

# Updated YOKE Privacy Policy

## **UPDATED DATE: April 8th, 2021**

This Privacy Policy (“Policy”) describes how your information is processed by Yoke Global Inc its related companies, subsidiaries and/or affiliates. Throughout this Policy, we collectively refer to these companies as “Yoke,” “we,” “us” or “our.”

This Policy contains details about how Yoke collects information about you when you visit our website (the “Site”), including the Yoke applications (the “App”), or otherwise contact or interact with us offline (“Offline Services”). This Policy collectively refers to the Site, the App and all Offline Services as the “Services.” This Policy also explains how Yoke uses and shares your information, as well as your ability to access and control certain uses of it.

By visiting the Site, or using any of our Services, you agree that your personal information will be handled as described in this Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and the Mobile Application Terms of Use, including its applicable limitations on damages and provisions relating to the resolution of disputes.

## **The Information We Collect About You**

We collect information about you directly from you and from third parties, as well as automatically through your use of our Site or Services.

## **Information We Collect Directly From You**

You may browse certain areas of the Site without registering with us or providing us personal information. If you register for our Services or App, then you must provide your name and phone number. You may also register to use our App through your Google or Apple account. Please note that we will obtain your name, email address, and phone number if available if you register or access the App through your Google account. Please note that we may obtain your email and will prompt you for your phone number if you register or access the App through your Apple account.

If you are providing personal information for third parties in connection with using our Services, you are responsible for ensuring that you have all required permissions and consents to provide such personal information to us for use in connection with the Services and that our use of such personal information to provide the Services does not violate any applicable law, rule, regulation or order.

Our App includes the ability to record video or audio feeds of actual video chats between users and celebrities, and recording of communications and data in chat rooms provided through the App. We will request your consent to record any audio or video chats if required by applicable law. You may withdraw your consent at any time by contacting [info@yokeglobal.com](mailto:info@yokeglobal.com), but such withdrawal will not affect the lawfulness of the processing prior to the withdrawal. Please note

that video chats and our chat rooms may be viewed by other users of the Services, and so we cannot ensure the privacy or confidentiality of information you may provide through these features.

### **Information We Collect Automatically**

We may automatically collect the following information about your use of our Site or Services through cookies and other technologies: your domain name; your browser type and operating system; the type of mobile device you use with our App (including manufacture, model and system used, e.g. iPhone XS running iOS 13); web pages you view; links you click; your IP address; the length of time you visit our Site and or use our Services; and the referring URL, or the webpage that led you to our Site. We may combine this information with other information that we have collected about you, including, where applicable, your user name, name, and other personal information. Please see the section “Cookies and Other Tracking Mechanisms” below for more information.

### **Geolocation**

If you have provided permission through your mobile device to allow us to collect location information through the App, we may obtain your physical location information in terms of latitude and longitude from technologies like GPS, Wi-Fi, or cell tower proximity. You are able to withdraw your permission for us to acquire such physical location information from your mobile device through your mobile device settings, although we do not control this process. If you have questions about how to disable your mobile device's location services, we recommend you contact your mobile device service provider or the mobile device manufacturer.

### **How We Use Your Information**

We use your personal and non-personal information, both individually and combined together, in the following ways:

To operate our business and to enhance and personalize your game experience including to:

- Operate, improve, and develop our Services;
- Undertaking research for technological development and demonstration;
- Provide you with personalized recommendations for our Services;
- Populate online leaderboards and enable online matchmaking;
- Provide replays to you and other players;
- Help you find your friends or tell your friends about our Service;
- Facilitate sharing on social networks;
- Serve and measure the effectiveness of advertising;
- Measure the health of our Services;

- Detect security incidents, protect against malicious, deceptive, fraudulent or illegal activity, and prosecute those responsible for that activity;
- Set up and maintain accounts you register for;
- Provide game experiences that you may like;
- Set up loyalty programs;
- Facilitate your gameplay on multiple devices if and when available;
- Identify, fix, and troubleshoot bugs and Service or functionality errors;
- Provide software updates;
- Activate or authenticate your games and save game progress and stats;
- Run competitions and contests;
- Performing audits related to interactions, transactions and other compliance activities;
- Other purposes you consent to, are notified of, or are disclosed when you provide personal information;
- Adhere to your preferences and to deliver dynamic content; and
- Help keep our Services safe and fair, resolve disputes, investigate and help curb fraud and illegal behavior, comply with the law, and to enforce our agreements and policies.

