

ClipMarket Privacy Statement

Last Updated: September 30, 2026

Welcome to ClipMarket! This privacy statement is designed to help you better understand how TalentFront LLC d/b/a ClipMarket (“ClipMarket”, “we”, “us”, or “our”) collects, uses, and shares personal data in connection with ClipMarket services. References to our “services” in this statement include our websites, creator platform, apps, and/or any of our other products and services that directly display or reference this statement. It applies to creators who participate in campaigns, representatives of brands and other business partners, website visitors, and individuals who communicate or otherwise interact with us on or through the ClipMarket services.

California consumers can find specific disclosures, including “Notice at Collection” details, in the “California Privacy Rights” section below.

INFORMATION WE COLLECT

The personal data we collect depends on how you interact with us, the services you use, and the choices you make.

We collect information about you from different sources and in various ways when you use our services, including information you provide directly, information collected automatically, information from third-party data sources, and data we infer or generate from other data.

Information you provide directly. We collect personal data you provide to us. For example:

- **Name and contact information.** We collect name, username or alias, profile image, social media handles, and contact details such as email address and phone number.
- **Demographic data.** In some cases, such as when you register or participate in surveys, we request that you provide age, gender, marital status, and similar demographic details.
- **Payment information.** To collect or provide payments or payouts, we may collect financial account information and other payment details (e.g., your PayPal account).
- **Content and files.** We collect the photos, documents, or other files you upload to our services, such as screen recordings of your social media posts’ audience analytics to validate eligibility for payment; and if you email or otherwise communicate with us, like to request support or assistance, we collect that information.
- **Account information.** We collect information such as a username or account number in combination with a password that allows access to your ClipMarket account.

Information we collect automatically. When you use our services, we collect some information automatically. For example:

- **Identifiers and device information.** When you visit our websites, our web servers automatically log your Internet Protocol (IP) address and information about your device, including device identifiers (such as MAC address); device type; and your device’s operating system, browser, and other software including type, version, language, settings, and configuration. As further described in the “Cookies and Similar Technologies” section below, our websites and online services store and retrieve cookie identifiers, mobile IDs, and other data.
- **Geolocation data.** Depending on your device and app settings, we collect general geolocation data when you use our services.

- **Usage data.** We automatically record and log your activity on our services, including the campaigns you've joined and other campaign activity, the URL of the website from which you came to our sites, pages you viewed, how long you spent on a page, access times, and other details about your use of and actions on our website.

Information we obtain from other sources. We also obtain the types of information described above from third parties or other sources. These sources include, for example:

- **Service providers.** Companies or other parties that collect or provide data in connection with work they do on our behalf, for example companies that determine your device's location based on its IP address.
- **Business Partners.** Third-party applications and services, including social networks you choose to connect with or interact with through our services.
- **Co-branding/marketing partners.** Partners with which we offer co-branded services or engage in joint marketing activities.
- **Other parties in a corporate transaction.** Parties to, or supporting, a corporate transaction or proceeding such as a merger, financing, acquisition, bankruptcy, dissolution, or a transfer, divestiture, or purchase of all or a portion of another business or their assets.
- **Publicly available sources.** Public sources of information such as open government databases.

Information we create or generate. We infer new information from other data we collect, including using automated means to generate information about your likely preferences or other characteristics ("inferences"). For example, we infer your general geographic location (such as city, state, and country) based on your IP address.

You may use web browser or operating system controls to prevent certain types of automatic data collection. But if you choose not to provide or allow information that is necessary for certain services or features, those services or features may not be available or fully functional.

COOKIES AND SIMILAR TECHNOLOGIES

We use cookies, web beacons, and similar technologies to operate our services and to help collect data, including identifiers, device information, and usage data (such as the pages you visit, the links you click on, and similar information).

Cookies are small text files placed by a website and stored by your browser on your device. A cookie can later be read when your browser connects to a web server in the same domain that placed the cookie. The text in a cookie contains a string of numbers and letters that may uniquely identify your device and can contain other information as well. This allows the web server to recognize your browser over time, each time it connects to that web server.

Web beacons (also called clear GIFs or pixels) are electronic images that are contained within a website or email. When your browser opens a webpage or email that contains a web beacon, it automatically connects to the web server that hosts the image (typically operated by a third party). This allows that web server to log information about your device and to set and read its own cookies. In the same way, third-party content on our websites (such as embedded videos, plug-ins, or ads) results in your browser connecting to the third-party web server that hosts that content. We also include web beacons in our email messages or newsletters to tell us if you open and act on them.

We use these technologies, and the data they enable us to collect, to store your preferences and settings, enable you to sign-in, analyze how our websites and apps perform, track your interaction with our services, develop inferences, support marketing and advertising, combat fraud, and fulfill other legitimate purposes.

