

PRIVACY POLICY

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Thank you for visiting the American Mayhem website/application, americanmayhem.tv. americanmayhem.tv provides a unique way to keep in touch with American Mayhem (“AM”). Check tune-in times, upload your video for a chance to win cash prizes, watch viral videos, read blog posts, share content and join the conversation with the AM community.

American Mayhem (“AM,” “we,” “us,” or “our”) respects each individual’s right to personal privacy. We will collect and use information through our upload wizard and from users signing up to receive the americanmayhem.tv newsletter and in any other way disclosed in this Privacy Policy (“Policy”). AM has no responsibility for content on websites/applications other than americanmayhem.tv (“Website/Application”) you may come across while navigating americanmayhem.tv. Similarly, AM has no responsibility for content accessed on or through the americanmayhem.tv website/application that is created or posted by anyone other than authorized AM employees, agents and/or representatives. This statement applies solely to information collected on or through the Website/Application from all users (“Users”) and others who access this Website/Application.

Please read this Privacy Policy as well as our Terms of Use before browsing or using the Website/Application.

If you have any questions regarding this Privacy Policy or our collection and use of information, please contact us at help@avf.com.

By using the Website/Application, you are agreeing to the statements and policies set forth herein.

I. Personal Information Collection

americanmayhem.tv collects information, such as your name, phone number, email address, mailing address, age group, and gender, through our upload wizard and through the forms Users fill out when signing up to receive the americanmayhem.tv newsletter, which is used to promote AM and other marketing purposes.

II. Use of Website/Application

Users are not required to register or create an account in order to use the Website/Application, and all Users have access to all areas of the Website/Application intended for use by Users. Users may use the Website/Application to upload and submit videos to AM using the Website/Application. These videos will not be available for content on the Website/Application until the content is approved and published by AM at its sole discretion. By registering with the Website/Application and uploading a video, you understand and agree that you have an ongoing relationship with AM and that the license you grant to AM to use, post and display your video is an ongoing legitimate business relationship between you and AM which allows AM to keep and maintain your personal information until you withdraw such license.

III. Technical Information

We May Collect We may collect information about your use of the Website/Application through the cookies and other device identifier information (such as the device type, operating system type, etc.), that includes the time spent viewing the Website/Application, the content you view, content shares, favorite items, etc. We may collect this information through clickstream tracking and automatic logging files and we use this information about you and your device to ensure that the Website/Application is optimized for access by any and all devices used to access the Website/Application.

IV. Sharing and Disclosure of Your Information

A. Disclosure and use of your information

Notwithstanding anything contained herein to the contrary, we reserve the right to disclose your personal information as follows: (i) where disclosure to a governmental entity is required or so ordered by a court of competent jurisdiction, (ii) if determined in the sole discretion of AM that a crime or breach of public safety has or will occur; or (iii) if it is required in order to determine and/or evaluate claims of ownership.

B. Disclosure of Information in the event of Business Transfer

In the event that AM is involved in a merger, bankruptcy, acquisition, reorganization or sale of assets, your information may be sold or transferred as part of that transaction. The covenants in this Privacy Policy will apply to your information as transferred to the entity that results from that transaction.

C. Disclosure of Non-Personal or Non-Private Information

AM may share or disclose your non-private, aggregated or non-personal information. No individual or personally identifiable information will be shared.

D. Disclosure of Information with your Consent

AM may share or disclose your information with your express consent, such as when you use a third party web application to access your AM account.

E. Shared Information

We may share aggregate and demographic data with the following third parties: advertisers, sponsors, and investment firms. However, we will not provide those third parties with private information like names, age, and email addresses. AM does not sell or share your personal information.

F. Disclosure to Third-Party Service Providers

AM may use a variety of third-party services to help provide services on the Website/Application and to help us understand the use of the Website/Application, such as Google Analytics for application statistics, among others. These third-party service providers may collect information sent by your browser as part of a web page request, such as cookies or your IP address. At no time will we or any third party service store your personally identifiable information.

