



## RED THREAD X, LLC PRIVACY POLICIES

Red Thread X LLC, "RTX LLC" is a guiding service and selling/using PI. RTX LLC values the privacy of our users, customers, and consumers. Trust by integrity is a cornerstone of our mission at RTX LLC. We are committed to gaining and maintaining your trust by incorporating privacy controls that will safeguard the privacy of our users, customers, and consumers.

RTX LLC, based in Austin, Texas, and its affiliates (collectively, "RTX LLC", "we", "our" or "us") provides this Privacy Policy to inform you of our policies and procedures regarding the collection, use and disclosure of Personal Information (defined below) we collect and receive when you visit the site and use [www.theredthreadx.com](http://www.theredthreadx.com). The Sites, RTX Streaming Channel, and any and all video clips, text, graphics, logos, photographs, audiovisual works, artwork, podcasts, publications, and other content that may be made available on any of the foregoing are referred to in this Privacy Policy as the "RTX Services". This Privacy Policy may be updated from time to time. We will provide notice of any such changes (including when they take effect) in accordance with applicable law. Your continued use of the RTX Services after any such updates take effect will constitute acknowledgement and acceptance of those changes. If you do not wish to acknowledge or accept any updates to this Privacy Policy, you may cancel your use of the RTX Services. You should consult this Privacy Policy regularly for any changes. Please also review our Terms of Use, which governs your use of the RTX Services.

### 1. INFORMATION COLLECTION: PERSONAL INFORMATION

In the course of using the RTX Services, we collect and may ask you to provide us or you may otherwise have the ability to provide us with, certain personal information (i.e. information that can be used, alone or together with other information, to uniquely identify you personally) "Personal Information").

#### A. Categories and Types of Personal Information

We collect the following categories and types of Personal Information:

- **Contact Information:** Your first and last name, your phone number, home address, business address, shipping address (if different from home address or business address) and email address.
- **Other Identifying and Device Information:** Your Internet Protocol (IP) address and information about your device, including unique device identifiers (such as MAC address), ADID, device type, device's operating system and version, browser type and language, and other software including type, version, language, settings, and configuration, and mobile network information; your social media usernames and unique user ID;
- **Financial Information:** Payment information that may include credit card or other billing information added to your account.
- **Geolocation data:** General location information including the device geolocation data.

- Demographic information: Date of birth and gender (that you have provided to social media platforms).
- Internet or Other Electronic Activity: Your browsing and click history, including information about how you navigate within our services and which elements of our services you use the most, browser type, device type, language, the web page you were visiting before you came to one of the Sites and information you search for on a Site.
- Transaction and Purchase Information: Content viewed on our Sites and purchase history from the RTX Tickets, product details, purchase price, date, tender type, location of the transaction, shipping/delivery details, and payment authorization, account notes about the transactions.
- Preferences: Details that you provide to us about your interests, your communication preferences.
- Inferences: Inferences drawn from the categories described above in order to create a profile about you to reflect your preferences, characteristics, behavior and attitude.

#### B. Use of Personal Information

We use your Personal Information for the following purposes:

- Transactional Purposes: We use your contact information, other identifying information, demographic information, preferences, financial information, and commercial information to:
  - Provide the RTX Services, including features and content;
  - Process and ship any purchases made from the RTX Tickets;
  - Administer your use of the RTX Services and your RTX account;
  - Enable users to enjoy and easily navigate the Sites.
- Analytical Purposes: We use your internet or other electronic activity, and geolocation data to analyze preferences, trends and statistics. We may provide this information to our Content partners for data analytics.
- Marketing Purposes: We use your contact information, geolocation data, transaction and purchase information, demographic information, internet or other electronic activity, and inferences to:
  - Provide you with further information and offers from us or third parties that we believe you may find useful or interesting;
  - Send you newsletters, marketing and promotional materials and other information on RTX related services and products; and
  - Maintain the RTX Services;
  - Improve the RTX Services;
  - Administer the RTX Services and diagnose technical and service problems;
  - Increase the functionality and user-friendliness of the RTX Services;
  - Respond to customer service requests; and
  - Provide more relevant search results from the search functions of the Services.
- Security and Fraud Prevention: We use your contact information, other identifying information, financial information, internet activity and browsing history, and inferences to protect the website, our company, and others and for fraud detection and legal compliance.

