

## Privacy Policy

Big Hype Marketing LLC (“Big Hype”, “we”, “us”) is committed to respecting the privacy of our customers and recognizes the need for appropriate management and protection of any identifiable personal information (“Personal Information”) of our customers (“Client”) that is shared with our company. Big Hype created this Privacy Policy in order to disclose its use of consumer data collected about you. This Privacy Policy is effective as of February 1, 2016. If you have any questions or concerns regarding this Privacy Policy, you may contact Big Hype at 151 Kalmus Drive, Ste 120 E, Costa Mesa, CA 92626 or via our contact form. Big Hype has created this Privacy Policy to advise our clients on what information we may collect from them on this public website, Big-Hype.com (the “Site”) and through any “offline” interactions with our clients, including and without limitation, sales calls, project discussions and other business transactions. This Privacy Policy also advises clients on how we may use and share their information. Please take a moment to review the terms of our Privacy Policy. By using the Site and/or providing us Personal Information, you, the Client, agree to accept the terms of our Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Site or provide us with any Personal Information. The following discloses Big Hype’s information gathering and dissemination practices for its website and business.

### Information Collected and Received

Big Hype may collect or receive information about you when you submit information through the Big Hype website, including, but not limited to, first and last name, email address, street address, business name, business phone number and any other data included in a submitted profile. Big Hype may collect Personal Information from our Site users or Clients only when such information is provided to us on the pages accessed, over the phone, or via email. We collect information that the Client may volunteer, such as email subscriptions, questions, and answers, in the process of business transactions with us and about our services entered into the “Contact Us” form. Big Hype may also record actions taken on its websites including, but not limited to, clicks, page views, IP address, and search queries. Big Hype may store this information on its equipment or the equipment of third parties that it has a relationship with. Please note that emails, messages sent via your web browser, and other similar means of communication with other users are not encrypted. We strongly advise you not to communicate any confidential information through these means. If you become a Client of Big Hype, we retain the right to email you regarding the services that we are providing you.

### Uses of Information

Big Hype may use the information we collect to try to provide a safe, efficient, and customized experience for our Clients. If you provide us with your Personal Information, Big Hype retains the use of that information for several purposes, including addressing your business inquiry, request, or business transactions. Big Hype may use this information, including but not limited to your company or personal information, social networks, website metrics, to provide our services and features to you, to measure and improve those services and features, and to provide you with customer support. We may use the information to prevent potentially illegal activities and activities that are detrimental to other users. We may use a variety of methods to detect and

address abnormal activity and screen content to prevent abuse such as spam. These efforts may on occasion result in a temporary or permanent suspension or termination of some functions for some users. From time to time, we may, or companies we partner with may, contact you. Big Hype 's site may require you to give Big Hype contact information (such as your name, company name and email address) and demographic information. Big Hype may use your contact information to (i) send you brand alerts; (ii) create an account; and (iii) send you information about Big Hype and promotional material from some of Big Hype 's partners. Your contact information is also used to contact you when necessary. Big Hype may use demographic and/or profile data to tailor your experience on Big Hype's site, suggest appropriate marketing solutions for your business, show you content that Big Hype thinks you may be interested in, and display content according to your preferences. Big Hype reserves the right to disclose any information when required by law.

#### Sharing Information with a Third Party

Big Hype may use other companies to perform services necessary to our operations. For example, third parties might include those that maintain our email services or provide printing services. In the course of providing these services, those companies may have access to your personal information. By contractual agreement, those companies must treat your information in accordance with this Privacy Policy. Big Hype will take reasonable steps to ensure that these third-party service providers are obligated to protect Big Hype Client's Personal Information on behalf of Big Hype. However, we will not be liable for any damages that may result from the misuse of your personal information by these companies.

We reserve the right to disclose Personal Information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interfering with (intentionally or unintentionally) our rights or property, other visitors, or anyone else that could be harmed by such activity. We also reserve the right to disclose such Personal Information when we believe in good faith that the law requires it.

#### Non-Personal Information

Big Hype may collect non-personal, general, statistical information, about the use of our Site, such as a visitors IP address to help diagnose problems with Big Hype 's service and to administer Big Hype's Site. This information can help Big Hype evaluate when Clients first visited the Site, how many visitors visit a specific page on the Site, how long they stayed on that page and what hyperlinks, if any, they "clicked" on. Your IP address may also be used to help identify information about you including, your company, city and state and to gather broad demographic information. We collect this information so that we can determine the success and functionality of our Site. Please be assured that this data we collect will in no way personally identify you or any visitors to the Site. Nothing shall restrict Big Hype from maintaining your data following your termination of your relationship with Big Hype. Big Hype may delete your user data at Big Hype's sole discretion.

Security Big Hype uses industry-standard technologies when transferring and receiving consumer data exchanged between Big Hype and other companies to help ensure its security. This site has security measures in place to protect the loss, misuse and alteration of the information under Big Hype 's control. Big Hype is committed to protecting our Clients privacy and Personal Information. We only disclose Personal Information to the necessary Big Hype employees who need the information in order to operate our services. These individuals are bound by confidentiality agreements and may be subject to discipline, including termination and criminal prosecution, if they fail to meet or maintain these obligations.

### Cookies

"Cookies" are small pieces of information that are stored by your browser on your computer's hard drive. Big Hype's site uses cookies to keep track of your session, IP address, referral domain, advertising delivery and dates and ties that our Site was accessed. Big Hype may also use cookies to deliver content specific to your interests. We use third-party advertising companies to serve ads when you visit our website. These companies may use third-party cookies to record information (not including your name, address, email address, or telephone number) about your visits to this and other websites in order to provide advertisements about goods and services of interest to you. We do not obtain, maintain or store any Personal Information about you through our use of cookies (either session cookies or advertising cookies).

### Links To Other Sites

Big Hype may create links to other websites. When you click on links on Big Hype you may leave our site. We are not responsible for the privacy practices of other sites, and we encourage you to read their privacy statements.

### Amendments

Big Hype may amend this policy at any time. If Big Hype is going to use personally identifiable information collected through Big Hype's site or through other services in a manner materially different from that stated at the time of collection Big Hype will notify users via email and/or by posting a notice on Big Hype's website for 30 days prior to such use and will change the "Last Modified" date on the Site.

### Assignment

If there is a change of control in Big Hype's business (whether by merger, sale, or otherwise) or if there is an asset sale, the user information, including personal information, could be sold as part of that transaction and your personally identifying information potentially could be used by the purchaser. However, if that business materially changes, this statement or the information-handling practices as described in this Privacy Policy, you will be notified by email and/or through a notice posted on the website, and you may opt-out of the use of your existing information in a new manner. This Privacy Policy inures to the benefit of any successors or assigns of Big Hype or the assets of Big Hype.

### Contacts

If you have any questions about this Privacy Policy, the practices of this site, practices of our services, or your dealings with this website, you can contact us via the “Contact Us” form or at [thaPrivacy@Big-Hype.com](mailto:thaPrivacy@Big-Hype.com), or at our contact information below.

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