

California Consumer Privacy Act (CCPA)

If you are a California resident, the information below also applies to you. Certain terms used in this section have the meanings given to them in the California Consumer Privacy Act (“CCPA”).

Some of the data sets asset entities Inc. has collected from or about visitors to our digital properties in the past 12 Months. As we have a number of owned and managed digital properties, we also utilize a number of 3rd party applications and services. The data sets collected may differ, be limited or classed differently as other identifiers.

- i. Data Set A : Personal
{such as name, mailing address, email address, phone number, credit/debit card number (securely stored by our credited 3rd party payment platforms such as Stripe, Upgrade Chat, PayPal...)}
- ii. Data Set B : Classification
{Characteristics of protected classifications (e.g, gender, age)}
- iii. Data Set C : Commerce
{Commercial information (e.g, products or services purchased, purchase history)}
- iv. Data Set D : Web-Footprint(s)
{Internet or other electronic network activity (e.g, browse or search history)}
- v. Data Set E : Geolocation
{latitude or longitude, IP address or actual mailing address}
- vi. Data Set E : Participatory
{audio, video, or similar data (e.g, live podcast recordings...)}
- vii. Data Set G : Personalized
{selection points augmented from any of the above (e.g, mailing preferences, sms services...)}

Asset Entities Inc. entrusts our 3rd party service providers to perform complementary and/or additional services that we do not directly deliver. These may include maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying consumer information, processing payments, providing advertising or marketing services, providing analytics services, or providing similar ancillary services. While we use best endeavors to ensure that our 3rd party service providers follow all current and future data compliance rules and laws, we are neither responsible or liable for any data loss, fraction or security breach of your data held within these organizations, and as such any data breach will be investigated, resolved and remedied by that service provider(s).

Additional data audits that relate to you and concurrent transactions, including, but not limited to, counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance;

Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity;

Debugging to identify and repair errors that impair existing intended functionality;

Internal research for technological research and development and to review or verify or maintain the quality of service or experience that is delivered under the asset entities bran(s) by us, and to improve, upgrade, or enhance the service, application or platform that is owned, developed or managed by us.

Asset Entities Inc. does not share your data with any other entity, unless in conjunction with a third party application, as previously mentioned above, in order for any business process to operate correctly, or; official request from an entity in relation to the protection of, or confirmation of, our consumers, legal request from a court order that is part of any investigation or Government body or organization that has formally requested data sets related to a specific cause or committee investigation that does not exploit or harm an individual or group.

Asset Entities Inc. does not sell ANY of its data to ANY third party or services.

In the future, and at your direction or request, or when you otherwise consent, we may share your information with third parties (e.g., if a guest provides explicit, opt-in consent to the linking and use of data with a specifically identified third party partner, such data may be linked and may be used by Asset Entities Inc. and/or the third party partner as described at the time consent is obtained, including for Asset Entities Inc. advertising or advertising measurement purposes).

Non-Discrimination

Asset Entities Inc. will not discriminate against you because you exercise your rights. For example, Asset Entities Inc. will not deny you access to our services or charge you a different price or rate for goods or services if you make an access, deletion, or do not sell request.