#### C. Sources of Personal Information

We collect information from the following sources:

- We collect information directly from you. We collect contact, financial, certain identifying information and demographic information directly from you.

## 2. OUR POLICY TOWARD CHILDREN

The RTX Services are not directed to children and RTX does not knowingly collect Personal Information from children under 18, or other minimum age for providing consent to data collection under local law. If a parent or guardian becomes aware that his or her child has provided us with Personal Information without their consent, he or she should contact us at [vi.ma@theredthreadx.com](mailto:vi.ma@theredthreadx.com). If we become aware that a child under 18 has provided us with Personally Identifiable Information, we will delete such information from our files. California users under the age of 18 may request the removal of their content or information publicly posted on the Sites or Services by emailing us at [vi.ma@theredthreadx.com](mailto:vi.ma@theredthreadx.com). Please note that most of the user content that appears on our Site or Services is stored and controlled by third party providers; thus, complete and comprehensive removal of the content may not be possible.

## 3. CHANGING PREFERENCES

By registering with RTX, you consent to receiving periodic notifications including: RTX updates and newsletters, relevant account notifications, RTX group/buddy invitations, order/download confirmations and private message notifications. In addition to these you may opt-in to notifications including: media subscriptions and group updates. If you decide at any time that you no longer wish to receive such marketing or promotional communications, please follow the unsubscribe instructions provided in any of the communications. If you are a registered user of the RTX Services, you may also opt-out of receiving such communications by adjusting your preferences in your account. Please note that we may still send you emails regarding changes to our policies or in connection with a purchase via the RTX Services or other purposes specifically relating to your account and/or use of the RTX Services.

## 4. INFORMATION SHARING AND DISCLOSURE

### A. Third Parties

We may share personal data with our affiliated companies, service providers who act on our behalf, our partners, or others at your direction. We will not share or sell your Personal Information with third parties for their marketing or promotional uses without your express consent.

### B. Subscriber Members Sharing

Please be aware that when you register to become an RTX member, other users of the RTX Services may be able to see your screen or user name, in addition to any comments or submissions that you post to the Sites or submit via the RTX Services. If you are a registered member, RTX may share your user specific data and content specific data to our Content partners for data analytics. Any information you choose to provide in a comment or a submission should reflect how much you want other users to know about you. We recommend that you guard your anonymity and sensitive information, and we encourage RTX members to think carefully about what information about themselves they disclose in their comments or submissions.

### C. Service Providers

We may employ third party companies and individuals to facilitate the RTX Services, to provide the RTX Services on our behalf, to perform services related to administration of the RTX

Services (including, without limitation, bill and credit card payment processing, maintenance, hosting and database management services, web analytics and administration). These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose. We do not authorize them to use or disclose your Personal Information except in connection with providing their services.

#### D. Partners

At times, we may partner with third parties to provide services or other offerings. We may share your Personal Information with our business partners to perform services including, but not limited to, providing contents and targeted advertising services. We require our partners protect your Personal Information.

#### E. Compliance with Laws and Law Enforcement

RTX cooperates with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including but not limited to subpoenas), to protect the property and rights of RTX or a third party, to protect the safety of the public or any person, or to prevent or stop any activity we may consider to be, or to pose a risk of being, illegal, unethical, inappropriate or legally actionable.

#### F. Business Transfers

RTX may also share or transfer some or all of its assets including your Personal Information with others in connection with or during negotiation of any merger, financing, acquisition, reorganization, bankruptcy, dissolution, transaction or proceeding involving sale, transfer, divestiture or disclosure of all or a portion of our business or assets to another company, provided that the receiving party agrees to respect your Personal Information in a manner that is consistent with our Privacy Policy.

