Website Privacy Policy

Effective Date: [Insert Date]

1. INTRODUCTION

Welcome Peak Play (Wicked Companies) hereinafter referred to as “we,” “us,” or “our”). This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website https://www.peakplay.net/ (the “Website”). Please read this Privacy Policy carefully. If you do not agree with the terms of this Privacy Policy, please do not access the Website.

2. INFORMATION WE COLLECT

We may collect information about you in a variety of ways. The information we may collect via the Website depends on the content and materials you use, and includes:

2.1 **Personal Data**: Personally identifiable information, such as your name, shipping address, email address, and telephone number, and demographic information, such as your age, gender, hometown, and interests, that you voluntarily give to us when you register with the Website or when you choose to participate in various activities related to the Website, such as online chat and message boards.

2.2 **Derivative Data**: Information our servers automatically collect when you access the Website, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Website.

2.3 **Financial Data**: Financial information, such as data related to your payment method (e.g., valid credit card number, card brand, expiration date) that we may collect when you purchase, order, return, exchange, or request information about our services from the Website.

2.4 **Data From Social Networks**: User information from social networking sites, such as Instagram, Tik Tok, Facebook, youtube and Linked In, including your name, your social network username, location, gender, birth date, email address, profile picture, and public data for contacts, if you connect your account to such social networks.

2.5 **Mobile Device Data**: Device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access the Website from a mobile device.

2.6 **Data From Contests and Surveys**: Personal and other information you may provide when entering contests or responding to surveys on the Website.

3. 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 Website to:

3.1 Create and manage your account.

3.2 Process your transactions and send you a confirmation.

3.3 Respond to customer service requests and support needs.

3.4 Send you a confirmation and contact you about your account or order.

3.5 Send you marketing and promotional communications.

3.6 Perform analytics, track user activity, and improve the Website and our services.

3.7 Monitor and analyze usage and trends to improve your experience with the Website.

3.8 Prevent fraudulent transactions, monitor against theft, and protect against criminal activity.

4. DISCLOSURE OF YOUR INFORMATION

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

4.1 **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.

4.2 **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, and marketing assistance.

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

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

4.5 **Affiliates**: We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.

4.6 **Business Partners**: We may share your information with our business partners to offer you certain products, services, or promotions.

4.7 **Other Third Parties**: We may share your information with advertisers and investors for the purpose of conducting general business analysis.

5. TRACKING TECHNOLOGIES

5.1 **Cookies and Web Beacons**: We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Website to help customize the Website and improve your experience. When you access the Website, your personal information is not collected through the use of tracking technology. 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 Website.

5.2 **Internet-Based Advertising**: Additionally, we may use third-party software to serve ads on the Website, implement email marketing campaigns, and manage other interactive marketing initiatives.

5.3 **Website Analytics**: We may also partner with selected third-party vendors to allow tracking technologies and remarketing services on the Website through the use of first-party cookies and third-party cookies. This enables us to collect data regarding user behavior and interactions with the Website.

6. THIRD-PARTY WEBSITES

The Website 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 clicked on these links, you will be directed to another site. We cannot guarantee the safety and privacy of your information when visiting such sites. You should review the privacy policies of these third-party websites before providing them with your information.

7. SECURITY OF YOUR INFORMATION

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that no method of

transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee its absolute security.

8. POLICY FOR CHILDREN

We do not knowingly solicit information from or market to children under the age of 13. If we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you become aware of any data we have collected from children under age 13, please contact us using the contact information provided below.

9. OPTIONS REGARDING YOUR INFORMATION

9.1 **Account Information**: You may at any time review or change the information in your account or terminate your account by:

a. Logging into your account settings and updating your account

b. Contacting us using the contact information provided below

9.2 **Emails and Communications**: If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by:

a. Noting your preferences at the time you register your account with the Website

b. Logging into your account settings and updating your preferences

c. Contacting us using the contact information provided below

10. CALIFORNIA PRIVACY RIGHTS

If you are a resident of California, you are entitled to request information regarding the disclosure of your personal information to third parties for their direct marketing purposes. To make such a request, please contact us using the information provided below.

11. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons. If we make changes, we will notify you by revising the date at the top of this Privacy Policy. We encourage you to review this Privacy Policy periodically to be informed of how we are protecting your information.

12. CONTACT US

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

Peak Play (IWcked Companies) 375 Main Ave NE, Hickory, NC 28601tammy.appleton@peakplay.com[Insert Phone Number]

SIGNATURE

By signing below, you acknowledge that you have read and understood this Website Privacy Policy and agree to its terms and conditions.

Authorized Signature: _____Print Name: [Insert Name] **Title:** [Insert Title] **Date:** [Insert Date]