There are a range of cookie and related controls available through browsers, mobile operating systems, and elsewhere. See the “Choice and Control of Personal Data” section below for details.

OUR USE OF INFORMATION

We use the personal data we collect for purposes described in this privacy statement or as otherwise disclosed to you. For example, we use personal data for the following purposes:

Purposes of Use	Categories of Personal Data
Product and service delivery. To provide and deliver our services, including troubleshooting, improving, and personalizing those services.	Contact information, demographic data, payment information, content and files, identifiers and device information, geolocation data, usage data, inferences Sensitive Information: account access information
Business operations. To operate our business, such as billing, accounting, improving our internal operations, securing our systems, detecting fraudulent or illegal activity, and meeting our legal obligations.	Contact information, demographic data, payment information, content and files, identifiers and device information, geolocation data, usage data, inferences Sensitive Information: account access information
Product improvement, development, and research. To develop new services or features, and conduct research.	Contact information, demographic data, payment information, content and files, identifiers and device information, geolocation data, usage data, inferences Sensitive Information: account access information
Personalization. To understand you and your preferences to enhance your experience and enjoyment using our services.	Contact information, demographic data, payment information, content and files, identifiers and device information, geolocation data, usage data, inferences
Customer support. To provide customer support and respond to your questions.	Contact information, demographic data, payment information, content and files, identifiers and device information, geolocation data, usage data, inferences
Communications. To send you information, including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages.	Contact information, demographic data, payment information, content and files, identifiers and device information, geolocation data, usage data, inferences
Marketing. To communicate with you about new services, offers, promotions, rewards, contests, upcoming events, and other information about our services and those of our selected partners (see the “Choice and Control” section of this statement for information about how to change your preferences for promotional communications).	Contact information, demographic data, payment information, content and files, identifiers and device information, geolocation data, usage data, inferences

Advertising. To display advertising to you (see the “Cookies” and “Choice and Control” sections of this statement for information about personalized advertising and your advertising choices).	Contact information, demographic data, payment information, content and files, identifiers and device information, geolocation data, usage data, inferences
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We combine data we collect from different sources for these purposes, and to give you a more seamless, consistent, and personalized experience.

DISCLOSURE

We disclose personal data with your consent or as we determine necessary to complete your transactions or provide the services you have requested or authorized. In addition, we disclose each of the categories of personal data described above, to the types of entities described below, for the following business purposes:

- **Public information.** You may select options available through our services to publicly display and disclose your name and/or username and certain other information, such as your profile, demographic data, content and files, or geolocation data.
- **Service providers.** We provide personal data to vendors or agents working on our behalf for the purposes described in this statement. For example, companies we’ve hired to provide customer service support or assist in protecting and securing our systems and services may need access to personal data to provide those functions.
- **Payment processing.** If you provide payment data, we will disclose payment and transactional data to banks and other entities as necessary for payment processing, fraud prevention, credit risk reduction, analytics, or other related financial services.
- **Affiliates.** We may enable access to personal data across our subsidiaries, affiliates, and related companies, for example, where we share common data systems or where access helps us to provide our services and operate our business.
- **Corporate transactions.** We may disclose personal data as part of a corporate transaction or proceeding such as a merger, financing, acquisition, bankruptcy, dissolution, or a transfer, divestiture, or sale of all or a portion of our business or assets.
- **Legal and law enforcement.** We will access, disclose, and preserve personal data when we believe doing so is necessary to comply with applicable law or respond to valid legal process, including from law enforcement, national security, or other government agencies.
- **Security, safety, and protecting rights.** We will disclose personal data if we believe it is necessary to:
 - protect our customers and others, for example to prevent spam or attempts to commit fraud, or to help prevent the loss of life or serious injury of anyone;
 - operate and maintain the security of our services, including to prevent or stop an attack on our computer systems or networks; or
 - protect the rights or property of ourselves or others, including enforcing our agreements, terms, and policies.

Please note that some of our services also include integrations, references, or links to services provided by third parties whose privacy practices differ from ours. If you provide personal data to any of those

third parties, or allow us to share personal data with them, that data is governed by their privacy statements.

Finally, we may disclose de-identified information in accordance with applicable law.

CHOICE AND CONTROL

Depending on your jurisdiction, the following controls and choices may be available to you and enforceable as rights under applicable law.

Privacy rights. You may have the right to access, correct, or delete personal data about you that we hold; receive personal data in a portable format; withdraw your consent; or object to, or restrict, processing by contacting us as described in the “Contact Us” section below.

Communications preferences. We may occasionally send promotional communications that we think could be of interest to you, such as marketing emails. You can opt-out of receiving these in the future by following the directions in that message (e.g., unsubscribing from an email marketing list) or by contacting us as described in the “Contact Us” section below. Please note that we may continue to send you non-marketing communications, such as mandatory service updates about ClipMarket or your relationship with us, even if you choose not to receive our marketing communications.

