platform, that choice will not apply to information that we have already received from that third party.

## Other sites and services

The Service may contain links to websites, mobile applications, and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites, mobile applications or online services operated by third parties, and we are not responsible for their actions. We encourage you to read the privacy policies of the other websites, mobile applications and online services you use.

## Security

We employ technical, organizational and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies, and we cannot guarantee the security of your personal information.

## International data transfer

We are headquartered in 6300 North Sagewood Drive, Suite H-128, Park City, UT 84098. We and our service providers may operate and process your personal information in various countries. Your personal information may be transferred to the United States or other locations where privacy laws may vary and not be as protective as those in your state, province, or country.

Users in Europe should read the important information provided in the [Notice to European Users](#) below about transfer of personal information outside of Europe.

## Children

The Service is not intended for use by anyone under 18 years of age. If you are a parent or guardian of a child from whom you believe we have collected personal information in a manner prohibited by law, please [contact us](#). If we learn that we have collected personal information through the Service from a child without the consent of the child's parent or guardian as required by law, we will comply with applicable legal requirements to delete the information.

## Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service or other appropriate means. Any modifications to this Privacy Policy will be effective upon our posting the modified version (or as otherwise indicated at the time of posting). In all cases, your use of the Service after the effective date of any modified Privacy Policy indicates your acceptance of the modified Privacy Policy.

## How to contact us

- **Email:** [privacy@limitbreak.com](mailto:privacy@limitbreak.com)
- **Mail:** 6300 North Sagewood Drive Suite H-128, Park City, Utah, United States of America, 84098



## State privacy rights notice

Except as otherwise provided, this section provides additional information to residents pursuant to state privacy laws including the California Consumer Privacy Act (“**CCPA**”), the Colorado Privacy Act (“**CPA**”), the Connecticut Act Concerning Personal Data Privacy and Online Monitoring (“**PDPOM**”), the Utah Consumer Privacy Act (“**UCPA**”), and the Virginia Consumer Data Protection Act (“**CDPA**”) (collectively the “**State Privacy Laws**”).

This section describes how we collect, use, and share Personal Information of residents of these states and the rights these users may have with respect to their Personal Information. Please note that not all rights listed below may be afforded to all users and that if you are not a resident of one of these states listed above, you may not be able to exercise these rights. In addition, **we may not be able to process your request if you do not provide us with sufficient detail to allow us to confirm your identity or understand and respond to it.**

For purposes of this section, the term “**Personal Information**” has the meaning given to “personal data”, “personal information” or other similar terms and “**Sensitive Personal Information**” has the meaning given to “sensitive personal information,” “sensitive data”, or other similar terms in the State Privacy Laws, except that in neither case does such term include information exempted from the scope of the State Privacy Laws. In some cases, we may provide a different privacy notice to certain categories of residents of these states, such as job applicants, in which case that notice will apply instead of this section.

**Your privacy rights.** The State Privacy Laws may provide residents with some or all of the rights listed below. However, these rights are not absolute and some State Privacy Laws do not provide these rights to their residents. Therefore, we may decline your request in certain cases as permitted by law.

- **Information.** You can request the following information about how we have collected and used your Personal Information during the past 12 months:
  - The categories of Personal Information that we have collected.
  - The categories of sources from which we collected Personal Information.
  - The business or commercial purpose for collecting and/or selling Personal Information.
  - The categories of third parties with which we share Personal Information.
  - The categories of Personal Information that we sold or disclosed for a business purpose.
  - The categories of third parties to whom the Personal Information was sold or disclosed for a business purpose.
- **Access.** You can request a copy of the Personal Information that we have collected about you.
- **Appeal.** You can appeal our denial of any request validly submitted.
- **Correction.** You can ask us to correct inaccurate Personal Information that we have collected about you.
- **Deletion.** You can ask us to delete the Personal Information that we have collected from you.
- **Opt-out.**
  - **Opt-out of certain processing for targeted advertising purposes.** You can opt-out of certain processing of personal information for targeted advertising purposes.
  - **Opt-out of profiling/automated decision making.** You can opt-out of automated

processing or profiling performed on personal information to evaluate, analyze, or predict personal aspects related to a person's economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.