G. Advertisements.

AM uses one or more companies to place advertisements for our products and services and those of third-parties on our Site and third-party sites. Cookies and other technologies such as Web beacons or tags are used to measure the effectiveness of our ads and to determine the display of content and advertising to you based on your interests both on our site, as well as on third-party sites where you may visit. To support this interest based advertising solution, we, and companies who we have contracted with, may use information about your visits to our and other Web sites. The information collected and used by this process does not enable any third-party to identify you individually. Although it is our hope that you find the display of advertising to you based on your anonymous interests valuable, if you would prefer not to participate in the services offered through these solutions, you can always opt-out of this activity by visiting the Network Advertising Initiative (NAI) website by clicking http://www.networkadvertising.org/managing/opt_out.asp

V. External Links

We may offer links to third-party or AM-affiliated websites. Should Users thereafter click links to other third-party websites, we encourage them to read the privacy policies and terms of use of those respective third-party websites as their standards may differ from ours. AM is not responsible for any content accessed through external links.

VI. Sharing Content with Friends

AM offers a bookmarking and sharing tool on our web pages powered by third-party application service providers, such as YouTube, Facebook, Twitter, Instagram, etc. Please see the respective third-party's privacy policy for their standards and policies as they may differ from ours.

VII. Device Identifiers

When you use a device like a computer, tablet or phone to access our Website/Application, AM may access, collect, and/or store one or more "device identifiers" from your device, including without limitation, your IP address, device model/type, OS version, and UDID numbers. The purpose of this is to help prevent malicious users from interacting with the AM Website/Application community in an inappropriate manner, and to make efforts to ensure the website/application is optimized accordingly.

VIII. Newsletters, Email Communications, and Partner Offers

When uploading content through the Website/Application, Users may be provided an opportunity to sign up to receive the AM Newsletter, email communications from AM and to receive offers from our partners. When you sign up for our newsletter, we require your first name, last name, email address, sex, and date of birth. Opted-in users may receive announcements from us about our company and services and newsletters. Out of respect for the privacy of our Users we present the option to not receive these types of communications through clear unsubscribe links in all communications. At any time, you can unsubscribe from our communications or email us at unsubscribe@afv.com.

Occasionally, we may send you special offers or opportunities from our partners. You will only receive these communications if you are opted-in to receive them and you can unsubscribe at any time.

Certain account-related announcements and administrative messages are necessary as an AM subscriber and you will not be able to opt-out of these required messages

IX. Advertising

We may use information you provide, text, photos, videos, and metadata to make our Website advertising, if any, more contextually relevant. Advertising dollars help AM

make money and if the ads are more contextually relevant, they will be more interesting to our Users. However, once you leave the AM website/application and are interacting with an advertiser, we are not responsible for your dealings with them. Use your own discretion.

X. Kids Policy

AM does not actively market to children, and we never knowingly ask a child under 13 to divulge personal information. You must be at least 13 years of age to access the Website/Application, and at least 18 years of age (or 16 years of age with appropriate parental consent) to upload content and participate in any contests. Any inappropriate content should be immediately reported to help@afv.com.

XI. Additional U.S. State Rights

Depending on where you reside, you may also have additional legal rights with respect to your information, as described more fully below. While some of these rights apply generally, certain rights apply in limited cases. If you wish to exercise any of the rights described below, please email privacy@afv.com or use the **Contact Us webform** (<https://www.afv.com/contact>). To help protect your privacy and maintain security of your personal information, we take reasonable steps designed to verify your identity before granting you access to or deleting your information.

We will endeavor to fulfill your request within 45 days of receipt. Please note that your request may be limited in certain cases: for example, if complying with your request would impede us from meeting our legal obligations.

We cannot respond to your request to access or delete information unless we are able to both verify your identity or authority to make the request and confirm the personal information relates to you and/or your household. If you have an account on our Website/Application, we will verify your identity by having you log in to your account. If you do not have an account on our Website/Application, we will attempt to verify your request by asking you to provide identifying information that we will match to information in our files. We will only use information you provide in your request for the purpose of verifying your identity or authority to make the request. You can also designate an authorized agent to make a request on your behalf. Your agent will need to provide a Power of Attorney authorizing the agent to act on your behalf, or will need to complete the same verification procedures that would be required for a request submitted by you directly, and provide information that allows us to verify your authorization. If you would like to appeal a decision related to a request to exercise your rights, please contact us as described above.