#### G. Group Entities / Affiliates

We may share your Personal Information to other group entities that are affiliates and/or subsidiaries or parents of RTX LLC in order to provide you with tailored products, services and communications or in accordance with our internal policies or administrative or business practices.

### 5. USER CHOICE REGARDING COOKIES AND ADVERTISING IDENTIFIERS

Like many websites, we use "cookies" to collect information. A cookie is a small data file that we transfer to your computer's hard disk for record-keeping purposes. We use "persistent cookies" to save your username and login password for future logins to the Sites. We use "session ID cookies" to enable certain features of the RTX Services, to better understand how you interact with the RTX Services and to monitor web traffic routing on the Sites and aggregate usage of the RTX Services. You can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. If you do not accept cookies, however, you may not be able to use all portions of the Sites or all functionality of the RTX Services. Your information relating to your use of the RTX Services may be combined with information relating to your other online activities over time and across different websites (including those operated by third parties) and devices.

Third party advertisers on the Sites may also place or read cookies on your computer's browser, which permit them to collect information about users who view or interact with their

advertisements. The collection and use of such information is subject to such third party's privacy policy. These companies may use information (not including your name, address, email address, or telephone number) about your visits to these Sites in order to provide advertisements about goods and services of interest to you.

We and our service providers may also use other technologies that are similar to cookies, such as browser storage and plugins and web beacons (also known as clear gifs or pixel tags). Like cookies, some of these technologies may store small amounts of data on your device. We may use these and various other technologies for similar purposes as cookies, such as to enforce our terms, prevent fraud, and analyze the use of the RTX Service. There are various ways to exercise choice regarding these technologies. For example, many popular browsers provide the ability to clear browser storage, commonly in the settings or preferences area; see your browser's help function or support area to learn more.

We may share other identifying information and electronic activity/browsing history with our third party advertising service providers, if they do not directly collect it. The information collected or received by our third party advertising service providers may be used to show you targeted advertisements for products and services that you might be interested in, on the RTX Services and on third party websites and services. This information may also be used to prevent you from seeing the same advertisements too many times and to conduct research regarding the usefulness of certain advertisements to you. We and our service providers may link two or more devices or browsers believed to belong to the same user or household for advertising-related purposes. If you would like to learn more about interest-based advertising or opt out of receiving interest-based advertisements, please visit the following websites of the Digital Advertising Alliance (DAA) and Network Advertising Initiative (NAI), respectively: [www.aboutads.info/consumers/](http://www.aboutads.info/consumers/); [www.networkadvertising.org](http://www.networkadvertising.org). Please note that in order to opt out of receiving interest-based advertising on the Apps, you may need to adjust your mobile device's settings. The RTX Services currently do not take action in response to "do not track signals." We use Google Analytics on the Sites and RTX Services to analyze how users use the Sites and RTX Services, and to provide advertisements to you on other websites. For more information about how to opt out of having your information used by Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

## 6. CHANGING OR DELETING YOUR INFORMATION

It is your responsibility to give us current, complete, truthful and accurate information and to keep such information up to date. We cannot and will not be responsible for any problems or liability that may arise if you do not give us accurate, truthful or complete information or you fail to update such information. We will reject and delete any entry that we believe in good faith to be false, fraudulent or inconsistent with this Privacy Policy. Users may review, update, correct or delete the Personal Information in their registration profile by logging into their account and changing the "user preferences" associated with their account. You can delete your account by logging in to the website and go to account page, click on "Delete Your Account" link to permanently delete your account. If you delete your account on RTX LLC owned and operated services, we delete your information, including your Personal Information, saved preferences, watch histories and any of external 3rd party social login service credentials. We may retain an archived copy of deidentified user records as required by law or for legitimate business purposes.

