

SCOOPT, INC., doing business as InPress

PRIVACY POLICY

Last revised: March 24, 2024.

This Privacy Policy describes how we, SCOOPT, INC., doing business as InPress (“InPress,” “we,” and “our”), collect, use, share, retain and transfer information when you (“user,” “you,” and “your”) use the InPress services and products (the “Services”), which include:

- our websites and online platforms, such as <https://www.inpress.app>
- our applications, such as InPress
- our newsletters, such as the InPress newsletter
- our pages or advertisements on social media networks, such as Instagram, Facebook, Tik Tik, X (Twitter), Be Real, and LinkedIn.
- anywhere we gather information from you and reference this policy

Please read this policy carefully. If you do not agree with our policies and practices, your choice is not to use our Services. By accessing or using our Services, you agree to this privacy policy. InPress may revise this privacy policy from time to time (as described below). Your continued use of the Services is deemed acceptance of those changes, we encourage you to check this privacy policy frequently for updates.

1. Information We Collect

The information we collect and process about you depends on how you use our Services.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you use our Services.
- From third parties

(a) Information you provide to us

When using the Services, we collect the information you provide. This includes:

- Information you enter when you create an account or register or subscribe to our Services, including contests and promotions, such as your first and last name, phone number, date of birth, and email address and other information requested as part of that process.
- Your feedback, testimonials, and responses to any forms or surveys, including those we may ask you to complete for research and matching purposes.
- Profile, preferences, and account information entered when you use, complete or update any of your profile or account information through the Services, such as your self-identified gender, reason for using InPress, Matching Preference, Self-written bio, InPress profiles of other users in whom you indicated an interest or disinterest.

- Content you create.
- Audio or visual content you provide through use of the Services, which may include access to your device features such as your camera, microphone, or photo album.
- Messages you send through the Services and any communications with us.
- Details of your purchases and transactions conducted with us or through the Services, including any related financial information you provide.
- Information you provide about others, including your personal contacts and address book information.
- Information provided through the linking of external third party accounts to your InPress account.
- Interest and disinterest levels in news topics, keywords, and headlines which encompass anything covered via news and media content provided via InPress or its media partners through the InPress app.

You also may provide information to be published or displayed (hereinafter, "posted") on public areas of our Services, or transmitted to other users of the Services or third parties (collectively, "User Contributions"). Your User Contributions are posted on and transmitted to others at your own risk. Even where we call you to limit access to certain pages or set certain privacy settings for such information, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Services with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

(b) Information we collect automatically

When you use our Services, including through any software or applications you may download and install, we collect certain information automatically. This includes:

- Details about how you access and use the Services, including traffic data, location data, logs, preferences, rating/survey answers, topics/keyword interests, and other communication data and the resources that you access and use on or through the Services.
- Information about the devices and tools you use to access the Services such as your computer, mobile device or internet connection, including unique device identifiers, IP address, operating system, browser type, mobile network information, associated telephone number, and related settings.
- We collect information from and about the device(s) you use to access our Services, including hardware and software information such as IP address, device ID and type, apps settings and

characteristics, app crashes, advertising IDs (which are randomly generated numbers that you can reset by going into your device' settings and, in some cases, disable entirely), and identifiers associated with cookies or other technologies that may uniquely identify a device or browser.

- Information about you choose to engage with content engagement, including but not limited to how long you read/listen to/watch content, which content you choose to open, and stopping points in your media consumption.
- The Match and Connection journey of your InPress profile.

With your permission, we may also automatically collect the following:

- Metadata and other information associated with other files stored on your device, such as photographs, audio and video clips, personal contacts, and address book information.
- The precise geolocation of your computer or device, which we may collect even while you are not using the Services depending on the permissions you have provided.
- If you decline permission for us to collect your precise geolocation, we will not collect it, and our services that rely on precise geolocation may not be available to you.
- Biometric information such as your face or fingerprint scans as part of our verifying your identity or to authenticate you to access our Services.
- Other information for which you have provided your permission.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Services.
- Web Beacons. Our Services and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on our Services are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third

parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Services. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see Choices About How We Use and Disclose Your Information.

