

## Notice at Time of Collection

Effective Date: May 21<sup>st</sup>, 2021

Under the California Consumer Privacy Act (“**CCPA**”), we (“**KBYK Live, Inc.**”) must disclose our practices regarding the collection and use of the Personal Information of California Residents (“**Consumers**”) at the time of collection of that Personal Information. Consumers are also afforded additional rights with regard to the Personal Information we collect about them that include the rights of access, deletion, and to be free from discrimination. Please see our Privacy Policy at Section (T), which describes the rights afforded to Consumers. We also describe the methods by which a Consumer may exercise these rights and some of the statutory exceptions that may apply.

### Collection of Personal Information

We have collected and will collect the following general categories of Personal Information about Consumers:

- Personal identifiers, including names, postal addresses, unique personal identifiers, IP addresses, and email addresses;
- Categories of personal information enumerated in Cal. Civ. Code § 1798.80(e), including telephone numbers, credit card numbers, and debit card numbers;
- Protected classifications, including sex, age, and national origin;
- Commercial information, including products or services you have purchased, and your purchasing history;
- Internet or other electronic network activity information;
- Audio, electronic, visual, thermal, olfactory, or similar information;
- Professional or employment related information; and
- Inferences for use in creating a consumer profile.

### Use of Personal Information

We may use the categories of Personal Information described above to:

- Advance our commercial or economic business interests;
- Maintain or service customer accounts;
- Provide customer service;
- Audit customer activity;
- Process or fulfil orders and transactions;
- Process payments;

- Verify customer information;
- Provide advertising or marketing services;
- Short term, transient uses (such as behavioural advertising);
- Provide analytic services;
- Perform internal research for technological development;
- Ensure the quality and safety of services or devices;
- Improve the quality and safety of services or devices;
- Debugging to address impairments to operational functionality;
- Detect security incidents;
- Comply with applicable law and law enforcement requirements;
- Protect against malicious, deceptive, fraudulent or illegal activity;
- Prosecute those responsible for malicious, deceptive, fraudulent or illegal activity;  
and
- Defend against or bring legal action, claims and other liabilities.