## 7. SECURITY

RTX is concerned with safeguarding your information. We employ a variety of industry-standard measures designed to protect your information from unauthorized access. These measures are designed to provide a level of security appropriate to the risks of processing your Personal Information. Unfortunately, no measures can be guaranteed to provide 100% security. Accordingly, we cannot guarantee the security of your Personal Information. We encourage you to make sure that your Personal Information is accurate and that you use a strong password that is unique, secure and not shared with third parties.

## 8. INTERNATIONAL TRANSFER

If you are located outside the United States and choose to provide information to RTX, please be advised that we transfer Personal Information to the United States and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

## 9. RETENTION

Your Personal Information, including Sensitive Personal Information, may be retained for as long as we have a relationship with you and to fulfill legitimate business purposes for a time period specifically required or allowed by applicable regulations or laws.

## 10. CALIFORNIA CONSUMER PRIVACY RIGHTS

If you are a California resident, you have certain privacy rights under the California Consumer Privacy Act ("CCPA Rights"). This section describes those rights and how you can exercise them with RTX.

### A. Right to Know and Right to Deletion

You can request what Personal Information we have collected, used, disclosed, and sold in the preceding 12 months.

You can request the specific pieces of Personal Information we have collected about you.

You can also request the following categories of information:

- The categories of Personal Information we have collected about you;
- The categories of sources from which the Personal Information was collected;
- Our business or commercial purpose for collecting, using, or disclosing the Personal Information;
- The categories of Personal Information that we sold or shared and the categories of third parties to whom we sold or shared the Personal Information; and
- The categories of Personal Information that we disclosed for a business purpose and the categories of persons to whom we disclosed the Personal Information for a business purpose.

You can request that we correct inaccurate Personal Information about you.

You can also request that we delete your Personal Information. We may not delete all of your Personal Information if one of the following exceptions applies:

- Transactional: to complete a transaction for which the Personal Information was collected, provide a good or service requested by you, or perform a contract we have with you;
- Security: to prevent and detect data security incidents;
- Error Correction: to debug or repair any errors;

- Legal: to protect against fraud or illegal activity or to comply with applicable law or a legal obligation, or exercise rights under the law, such as the right to free speech; or
- Internal Use: to use your Personal Information, internally, in a lawful manner that is compatible with the context in which you provided the information (i.e., to improve our services).

Please note that if we delete your Personal Information, some of our services may not work the same. For example, your previous opt-out requests will not be saved, you will not have an account, and saved preferences and information will no longer be available. We may retain an archived copy of your records as required by law or for legitimate business purposes.

To submit a request to know or a request to delete, please visit [\[here\]](#). You must include your state and country of residence to verify your residency. In order to verify your identity, we will need three of the following pieces of information: your first and last name, email address, account ID, last program watched and last purchase date (for RTX Shop). In order to designate an authorized agent to act on your behalf you must provide the authorized agent with written permission to do so, and your authorized agent must submit that written proof at the time they make the request on your behalf. If you wish to make multiple requests under this section, we recommend sending the deletion request last, as we will not be able to fulfill your other requests once we have deleted your information.

We will maintain a record of your CCPA Rights requests.

#### B. Personal Information that We May Sell or Share

We do not sell your Personal Information in exchange for any monetary consideration, but we do share your Personal Information for other purposes that could be deemed "selling" and/or "sharing" as defined by the CCPA.

We have collected the following categories of Personal Information from consumers within the last twelve (12) months and sold or shared:

- Identifiers, including name, phone number, postal address, email address, account IDs, device identifiers, IP addresses, browser cookies, and other online identifiers;
- Geolocation data;
- Characteristics of protected classifications under California and federal law;
- Internet/electronic activity;
- Commercial information;
- Inferences drawn from the categories described above in order to create a profile about you to reflect your preferences, characteristics, preferences, behavior and attitudes; and
- Sensitive Personal Information.

