

## Callback Privacy Policy

basics inc. (“basics,” “we,” “our,” and/or “us”), which offers the Callback platform, values the privacy of individuals who use our application and website (collectively, our “Services”). This privacy policy (the “Privacy Policy”) explains how we collect, use, and share information from users of our Services (“Users”) and partner organizations seeking to offer NFTs via the Callback platform (“Partners”). By using our Services, you agree to the collection, use, disclosure, and procedures this Privacy Policy describes. Beyond the Privacy Policy, your use of our Services is also subject to our Terms of Service (<https://callback.is/legal/terms>).

### Information We Collect

We may collect a variety of information from or about you or your devices from various sources, as described below.

#### A. Information You Provide to Us.

**Cryptocurrency Wallet Information.** We collect the address of your cryptocurrency wallet when you use Callback to obtain an NFT.

**Partner Information.** When you sign up for an account as a Partner, we ask you for your email address and a password.

**Communications.** If you contact us directly, we may receive additional information about you. For example, when you contact us for customer support, we will receive your name, email address, phone number, the contents of a message or attachments that you may send to us, and other information you choose to provide. If you submit your information to our website, then we will collect the information you submit, such as your email address, name, company name, and company URL. When we send you emails, we may track whether you open them to learn how to deliver a better customer experience and improve our Services.

**Payment Information.** If you make a purchase through our Services, including to purchase an NFT, your payment-related information, such as credit card information or other financial information, is collected by our third-party payment processor on our behalf.

#### B. Information We Collect When You Use Our Services.

**Device Information.** We receive information about the device and software you use to access our Services, including IP address, web browser type, phone carrier and manufacturer, operating system version, device identifiers, and push notification tokens.

**Usage Information.** To help us understand how you use our Services and to help us improve them, we automatically receive information about your interactions with our Services, such as

the pages or other content you view, purchases you make, the actions you take immediately before a software crash, and the dates and times of your visits.

### **How We Use the Information We Collect**

We use the information we collect:

- To provide, maintain, improve, and enhance our Services;
- To understand and analyze how you use our Services and develop new products, services, features, and functionality;
- To communicate with you, provide you with updates and other information relating to our Services, provide information that you request, respond to comments and questions, and otherwise provide customer support;
- To send you push notifications;
- To facilitate transactions and payments;
- To find and prevent fraud, and respond to trust and safety issues that may arise;
- For compliance purposes, including enforcing our Terms of Service or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency; and
- For other purposes for which we provide specific notice at the time the information is collected.

### **How We Disclose the Information We Collect**

**Vendors and Service Providers.** We may disclose any information we receive with vendors and service providers retained in connection with the provision of our Services.

**As Required by Law and Similar Disclosures.** We may access, preserve, and disclose your information if we believe doing so is required or appropriate to: (a) comply with law enforcement requests and legal process, such as a court order or subpoena; (b) respond to your requests; or (c) protect your, our, or others' rights, property, or safety. For the avoidance of doubt, the disclosure of your information may occur if you post any objectionable content on or through the Services.

**Merger, Sale, or Other Asset Transfers.** We may transfer your information to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which we are acquired by or merged with another company or we sell, liquidate, or transfer all or a portion of our assets. The use of your information following any of these events will be governed by the provisions of this Privacy Policy in effect at the time the applicable information was collected.

**Consent.** We may also disclose your information with your permission.

## **Your Choices**

**Marketing Communications.** You can unsubscribe from our promotional emails via the link provided in the emails. Even if you opt out of receiving promotional messages from us, you will continue to receive administrative messages from us.

## **Third Parties**

Our Services may contain links to other websites, products, or services that we do not own or operate. We are not responsible for the privacy practices of these third parties. Please be aware that this Privacy Policy does not apply to your activities on these third-party services or any information you disclose to these third parties. We encourage you to read their privacy policies before providing any information to them.

## **Security**

We make reasonable efforts to protect your information by using physical and electronic safeguards designed to improve the security of the information we maintain. However, as no electronic transmission or storage of information can be entirely secure, we can make no guarantees as to the security or privacy of your information.

## **Children's Privacy**

We do not knowingly collect, maintain, or use personal information from children under 13 years of age, and no part of our Services are directed to children. If you learn that a child has provided us with personal information in violation of this Privacy Policy, then you may alert us at [hello@callback.is](mailto:hello@callback.is).

## **International Visitors**

Our Services are hosted in the United States and intended for visitors located within the United States. If you choose to use the Services from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your personal information outside of those regions to the United States for storage and processing. Also, we may transfer your data from the U.S. to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By providing any information, including personal information, on or to the Services, you consent to such transfer, storage, and processing.

## **Update Your Information**

You can update your account and profile information or close your account through your profile settings.

## **Changes to this Privacy Policy**

We will post any adjustments to the Privacy Policy on this page, and the revised version will be effective when it is posted. If we materially change the ways in which we use or share personal information previously collected from you through the Services, we will notify you through the Services, by email, or other communication.

## **Contact Information**

basics is responsible for processing your information. If you have any questions, comments, or concerns about our processing activities, please email us at [hello@callback.is](mailto:hello@callback.is) or write to us at:

basics. Inc.  
150-0021  
Tokyo-to, Shibuya City, Ebisunishi  
1-chōme-33-6  
noie 220  
Japan

**Last Updated:** February 6<sup>th</sup>, 2023