- **Opt-out of other sales of personal data.** You can opt-out of other sales of your Personal Information.
- **Consumers under 16.** We do not have actual knowledge that we sell or share the personal information of consumers under 16 years of age.
- **Limit processing of Sensitive Personal Information.** You have the right to limit certain uses or disclosures of sensitive personal information; however, we do not use or disclose sensitive personal information for purposes that California residents have a right to limit under the CCPA.
- **Nondiscrimination.** You are entitled to exercise the rights described above free from discrimination as prohibited by the State Privacy Laws.

**Exercising your right to information/know, access, appeal, correction, and deletion.** You may submit requests to exercise your right to information/know, access, appeal, correction, or deletion via email to [privacy@limitbreak.com](mailto:privacy@limitbreak.com).

**Exercising your right to opt-out of the “sale” or “sharing” of your Personal Information.** While we do not sell personal information for money, like many companies, we use services that help deliver interest-based ads to you as described above. The State Privacy Laws may classify our use of some of these services as “selling” or “sharing” your Personal Information with the advertising partners that provide the services. You can by submit requests to opt-out of tracking for targeted advertising purposes or other sales of Personal Information here: via email to [privacy@limitbreak.com](mailto:privacy@limitbreak.com).

**Verification of Identity; Authorized agents.** We may need to verify your identity in order to process your information/know, access, appeal, correction, or deletion requests and reserve the right to confirm your residency. To verify your identity, we may require government identification, a declaration under penalty of perjury, or other information, where permitted by law.

Under some State Privacy Laws, you may enable an authorized agent to make a request on your behalf. However, we may need to verify your authorized agent’s identity and authority to act on your behalf. We may require a copy of a valid power of attorney given to your authorized agent pursuant to applicable law. If you have not provided your agent with such a power of attorney, we may ask you to take additional steps permitted by law to verify that your request is authorized, such as by providing your agent with written and signed permission to exercise your State Privacy Laws rights on your behalf, the information we request to verify your identity, and confirmation that you have given the authorized agent permission to submit the request.

**Personal information that we collect, use and disclose.** We have summarized the Personal Information we collect and may disclose to third parties by reference below to both the categories defined in the [“Personal information we collect”](#) section of this Policy above and the categories of Personal Information specified in the CCPA (Cal. Civ. Code §1798.140) and describes our practices currently and during the 12 months preceding the effective date of this Privacy Policy. Information you voluntarily provide to us, such as in free-form webforms, may contain other categories of personal information not described below.

Personal Information (“PI”) we collect	CCPA statutory category	Categories of third parties to whom we “disclose” PI for a business purpose	Categories of third parties to whom we “sell” or “share” PI
<ul style="list-style-type: none"> <li>• <i>Contact data</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Identifiers (online)</i></li> <li>• <i>Identifiers (other)</i></li> <li>• <i>Commercial information</i></li> <li>• <i>California customer records</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Service providers</i></li> <li>• <i>Cryptocurrency or Payment Platforms</i></li> <li>• <i>Linked Third-Party Services</i></li> <li>• <i>Advertising partners</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> <li>• <i>Business and marketing partners</i></li> <li>• <i>Other users and the public</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Advertising partners (to facilitate online advertising)</i></li> <li>• <i>Business and marketing partners</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Demographic data</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Identifiers (online)</i></li> <li>• <i>Identifiers (other)</i></li> <li>• <i>California customer records</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Service providers</i></li> <li>• <i>Cryptocurrency or Payment Platforms</i></li> <li>• <i>Linked Third-Party Services</i></li> <li>• <i>Advertising partners</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> <li>• <i>Business and marketing partners</i></li> <li>• <i>Other users and the public</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Advertising partners (to facilitate online advertising)</i></li> <li>• <i>Business and marketing partners</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Profile data</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Identifiers (online)</i></li> <li>• <i>Identifiers (other)</i></li> <li>• <i>Commercial information</i></li> <li>• <i>California customer records</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Service providers</i></li> <li>• <i>Cryptocurrency or Payment Platforms</i></li> <li>• <i>Linked Third-Party Services</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Advertising partners (to facilitate online advertising)</i></li> <li>• <i>Business and marketing partners</i></li> </ul>