We have collected the following categories of Personal Information from consumers within the last twelve (12) months and disclosed for a business purpose:

- Identifiers, including name, phone number, postal address, email address, account IDs, device identifiers, IP addresses, browser cookies, and other online identifiers;
- Geolocation data;
- Characteristics of protected classifications under California and federal law;
- Internet/electronic activity;
- Commercial information;
- Inferences drawn from the categories described above in order to create a profile about you to reflect your preferences, characteristics, preferences, behavior and attitudes; and

- Sensitive Personal Information.

We intend to retain each of the categories of Personal Information, including Sensitive Personal Information, listed above for as long as we have a relationship with you and to fulfill legitimate business purposes for a time period specifically required or allowed by applicable regulations or laws.

We may sell or share your Personal Information to advertisers who place advertisements on the RTX Services and to advertising networks. We use categories of Personal Information listed above for the purposes noted in the Categories of Use section of this Privacy Policy.

We do not knowingly sell or share the Personal Information of minors under the age of 16.

#### C. Right to Opt Out of Sale or Sharing

California residents have the right to opt out of the sale or sharing of their Personal Information to third parties, as "sale" and "sharing" are defined under CCPA.

To submit a request to opt out of the sale or sharing of your Personal Information, please visit [\[here\]](#). In order to designate an authorized agent to act on your behalf you must provide the authorized agent with written permission to do so, and your authorized agent must submit that written proof at the time they make the request on your behalf [\[here\]](#).

As described in our Section 5 above, we engage in targeted advertising on our websites, through the use of cookies and other similar technologies set by advertising networks. The participation in certain advertising networks may constitute a "sale" or "sharing" of personal information under the CCPA. If you are a California resident and wish to opt out of this "sale" or "sharing", please click the toggle button to opt out. Please note that you will need to opt out on each browser, app, and device on which you use our Services.

#### D. Non-Discrimination

We will not discriminate against you for exercising any of your CCPA Rights and we will not deny you goods or services, charge you a different price, or provide you with a lesser quality of goods or services if you exercise any of your CCPA Rights.

#### 11. CALIFORNIA'S SHINE THE LIGHT LAW

California's residents may request and receive, once per calendar year and free of charge, information about RTX's sharing of your Personal Information with third parties for the third parties' direct marketing purposes. If you are a California resident and would like to make such a request, please email [vi.ma@theredthreadx.com](mailto:vi.ma@theredthreadx.com). Please include your name and attest to the fact that you are a resident of California and provide a current California address in your request email. We may have follow-up questions before responding to your request.

#### 12. LINKS TO OTHER SITES

The Services contain links to other websites. If you choose to visit an advertiser by "clicking on" a banner ad or other type of advertisement, or click on another third party link, you will be directed to that third party's website. The fact that we link to a website or present a banner ad or other type of advertisement is not an endorsement, authorization or representation that we are affiliated with that third party, nor is it an endorsement of their privacy or information security policies or practices. We do not exercise control over third party websites. These other websites may place their own cookies or other files on your computer, collect data or solicit Personal Information from you. Other websites and services follow different rules regarding the use or disclosure of the Personal Information you submit to them. We encourage you to read the privacy policies or statements of the other websites you visit.



### 13. PRIVACY POLICY CHANGES

We may change this Privacy Policy from time to time. If we decide to change this Privacy Policy, we will inform you by posting the updated Privacy Policy on the RTX Services. Those changes will go into effect on the "Updated" date shown in the updated Privacy Policy. By continuing to use the RTX Services, you are consenting to the updated Privacy Policy.

### 14. CONTACTING RTX

If you have any questions about our privacy practices or any of the terms or conditions of this Privacy Policy, please feel free to contact us at:

Email: [vi.ma@theredthreadx.com](mailto:vi.ma@theredthreadx.com)

OR

Mail: Red Thread X, LLC

Attn: Privacy Matters

Address: 5900 Balcones Drive STE 100

Austin, TX 78731

This Privacy Policy was last modified on the date indicated above and is effective immediately.

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