We may deny deletion requests in whole or in part as permitted or required by applicable law. We do not charge a different price or rate or provide a different level or quality of goods or services based on your exercising your rights.

A. Residents of California, Colorado, Connecticut and Virginia

For information about what categories of personal information we collect from users of our Website/Application, the sources of that information, the purposes for collecting and using that information, and what types of third parties we may share that information with, please see Section I and IV, above. The laws of California, Virginia, Colorado, and Connecticut grant some or all of the following rights to consumers who reside in those states:

- The right to request information about what personal information we have collected about them in the 12 months preceding a request (including the categories of information collected, the source of that information, the business purpose of that collection, the categories of third parties with whom that information is shared, and the specific pieces of personal information collected about that particular customer);
- The right to receive requested information in a readily usable format if provided electronically;
- The right to request that we delete any personal information about you that we have collected (subject to certain exceptions and we may be entitled to retain some information for certain purposes);
- The right to opt-out of “sales” of personal information to third parties;
- The right to update or correct any personal information which is out of date or incorrect; and
- The right to be free from discrimination based on your exercise of your privacy rights.

B. Additional California Notice

We do not sell personal information in the ordinary sense of that term. That is, we don't provide your personally identifiable information to third parties in exchange for money. But under California law, sharing information with third parties for targeted advertising purposes may be considered a “sale” of personal information. California residents have the right to opt out of such sharing.

C. Residents of Nevada

Nevada law gives Nevada consumers the right to request that a company not sell their personal information for monetary consideration to certain other parties. This right applies even if their personal information is not currently being sold. If you are a Nevada consumer and wish to exercise this right, please make such request using any of the methods described above.

XII. International Users

This Website/Application is hosted and located in the United States. If you are accessing this Website/Application from a country outside the United States, please note that the laws of the United States may differ from the laws of your country. By visiting this Website/Application, you understand and unambiguously agree to the terms of this Privacy

Policy and AM's collection, use, sharing, maintenance and processing of your information in the United States in accordance with the terms of this Policy.

A. European Economic Area ("EEA") individuals

1. Legal bases for processing your information

If you are an individual from the European Economic Area, we collect and process your personal information only where we have a legal basis under applicable European Union laws. The legal basis depends on the Services you use and how you use them. This means we collect and use your personal information only:

With your consent;

- To fulfill our contractual obligations to you;
- To operate our business, including to improve and develop our Services, for fraud prevention purposes, improve your experience, or when we have other legitimate interest; and/or
- As otherwise in compliance with law.

If you have any questions about the legal basis for processing, please refer to the "Your Rights" section below or contact us at privacy@afv.com.

2. Your Rights

Depending on the country where you are located, you may have the right to:

- Lodge a complaint with the supervisory authority, where you believe AM

processes your information in a way that does not comply with the laws and regulations.

- Access information AM holds or processes about you. AM may charge a reasonable administrative fee if further copies of your information are requested.
- Rectify inaccuracies in the information AM collects and holds about you. If your account information is incomplete or inaccurate, you can update your information directly in your AM account or contact privacy@afv.com for assistance.
- Require your information to be provided to you or to another company in a commonly used electronic form.
- Object to specific types of processing such as direct marketing, processing based on legitimate interest or performance of a task in the public interest/exercise of official authority, and processing for research or statistical purposes.
- Have your information 'erased' or to restrict processing of information.
- Withdraw your consent for future processing.

XIII. Your Consent and Changes to This Policy

By accessing the AM Website/Application, you consent to the collection and use of information by AM as outlined in this Policy. The most current version of the Privacy Policy will always be available through accessing the Website/Application and at <http://afv.com/about/privacy-statement>. The most current version of the Policy will govern our use of your information. If we make a change to this Policy that, in our sole discretion, is material, we will make good faith efforts to notify you of such changes. By continuing to access or use the Website/Application after those changes become effective, you agree to be bound by the revised Privacy Policy.

If you have questions about this Policy, contact us at privacy@afv.com.