		<ul style="list-style-type: none"> <li>• Advertising partners</li> <li>• Professional advisors</li> <li>• Authorities and others</li> <li>• Business transferees</li> <li>• Business and marketing partners</li> <li>• Other users and the public</li> </ul>	
<ul style="list-style-type: none"> <li>• Communications data</li> </ul>	<ul style="list-style-type: none"> <li>• Identifiers (online)</li> <li>• Identifiers (other)</li> <li>• Commercial information</li> <li>• California consumer records</li> <li>• Internet or Network Information</li> </ul>	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Cryptocurrency or Payment Platforms</li> <li>• Linked Third-Party Services</li> <li>• Advertising partners</li> <li>• Professional advisors</li> <li>• Authorities and others</li> <li>• Business transferees</li> <li>• Business and marketing partners</li> <li>• Other users and the public</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising partners (to facilitate online advertising)</li> <li>• Business and marketing partners</li> </ul>
<ul style="list-style-type: none"> <li>• Transactional data</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial information</li> <li>• California consumer records</li> <li>• Financial information</li> </ul>	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Cryptocurrency or Payment Platforms</li> <li>• Linked Third-Party Services</li> <li>• Advertising partners</li> <li>• Professional advisors</li> <li>• Authorities and others</li> <li>• Business transferees</li> <li>• Business and marketing partners</li> <li>• Other users and the public</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising partners (to facilitate online advertising)</li> <li>• Business and marketing partners</li> </ul>
<ul style="list-style-type: none"> <li>• Marketing data</li> </ul>	<ul style="list-style-type: none"> <li>• Identifiers (online)</li> </ul>	<ul style="list-style-type: none"> <li>• Affiliates</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising partners (to facilitate online)</li> </ul>

	<ul style="list-style-type: none"> <li>• Identifiers (other)</li> <li>• Commercial information</li> <li>• California customer records</li> <li>• Internet or Network Information</li> </ul>	<ul style="list-style-type: none"> <li>• Service providers</li> <li>• Advertising partners</li> <li>• Professional advisors</li> <li>• Authorities and others</li> <li>• Business transferees</li> <li>• Business and marketing partners</li> </ul>	<ul style="list-style-type: none"> <li>advertising)</li> <li>• Business and marketing partners</li> </ul>
<ul style="list-style-type: none"> <li>• User-generated content</li> </ul>	<ul style="list-style-type: none"> <li>• Sensory Information</li> <li>• California consumer records</li> </ul>	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Cryptocurrency or Payment Platforms</li> <li>• Linked Third-Party Services</li> <li>• Advertising partners</li> <li>• Professional advisors</li> <li>• Authorities and others</li> <li>• Business transferees</li> <li>• Business and marketing partners</li> <li>• Other users and the public</li> </ul>	<ul style="list-style-type: none"> <li>• None</li> </ul>
<ul style="list-style-type: none"> <li>• Financial data</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial information</li> <li>• Financial information</li> <li>• California consumer records</li> </ul>	<ul style="list-style-type: none"> <li>• Affiliates</li> <li>• Service providers</li> <li>• Cryptocurrency or Payment Platforms</li> <li>• Linked Third-Party Services</li> <li>• Advertising partners</li> <li>• Professional advisors</li> <li>• Authorities and others</li> <li>• Business transferees</li> <li>• Business and marketing partners</li> <li>• Other users and the public</li> </ul>	<ul style="list-style-type: none"> <li>• None</li> </ul>
<ul style="list-style-type: none"> <li>• Promotion data</li> </ul>	<ul style="list-style-type: none"> <li>• Identifiers (online)</li> </ul>	<ul style="list-style-type: none"> <li>• Affiliates</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising partners (to facilitate online</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Identifiers (other)</i></li> <li>• <i>Commercial information</i></li> <li>• <i>California customer records</i></li> <li>• <i>Internet or Network Information</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Service providers</i></li> <li>• <i>Cryptocurrency or Payment Platforms</i></li> <li>• <i>Linked Third-Party Services</i></li> <li>• <i>Advertising partners</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> <li>• <i>Business and marketing partners</i></li> <li>• <i>Other users and the public</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>advertising)</i></li> <li>• <i>Business and marketing partners</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Device data</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Identifiers (other)</i></li> <li>• <i>Internet or Network Information</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Service providers</i></li> <li>• <i>Cryptocurrency or Payment Platforms</i></li> <li>• <i>Linked Third-Party Services</i></li> <li>• <i>Advertising partners</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> <li>• <i>Business and marketing partners</i></li> <li>• <i>Other users and the public</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Advertising partners (to facilitate online advertising)</i></li> <li>• <i>Business and marketing partners</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Online activity data</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Identifiers (other)</i></li> <li>• <i>Commercial information</i></li> <li>• <i>Internet or Network Information</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Service providers</i></li> <li>• <i>Cryptocurrency or Payment Platforms</i></li> <li>• <i>Linked Third-Party Services</i></li> <li>• <i>Advertising partners</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Advertising partners (to facilitate online advertising)</i></li> <li>• <i>Business and marketing partners</i></li> </ul>