For example, we use Google Analytics to help us understand how you use the Services. You can read more about how Google uses your personal information at the site "How Google uses information from sites or apps that use our services", (located at www.google.com/policies/privacy/partners/). We also use Stripe to process payments. The personal information provided to Stripe may be used as described in the [Stripe Services Agreement](#) and [Privacy Policy](#).

2. Our Use of Your Information

We use information that we collect about you or that you provide to us, including any personal information, to:

- provide and improve our Services, and any other information, products, or services that you request from us, and to develop new products and services;
- personalize the Services and content we deliver to you, including ads;
- communicate with you about the Services or provide you notices;
- conduct research and analytics about how you use and interact with the Services;
- conduct research;
- test new technologies and processes designed to enhance and improve the Services;
- resolve disputes, troubleshoot problems investigate fraud, protect our legal rights, and to enforce any of our terms and conditions related to the Services;
- de-identify, aggregate or anonymize the information;
- to send you information about the promotions and offers we have available by direct marketing or other modes of communication, if you've signed up for our communications or otherwise agreed;

- protect our users and third parties from harm;

BROADER USES - provide our Services to third parties where our Services and content includes your personal information. Under some local privacy laws, this may constitute a “sale” of personal information;

- advance our other commercial and economic interests as permitted by law;
- fulfill any other purpose for which you provide it; and
- carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.

We may use the information we collect to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

3. Sharing your information

We may share personal and other information that we collect or you provide:

- with our subsidiaries and affiliates;
- with contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them;
- with a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets;
- with third parties to market their products or services to you if you have consented to/not opted out of these disclosures. We contractually require these third parties to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- third party customers and users where the Services and content includes your personal information;
- to fulfill the purpose for which you provide it;
- for any other purpose disclosed by us when you provide the information;
- with your consent;
- to comply with any court order, law, or legal process, including to respond to any government or regulatory request;

- to enforce our rights arising from any contracts entered into between you and us and for billing and collection;
- if we believe disclosure is necessary or appropriate to protect our rights, property, or safety and those of our customers or others.

We may share aggregated information, de-identified or anonymized information with third parties that includes personal information and other information you provide or we collect (but does not identify you directly).

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- Tracking Technologies and Advertising. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- Promotional Offers from the Company. If you do not wish to have your email address/contact information used by the Company to promote our own or third parties' products or services, you can opt-out by checking the relevant box located on the form on which we collect your data in your Account Settings or at any other time or by sending us an email stating your request to hello@inpress.app. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience or other transactions.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

4. Certain state privacy rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information. California Civil Code Section 1798.83 permits users who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us using the information at the end of this Privacy Policy. Nevada provides its residents with a limited right to opt-out of certain personal information sales. Residents who wish to exercise this sale opt-out rights may submit a request to this designated address: hello@inpress.app

5. Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Services, you are responsible for keeping this password confidential. We ask you not

to share your password with anyone. We urge you to be careful about giving out information in public areas of our Services. The information you share in public areas may be viewed by any user of the Services.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Services. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

7. Children and Minors' Privacy

The Services are not intended for use by children or persons under the age of 18. We will not knowingly collect any personal information from minors through the Services. If you think that we have collected personal information from a minor, please contact us immediately using the contact information listed below.

9. Other Websites and Software

The Services may contain links to third party websites or software applications. InPress is not responsible for the privacy practices of these websites or applications. This Privacy Policy only applies to information collected by InPress.

10. Changes to our privacy policy

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal information, we will post the new privacy policy on this page with a notice that the privacy policy has been updated and notify you by email and/or text message and/or with in-app notifications to the primary email address and/or phone number and/or account holder specified in your account and an in-app alert the first time you use our applications after we make the change.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address and/or phone number for you and for periodically visiting this privacy policy to check for any changes.

11. Contact Information

If you have any other questions, comments or concerns about this Privacy Policy or your privacy please contact us via U.S. Mail or email to:

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Brooklyn, NY 11238
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