To provide you support, including to:

- Help identify and troubleshoot problems with your account or challenges;
- Survey your opinions through surveys or questionnaires;
- Communicate with you and respond to your specific requests or questions; and
- Manage and send you confirmations and important information about your account, Services, purchases, subscriptions, and warranties.

To personalize our communications with you, including to:

- Present offers and/or information relating to games you might like;
- Make recommendations to you; and
- Personalize advertising for you and deliver targeted marketing, service updates and promotional offers.

We retain the information we collect for as long as necessary to provide our Services, and we may retain that information beyond that period if necessary for legal, operational or other legitimate reasons

## **How We Share Your Information**

YOKE is part of the digital community, and as part of our business there are times that we share information with third parties. You can find out more about that here:

**Sharing on YOKE:** Yoke is designed to let you join video chats with not only Stars (e.g. athletes) but also others users on the site. Your public profile is available to both Stars and other users. Other users may also be able to view your name, username, gamertag, and stars that you follow (i.e., athletes that you have played with in the past). Users can see when you were online

last and a list of the Stars you follow. You will receive a notice when Stars go online and are “Online Now”.

YOKE exists to help you connect with the people who love gaming as much as you do. When you connect with another user, they can see some of the profile information you’ve created on YOKE.

**We share information with our vendors:** We may share information with trusted third parties, including companies who serve as our vendors and help us deliver our services and social media partners if you elect to use social media integration features. We may also share some information with companies that help operate our app or run a promotion.

**We will share information if we think we have to in order to comply with the law or to protect ourselves:** For example, we will share information to respond to a court order or subpoena or if a U.S. or non-U.S. law enforcement agency, government agency, or investigatory body requests it. We may also share information we collect when we investigate potential fraud, abuse, or other similar violations of YOKE rules and codes of conduct.

We may share information with any successor to all or part of our business. If all or part of our business is sold, we’re part of a merger or acquisition, or there is a financing or bankruptcy, we may share information as part of that transaction.

We may also share information for other reasons we may describe to you or as permitted under law.

## **User Generated Content**

If you post content on our Site or through our other online Services, everything you post may become publicly available. We cannot prevent any information or content you post online from being copied by others and used in a manner that may violate this Policy, the law, or your personal privacy.

Please note that except as noted above, we will not sell or share your personal information with any third party for their direct marketing purposes without your consent.

## **Cookies and Other Tracking Mechanisms**

Yoke and our third-party service providers may use cookies and other tracking mechanisms to evaluate how you use the Site or other online Services. We may combine this information with other PII we collect from you (and our third-party service providers may do so on our behalf). Cookies. Cookies are small files that are transferred to your computer through your web browser to help keep track of your visits to and how you use our Site or other online Services. Some cookies allow Yoke to make it easier for you to navigate our Services, while others are used to help you log-in faster or to allow us to track your activities at our online Services. You may be able to disable cookies by consulting your browser and/or computer instructions. Please note

that any disabling of cookies could affect how the Site or other online Services appear and/or operate for you. There are two types of cookies that we use:

**Session Cookies:** Session cookies exist only during an online session. They disappear from your computer when you close your browser or turn off your computer. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into our Services. This allows us to process your online transactions and requests, and to verify your identity.

**Persistent Cookies:** Persistent cookies remain on your computer after you have closed your browser or turned off your computer. We use persistent cookies to track aggregate and statistical information about user activity on our Site.

**Clear GIFs, pixel tags and other technologies:** Clear GIFs are tiny graphics with a unique identifier, and these technologies function in a way that is similar to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (a.k.a. web beacons, web bugs, or pixel tags), in connection with our Site or other online Services to, among other things, track the activities of visitors, help us manage content, and compile statistics about usage. We and our third-party service providers also use clear GIFs in HTML emails to our users to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

### **Third Party Analytics**

We use automated devices and applications, such as the Firebase product offered by Google, to track your use of our App.

**Google Analytics for Firebase:** Google Analytics for Firebase or Firebase Analytics is an analytics service provided by Google LLC or by Google Ireland Limited, depending on the location this Application is accessed from. In order to understand Google's use of Data, consult [Google's partner policy](#). Firebase Analytics may share Data with other tools provided by Firebase, such as Crash Reporting, Authentication, Remote Config or Notifications. The User may check this privacy policy to find a detailed explanation about the other tools used by the Owner. This Application uses identifiers for mobile devices and technologies similar to cookies to run the Firebase Analytics service. Users may opt-out of certain Firebase features through applicable device settings, such as the device advertising settings for mobile phones or by following the instructions in other Firebase related sections of this privacy policy, if available.