		<ul style="list-style-type: none"> <li>• <i>Business transferees</i></li> <li>• <i>Business and marketing partners</i></li> <li>• <i>Other users and the public</i></li> </ul>	
<ul style="list-style-type: none"> <li>• <i>Communication interaction data</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Identifiers (online)</i></li> <li>• <i>Identifiers (other)</i></li> <li>• <i>Commercial information</i></li> <li>• <i>California consumer records</i></li> <li>• <i>Internet or Network Information</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Service providers</i></li> <li>• <i>Cryptocurrency or Payment Platforms</i></li> <li>• <i>Linked Third-Party Services</i></li> <li>• <i>Advertising partners</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> <li>• <i>Business and marketing partners</i></li> <li>• <i>Other users and the public</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Advertising partners (to facilitate online advertising)</i></li> <li>• <i>Business and marketing partners</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Data derived from the above</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Inferences</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Service providers</i></li> <li>• <i>Cryptocurrency or Payment Platforms</i></li> <li>• <i>Linked Third-Party Services</i></li> <li>• <i>Advertising partners</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> <li>• <i>Business and marketing partners</i></li> <li>• <i>Other users and the public</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Advertising partners (to facilitate online advertising)</i></li> <li>• <i>Business and marketing partners</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>Other Sensitive Personal Information</i></li> </ul> <p><i>We do not intentionally collect this information,</i></p>	<ul style="list-style-type: none"> <li>• <i>Protected Classification Characteristics</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>N/A</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>None</i></li> </ul>

<i>but it may be revealed in identity data or other information we collect.</i>			
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**Retention**

See the Retention section above for information concerning our retention of personal information.

**Additional information for California residents:**

**NOTICE OF FINANCIAL INCENTIVE**

We offer programs that may constitute a “financial incentive” under the CCPA. For example, we may offer contests or promotions in connection with you provide us with certain personal information, such as your name, Twitter handle, and wallet address in order for a chance to win a free NFT. The material aspects of any such financial incentive will be explained and described in its program terms or in the details of the incentive offer.

Please note that participating in any financial incentive program is entirely optional and participants may withdraw from the program at any time. To opt-out of the program and forgo any ongoing incentives, please follow the instructions in the program’s terms and conditions or contact us using the contact information in the [How to contact us](#) section, above.

Each financial incentive or price or service difference related to the collection and use of personal information is based upon our reasonable, good-faith determination of the estimated value of such information to our business, taking into consideration the value of the offer itself and the anticipated revenue generation that may be realized by rewarding brand loyalty and repeat purchases. We calculate the value of the offer and financial incentive by using the expense related to the offer.

**Additional information for Nevada residents.** Nevada residents have the right to opt-out of the sale of certain personal information for monetary consideration. While we do not currently engage in such sales, if you are a Nevada resident and would like to make a request to opt out of any potential future sales, please email [privacy@limitbreak.com](mailto:privacy@limitbreak.com) .

**Contact Us.** If you have questions or concerns about our privacy policies or information practices, please contact us using the contact details set forth in the [How to contact us](#) section, above.