Browser or platform controls.

- **Cookie controls.** Most web browsers are set to accept cookies by default. If you prefer, you can go to your browser settings to learn how to delete or reject cookies. If you choose to delete or reject cookies, this could affect certain features or services of our website. If you choose to delete cookies, settings and preferences controlled by those cookies may be deleted and may need to be recreated.
- **Do Not Track.** Some browsers include a "Do Not Track" (DNT) setting that can send a signal to the websites you visit indicating you do not wish to be tracked. Unfortunately, there is not a common understanding of how to interpret the DNT signal; therefore, *our websites do not respond to browser DNT signals*. Instead, you can use the range of other tools to control data collection and use, including the cookie controls described above.

Email web beacons. Most email clients have settings that allow you to prevent the automatic downloading of images, including web beacons, and the automatic connection to the web servers that host those images.

We may need to verify your identity before completing certain requests, including by asking you to submit the request using the email address associated with your account or provide other information necessary to verify your identity. Depending on where you live, you may designate an authorized agent to submit a request on your behalf. We may require proof that you authorized the agent to act for you and may ask you to verify your identity directly with us.

To the extent permitted by applicable law, we may decline certain privacy-related requests in some cases. For example, we may decline requests where granting the request would be prohibited by law, could adversely affect the privacy or other rights of another person, would reveal a trade secret or other confidential information, or would interfere with a legal or business obligation that requires retention or use of the data. Further, we may decline a request where we are unable to authenticate you as the person to whom the data relates, the request is unreasonable or excessive, or where otherwise permitted by applicable law. If you receive a response from us informing you that we have declined your

request, in whole or in part, you may appeal that decision by submitting your appeal using the contact method described at the bottom of this privacy statement. We will not discriminate against you for exercising your privacy rights.

You may have the right to appeal our decision regarding a privacy request or lodge a complaint with a data protection or privacy regulator. You may submit an appeal using the contact method described in the “Contact Us” section below.

CALIFORNIA PRIVACY RIGHTS

If you are a California resident and the processing of personal information about you is subject to the California Consumer Privacy Act (CCPA), you have certain rights with respect to that information.

Notice at Collection. At or before the time of collection, you have a right to receive notice of our practices, including the categories of personal information and sensitive personal information to be collected, the purposes for which such information is collected or used, whether such information is sold or shared, and how long such information is retained. You can find those details in this statement by clicking on the above links.

Right to Opt-Out / “Do Not Sell or Share My Personal Information”. You have a right to opt-out from future “sales” or “sharing” of personal information as those terms are defined by the CCPA.

Note that we do not “sell” or “share” personal information as defined by the CCPA and have not done so in the past 12 months.

Right to Limit Use and Disclosure of Sensitive Personal Information. You have a right to limit our use of sensitive personal information for any purposes other than to provide the services or goods you request or as otherwise permitted by law.

Note that we do not use sensitive personal information for any such additional purposes.

“Shine the Light”. California Civil Code section 1798.83, also known as the “Shine the Light” law, stipulates that California residents who have provided personal information to a business with which the individual has established a business relationship for personal, family, or household purposes (“California Customers”) may request information about whether the business has disclosed personal information to any third parties for the third parties’ direct marketing purposes.

Note that we do not disclose personal information to any third parties for their direct marketing purposes as defined by this law.

RETENTION

We retain personal data for as long as necessary to provide the services and fulfill the transactions you have requested, comply with our legal obligations, resolve disputes, enforce our agreements, and for other legitimate and lawful business purposes. Because these needs can vary for different data types in the context of different services, actual retention periods can vary significantly based on criteria such as user expectations or consent, the sensitivity of the data, and our legal or contractual obligations. If you would like to request that we delete your personal data, please see the “Choice and Control” section above.

LOCATION OF PROCESSING

We are based in the United States. The personal data we collect may be stored and processed in your country or region, or in any other country where we or our affiliates, subsidiaries, or service providers process data, including the United States. Laws in other countries and regions may offer different levels of data protection than the country in which you reside. The storage location(s) are chosen to operate efficiently and improve performance. We take steps to process and protect personal data as described in this statement and to ensure your rights and protections wherever the data is located.

SECURITY

We maintain administrative, technical, contractual, and other organizational safeguards designed to help protect personal data from unauthorized access, use, disclosure, alteration, and destruction.

To help us protect personal data, we request that you use a strong password and never share your password with anyone or use the same password with other sites or accounts.

CHANGES

We will update this privacy statement when necessary to reflect changes in our services, how we use personal data, or the applicable law. When we post changes to the statement, we will revise the "Last Updated" date at the top of the statement. If we make material changes to the statement, we will provide notice or obtain consent regarding such changes as may be required by law.

CONTACT US

If you have a privacy concern, complaint, or a question for ClipMarket, please contact us at privacy@clipmarket.com.