Personal Data processed: Application opens; Application updates; Cookies; device information; first launches; geography/region; In-app purchases; number of sessions; number of Users ; operating systems; session duration; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); Usage Data.

**Firestore Cloud Messaging:** Firestore Cloud Messaging is a message sending service provided by Google LLC or by Google Ireland Limited, depending on the location this Application is accessed from. Firestore Cloud Messaging allows the Owner to send messages and notifications

to Users across platforms such as Android, iOS, and the web. Messages can be sent to single devices, groups of devices, or specific topics or User segments. Personal Data processed: various types of Data as specified in the privacy policy of the service.

**Firestore Dynamic Links:** Firestore Dynamic Links is a social feature provided by Google LLC or by Google Ireland Limited, depending on the location this Application is accessed from.

Dynamic Links are tracked within Firestore or Google Analytics for Firestore, which informs the Owner about the details of the User journey to and within this Application. Personal Data processed: various types of Data as specified in the privacy policy of the service. **Firestore Invites:**

Firestore Invites is a social feature provided by Google LLC or by Google Ireland Limited, depending on the location this Application is accessed from, that enables Users to share this Application. The sharing may contain referral codes, or content from within this Application and may be done via email or SMS. Sharing is tracked with Google Analytics for Firestore, which informs the Owner that the User has opened or installed this Application via invite. Personal Data processed: various types of Data as specified in the privacy policy of the service.

**Place of processing:** United States – [Privacy Policy](#); Privacy Shield participant. Category of personal data collected according to CCPA: internet information. This processing constitutes a sale based on the definition under the CCPA. In addition to the information in this clause, the User can find information regarding how to opt out of the sale in the section detailing the rights of Californian consumers. We also may use other analytic means to evaluate our Services. We use these tools to help us improve our Services, performance and user experiences. These entities may use cookies and other tracking technologies to perform their services. We do not share your personal information with these third parties.

## **Third-Party Links**

Our Site and Services may contain links to third-party websites. Any access to and use of such linked websites or services (such as Google) is not governed by this Policy, but instead is governed by the privacy policies of those third party websites or services. We are not responsible for the information practices of such third party websites or services.

## **Security of My Personal Information**

We have implemented commercially reasonable precautions to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee 100% security.

You should take steps to protect against unauthorized access to your account (including protecting your Google login and password if you access the App through your Google account), phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and

password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

### **Access To My Personal Information**

You may modify personal information that you have submitted to us by accessing your profile on your App or by contacting us at [info@yokeglobal.com](mailto:info@yokeglobal.com). Please note that copies of information that you have updated, modified or deleted may remain viewable in cached and archived pages of the Site for a period of time.

### **Your Rights and Choices Regarding Your Information**

In connection with Yoke's collection and use of your PII, you have the right:

to request access to or correction of the PII in Yoke's custody or control;  
to withdraw your consent to the collection, use or disclosure of your PII, subject to contractual and legal restrictions; to request details on the specific pieces of PII that Yoke has collected about you; to request that Yoke delete or properly dispose of copies of PII it has collected about you; and to not be discriminated against, in terms of the services and prices offered on or through our Services, because you exercised these rights regarding the collection, use and sharing of your PII. If you would like to access, review, edit, delete or have us properly dispose of any copies of the PII that Yoke collected about you, please contact us at [info@yokeglobal.com](mailto:info@yokeglobal.com), or (if available on the Site) you may be able to review and make certain changes regarding your collected PII by editing your information and preferences on the "My Account" page.

You may be able to opt-out of Yoke sharing your PII with the entities identified in Section 5, above, by sending Yoke an email to [info@yokeglobal.com](mailto:info@yokeglobal.com), unless the sharing of your PII is necessary to perform one of the following business purposes: to count ad impressions and evaluate their effectiveness; to detect, protect against, and prosecute security incidents; to debug or troubleshoot functional errors that may arise with the Services; to complete short-term tasks related to an existing interaction you have with Yoke; to maintain or service your account; to process payments and fulfill orders or other transactions you authorize; verify your customer information; and to ensure the safety and quality of the Services.

Please note that Yoke will do its best to accommodate any request to delete or properly dispose of any copies of your PII, but we cannot guarantee we can eliminate all PII from the specified uses. Therefore, please be as specific as possible in any request to delete or dispose of copies of your PII. If the request relates to information that Yoke needs to make our Services function properly for you, you may no longer be able to use the Services.