# Notice to European users

## General

**Where this Notice to European users applies.** The information provided in this “Notice to European users” section applies only to individuals in the United Kingdom and the European Economic Area (i.e., “**Europe**” as defined at the top of this Privacy Policy).

**Personal information.** References to “personal information” in this Privacy Policy should be understood to include a reference to “personal data” (as defined in the GDPR) – i.e., information about individuals from they are either directly identified or can be identified.

**Controller.** Limit Break, Inc. is the controller in respect of the processing of your personal information covered by this Privacy Policy for purposes of European data protection legislation (i.e., the [EU GDPR](#) and the so-called ‘[UK GDPR](#)’ (as and where applicable, the “**GDPR**”). See the ‘How to contact us’ section above for our contact details.

## Our legal bases for processing

In respect of each of the purposes for which we use your personal information, the GDPR requires us to ensure that we have a “legal basis” for that use.

Our legal bases for processing your personal information described in this Privacy Policy are listed below.

- Where we need to perform a contract, we are about to enter into or have entered into with you (“**Contractual Necessity**”).
- Where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests (“**Legitimate Interests**”). More detail about the specific legitimate interests pursued in respect of each Purpose we use your personal information for is set out in the table below.
- Where we need to comply with a legal or regulatory obligation (“**Compliance with Law**”).
- Where we have your specific consent to carry out the processing for the purpose in question (“**Consent**”).

We have set out below, in a table format, the legal bases we rely on in respect of the relevant purposes for which we use your personal information – for more information on these purposes and the data types involved, see ‘How we use your personal information’.

Purpose	Categories of personal information involved	Legal basis
<b>Service delivery and operations</b>	Contact data Demographic data Profile data Cryptocurrency and Payment Platform Data	Contractual Necessity

Purpose	Categories of personal information involved	Legal basis
	Communication Data Transactional data Marketing data User-generated content Financial data Device data Promotional Data	
<b>Research and development</b>	Any and all data types relevant in the circumstances	Legitimate interest. We have legitimate interest, and believe it is also in your interests, that we are able to take steps to ensure that our services and how we use Personal Information is as un-privacy intrusive as possible.
<b>Direct marketing</b>	Contact data Communication Data Cryptocurrency and Payment Platform Data Promotional Data Transactional data Marketing data	Legitimate Interests. We have a legitimate interest in promoting our operations and goals as an organisation and sending marketing communications for that purpose.  Consent, in circumstances or in jurisdictions where consent is required under applicable data protection laws to the sending of any given marketing communications.
<b>To personalize your experience</b>	User-generated content Device data Online activity data	Legitimate Interests. We have a legitimate interest in understanding better your interests to enhance and personalize your experience while using our Service.  Consent, in circumstances or in jurisdictions where consent is required under applicable data protection laws to personalize the users' experience.
<b>Compliance and protection</b>	Any and all data types relevant in the circumstances	Compliance with Law.  Legitimate interest. Where Compliance with Law is not applicable, we and any relevant third parties have a legitimate interest in participating in, supporting, and following legal process and requests, including through co-operation with authorities. We and any relevant third parties may also have a legitimate interest of ensuring the protection, maintenance, and enforcement of our and their rights, property, and/or safety.
<b>To create aggregated, de-identified and/or anonymized data</b>	Any and all data types relevant in the circumstances	Legitimate interest. We have legitimate interest, and believe it is also in your interests, that we are able to take steps to ensure that our services and how we use personal information is as un-privacy intrusive as possible.

Purpose	Categories of personal information involved	Legal basis
Further uses	Any and all data types relevant in the circumstances	<p>The original legal basis relied upon, if the relevant further use is compatible with the initial purpose for which the Personal Information was collected.</p> <p>Consent, if the relevant further use is not compatible with the initial purpose for which the personal information was collected.</p>

## Other info

**No sensitive personal information.** We ask that you not provide us with any sensitive personal information (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Service, or otherwise to us. If you provide us with any sensitive personal information to us when you use the Service, you must consent to our processing and use of such sensitive personal information in accordance with this Privacy Policy. If you do not consent to our processing and use of such sensitive personal information, you must not submit such sensitive personal information through our Service.

