

## Privacy Policy

Last updated February 22, 2021

### INTRODUCTION

Content Capital, LLC dba Terra Firma™ (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website [www.terrafirmaaudio.com](http://www.terrafirmaaudio.com), including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”) or when you otherwise provide us with your information. Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the Site or give us your information.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last Updated” date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification.

You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

### COLLECTION OF YOUR INFORMATION

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

**Personal Data** - Personally identifiable information, such as your name, address, email address, telephone number, Site account usernames and passwords if applicable, social media account handles or usernames, demographic data and any other information that you voluntarily give to us by using the Site, by completing a submission form through the Site or by otherwise providing information to us. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of the Site.

**Derivative Data** - Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, listening times, how long you stay on a page, search terms you enter, which links and advertisements you click on, and the pages you have viewed directly before and after accessing the Site.

**Mobile Device Data** - Device information, such as your mobile device ID, model, and manufacturer, use of Bluetooth and Wi-Fi and information about the location of your device, if you access the Site from a mobile device.

**Employment Data** – if you apply for a job through the Site, we may collect information about your work experiences, past and present, and any other information you may provide.

Third-Party Data - Information from third parties, if you provide us with such information through the Site or otherwise.

Social Media Data – if you create an account using your credentials from a social media site, we may collect certain data from your account if you access any of our social media accounts on the Site.

## USE OF YOUR INFORMATION

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site or as you otherwise provide to us to:

- Assist law enforcement and respond to subpoena.
- Compile anonymous statistical data and analysis for use internally or with third parties.
- Create and manage your account.
- Set up accounts on your behalf.
- Deliver targeted advertising, coupons, newsletters, and other information to you.
- Cross-sell other opportunities to you.
- Email you regarding your account, submission or order.
- Fulfill and manage purchases, orders, payments, and other transactions related to the Site.
- Generate a personal profile about you to make future visits to the Site more personalized.
- Increase the efficiency and operation of the Site.
- Monitor and analyze usage and trends to improve your experience with the Site.
- Notify you of updates to the Site.
- Develop inferences about you based on the information you provide.
- Offer new products, services, and/or recommendations to you.
- Perform other business activities as needed.
- Prevent fraudulent transactions, monitor against theft, and protect against criminal activity.
- Process payments and refunds.
- Request feedback and contact you about your use of the Site.
- Resolve disputes and troubleshoot problems.
- Respond to product and customer service requests.
- Send you a newsletter.
- Solicit support for the Site.
- Develop market research.
- Solicit advertisers.
- Display ads that may be of more interest to you.

## DISCLOSURE OF YOUR INFORMATION

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

By Law or to Protect Rights - If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect

the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

**Third-Party Service Providers** - We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, distribution and print on demand services and marketing assistance.

**Marketing Communications** - With an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

**Third-Party Advertisers** - We may use third-party advertising companies to serve ads when you visit the Site. These companies may use information about your visits to the Site and other websites that are contained in web cookies in order to provide advertisements about goods and services of interest to you.

**Affiliates** - We may share your information with our affiliates. Affiliates include our parent company and any subsidiaries, joint venture partners, licensors and licensees or other companies that we control or that are under common control with us.

**Business Partners** - We may share your information with our business partners to offer you certain products, services or promotions. We may also share your information with vendors and service providers, with advertisers, advertising networks, advertising servers, and other platforms to provide services on your behalf.

**Other Third Parties** - We may share your information with advertisers and investors for the purpose of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law.

**Sale or Bankruptcy** - If we reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party. You acknowledge that such transfers may occur and that the transferee may decline honor commitments we made in this Privacy Policy.

We are not responsible for the actions of third parties with whom you share personal or sensitive data, and we have no authority to manage or control third-party solicitations. If you no longer wish to receive correspondence, emails or other communications from third parties, you are responsible for contacting the third party directly.

## TRACKING TECHNOLOGIES

### Cookies and Web Beacons

We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Site to help customize the Site and improve your experience. Most browsers are set to accept cookies by default. You can remove or reject cookies but be aware that such action could affect the availability and functionality of the Site. You may not decline web beacons. However, they can be rendered ineffective by declining all cookies or by modifying your web browser's settings to notify you each time a cookie is tendered, permitting you to accept or decline cookies on an individual basis.

### Internet-Based Advertising

Additionally, we may use third-party software to serve ads on the Site, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us.

#### Website Analytics

We may also partner with selected third-party vendors to allow tracking technologies and remarketing services on the Site through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Site, determine the popularity of certain content and better understand online activity. By accessing the Site, you consent to the collection and use of your information by these third-party vendors.

#### THIRD-PARTY WEBSITES

The Site may contain links to third-party websites and applications of interest, including advertisements and external services, that are not affiliated with us. Once you have used these links to leave the Site, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from the Site.

#### SECURITY OF YOUR INFORMATION

While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online or otherwise is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee, ensure or warrant the security of any information you transmit to us and you provide such information at your own risk.

#### POLICY FOR CHILDREN

We do not knowingly solicit information from or market to children under the age of 13. If you become aware of any data we have collected from children under age 13, please contact us using the contact information provided below.

#### OPTIONS REGARDING YOUR INFORMATION

##### Emails and Communications

If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by contacting us using the contact information provided below.

If you no longer wish to receive correspondence, emails, or other communications from third parties, you are responsible for contacting the third party directly.

#### CONTACT US

If you have questions or comments about this Privacy Policy, please contact us at:

Content Capital, LLC

PO Box 160114

Austin, TX 78716

[terms@contentcapital.com.com](mailto:terms@contentcapital.com.com)