Yoke reserves the right to maintain proper business records as required by law, or for otherwise legitimate business purposes to the extent permitted by law, even if such records contain your PII.

**Do-Not-Track:** Currently, Yoke's systems do not recognize browser "do-not-track" requests.

**Opt-Out Preferences:** To opt-out of marketing communications we send to your email address or mobile device, you may use one of these methods:

**Electronic Promotional Offers:** If you do not want to receive emails from Yoke regarding special promotions or offers, you may (i) click the unsubscribe link in the footer of any email we send you; or (ii) contact us using the information listed in the “Contact Us” section below. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out, we may still send you emails about your account, rewards earned or forfeited, and/or any services you have requested or received from us.

**Mobile Promotional Offers:** With your consent, we may send you marketing via text message to the mobile phone number you provided to Yoke. Standard data and message rates will apply. If you no longer wish to receive mobile alerts from us, you can (i) follow the instructions provided in those messages or otherwise reply STOP to any Yoke alert; or (ii) contact us using the information listed in the “Contact Us” section below.

**Notice to Nevada Residents:** Nevada law allows consumers to direct certain businesses not to sell their PII to third parties to license or sell that information to additional third parties. If you are a Nevada resident, you may submit such opt-out requests to [bailey@yokeglobal.com](mailto:bailey@yokeglobal.com). To be effective, your request must include your full name, address, phone number, and email address. Yoke will endeavor to respond to your verified request within 60 days of receiving the request. However, due to unforeseen circumstances, Yoke may need to extend this period by up to 30 days. If an extension is reasonably necessary, Yoke will notify you of this during the initial 60-day period. Yoke does not currently sell your PII.

## **California Privacy Rights**

Section 1798.83 of the California Civil Code permits California residents to request from a business, with whom the California resident has an established business relationship, information related to the personal information disclosed by us to third parties for direct marketing purposes and the names and addresses of the third parties with whom the business has shared such information during the immediately preceding calendar year. If you are a California resident, you may make one request each calendar year by emailing us at [info@yokeglobal.com](mailto:info@yokeglobal.com).

## **Children’s Policy**

YOKE is intended to be appropriate for general audiences and is not directed to children under the age of 13. We do not intentionally collect personal information from children under 13, and if we learn that we have unintentionally collected any such information, we will promptly take steps to delete it and terminate the child’s account. If you are under the age of 13, please do not use Houseparty or share your personal information with us. If you are the parent of a child under 13 and believe they may have provided us with personal information, you may alert us at [info@yokeglobal.com](mailto:info@yokeglobal.com). Any removal of content by Yoke does not ensure or guarantee complete



or comprehensive removal of the content in all places. The content may have been shared or reposted by other parties, or federal, provincial or state law may require maintenance of the content or information.

## **International Concerns**

Our Services are meant for individuals within the United States or Canada. Yoke only knowingly collects information from individuals within the United States or Canada. If you provide information to Yoke from outside these jurisdictions, you do so at your own risk. If you are outside of the United States and Canada, you are responsible for complying with any local laws regarding your use of our Site and Services, and any related data collection. You also agree and acknowledge that by providing any information, including PII, on the Site or through the Services, that such information will be transmitted to, and stored in, the United States.

## **Contact Us**

If you have any questions or comments regarding this Policy, you can contact our Privacy Officer by:

Calling Yoke Customer Service at 1-800-342-1921

Emailing us at [info@yokeglobal.com](mailto:info@yokeglobal.com); or

Writing us at Yoke Global Inc,  
854 W. Paces Ferry Road  
Atlanta, Georgia 30327  
Attention: Bailey O’Sullivan  
[bailey@yokegaming.com](mailto:bailey@yokegaming.com)

It is the policy of Yoke to strictly enforce this Policy. If you believe there has been some violation of this Policy, please contact Yoke.

## **Changes to this Policy**

Yoke may make changes to this Policy at any time. When we do, we will post the change(s) on our Site, or through other messages you receive from us as part of the Services. Please visit this page from time to time so that you will be aware of any changes. Any changes will be immediately incorporated into this Policy. It is your obligation to ensure that you read, understand and agree to the latest version of the Policy. The effective date, as well as the last updated date, appear at the top of the Policy.

By continuing to use our Services after any changes are made to this Policy, you are accepting the changes to the Policy. If any of the changes are unacceptable to you, you should stop using

our Services. If we make any significant changes to the Policy, we will provide appropriate notice to you and seek your permission before using information collected from you according to the newer, modified version of the Policy.