**No Automated Decision-Making and Profiling.** As part of the Service, we do not engage in automated decision-making and/or profiling, which produces legal or similarly significant effects.

## Your rights

**General.** European data protection laws give you certain rights regarding your personal information. If you are located in Europe, you may ask us to take the following actions in relation to your personal information that we hold:

- **Access.** Provide you with information about our processing of your personal information and give you access to your personal information.
- **Correct.** Update or correct inaccuracies in your personal information.
- **Delete.** Delete your personal information where there is no lawful reason for us continuing to store or process it, where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal information to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons that will be described to you, if applicable, at the time of your request;
- **Portability.** Port a machine-readable copy of your personal information to you or a third party of your choice, in certain circumstances. Note that this right only applies to automated information for which you initially provided consent for us to use or where we used the information to perform a contract with you.
- **Restrict.** Restrict the processing of your personal information, if, (i) you want us to establish the personal information's accuracy; (ii) where our use of the personal information is unlawful but

you do not want us to erase it; (iii) where you need us to hold the personal information even if we no longer require it as you need it to establish, exercise or defend legal claims; or (iv) you have objected to our use of your personal information but we need to verify whether we have overriding legitimate grounds to use it.

- **Object.** Object to our processing of your personal information where we are relying on Legitimate Interests (or those of a third party) and there is something about your particular situation that makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedom – you also have the right to object where we are processing your personal information for direct marketing purposes.
- **Withdraw Consent.** When we use your personal information based on your consent, you have the right to withdraw that consent at any time. This will not affect the lawfulness of any processing carried out before you withdraw your consent.

**Exercising These Rights.** You may submit these requests by email to [support@limitbreak.com](mailto:support@limitbreak.com) or our postal address provided above. We may request specific information from you to help us confirm your identity and process your request. Whether or not we are required to fulfill any request you make will depend on a number of factors (e.g., why and how we are processing your personal information), if we reject any request you may make (whether in whole or in part) we will let you know our grounds for doing so at the time, subject to any legal restrictions.

**Your Right to Lodge a Complaint with your Supervisory Authority.** In addition to your rights outlined above, if you are not satisfied with our response to a request you make, or how we process your personal information, you can make a complaint to the data protection regulator in your habitual place of residence.

- For users in the European Economic Area – the contact information for the data protection regulator in your place of residence can be found here: [https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en)
- For users in the UK – the contact information for the UK data protection regulator is below:

The Information Commissioner’s Office  
Water Lane, Wycliffe House  
Wilmslow - Cheshire SK9 5AF  
Tel. +44 303 123 1113  
Website: <https://ico.org.uk/make-a-complaint/>

## Data Processing outside Europe

We are a U.S.-based company and many of our service providers, advisers, partners or other recipients of data are also based in the U.S. This means that, if you use the Service, your personal information will necessarily be accessed and processed in the U.S. It may also be provided to recipients in other countries outside Europe.

It is important to note that that the US is not the subject of an ‘adequacy decision’ under the GDPR – basically, this means that the U.S. legal regime is not considered by relevant European bodies to provide an adequate level of protection for personal information, which is equivalent to that provided by relevant European laws.

Where we share your personal information with third parties who are based outside Europe, we try to ensure a similar degree of protection is afforded to it by making sure one of the following mechanisms is implemented:

- **Transfers to territories with an adequacy decision.** We may transfer your personal information to countries or territories whose laws have been deemed to provide an adequate level of protection for personal information by the European Commission or UK Government (as and where applicable) (from time to time).
- **Transfers to territories without an adequacy decision.**
  - We may transfer your personal information to countries or territories whose laws have **not** been deemed to provide such an adequate level of protection (e.g., the U.S., see above).
  - However, in these cases:
    - we may use specific appropriate safeguards, which are designed to give personal information effectively the same protection it has in Europe – for example, standard-form contracts approved by relevant authorities for this purpose; or
    - in limited circumstances, we may rely on an exception, or ‘derogation’, which permits us to transfer your personal information to such country despite the absence of an ‘adequacy decision’ or ‘appropriate safeguards’ – for example, reliance on your explicit consent to that transfer.

You may contact us if you want further information on the specific mechanism used by us when transferring your personal information out of Europe.