

Peaceful Army, LLC Cookie Policy

Effective Date: August 12, 2020

Peaceful Army, LLC d/b/a The Peaceful Army by GRETA VAN FLEET, a Tennessee limited liability company, with an address of 2300 Charlotte Avenue, Suite 103, Nashville, TN 37203-1877, United States of America (“U.S.A.”), together with Our affiliates and subsidiaries (“Company,” “We,” “Us,” or “Our”) is committed to being transparent about the technologies it uses, in connection with Your use of, access to, or visitation of Company’s website, available at <http://www.peacefularmy.com/> (the “Website”), including any and all content, functionality, and services offered on or through the Website (the “Website Services”), and the mobile application, including any and all content, functionality, and services offered on or through the mobile application, which is available for download at **Apple App Store and Google Play** (the “App”) (hereinafter, the Website, the Website Services, and the App are collectively referred to as the “Platform”), whether as a guest or registered User.

This “Cookie Policy,” available at <http://www.peacefularmy.com/>, explains how and why Cookies (later defined), Web Beacons (later defined), and other similar technologies (collectively “Cookies and Other Tracking Technologies”) may be stored on and accessed from Your Device when you use, access, or visit the Platform. This Cookie Policy should be read together with Our “Privacy Policy,” available at <http://www.peacefularmy.com/>, and Our Terms of Use, available at <http://www.peacefularmy.com/>.

This Cookie Policy may change from time to time (“Changes”). Your continued use of or access to this Platform after Company makes Changes is deemed to be acceptance of those changes; therefore, please routinely monitor this Cookie Policy for any updates, revisions, modifications, or amendments. We will notify the User of any Changes by providing access to the new Cookie Policy on the Website and the App. Company will notify the User via email and/or a prominent notice on Our Website and App, prior to or contemporaneous with the Changes becoming effective, and Company will update the date at the top of this Cookie Policy (the “Effective Date”). If Our practices change regarding Our use of Cookies and Other Tracking Technologies in a way that would be materially less restrictive than those Cookies and Other Tracking Technologies in effect at the time We collected and tracked the information, Company will make reasonable efforts to provide notice and to obtain consent to any such uses as may be required by law.

I. Definitions

- A. Cookies. “Cookie” means a message, or segment of data, containing information about a User, sent by a web server to a browser and sent back to the server each time the browser requests a web page. This message, or segment of data, is stored on the User’s Device (as

defined herein). There are various types of Cookies available on the Platform, which are provided for in this “Cookie Policy.”

- B. Device. “Device” means any unit of physical hardware or equipment that provides one or more computing functions within a computer system including, but not limited to, desktop computers, laptop (or otherwise portable) computers, mobile/cellular phones, tablets, and other computers capable of using or accessing the Platform.
- C. Web Beacon. “Web Beacon” means a transparent graphic image, which is placed on the Website or in an email that is used to monitor the behavior of and collect unique information on the User visiting the Platform or sending the email. It is often used in combination with Cookies. Other commonly used labels for Web Beacons are as follows: “web bug,” “tracking bug,” “web tag,” “page tag,” “tracking pixel,” and/or “pixel tag.”

II. Background on Cookies and Other Tracking Technologies

- A. Purpose. Company utilizes Cookies and Other Tracking Technologies to collect information about You, and other Users, to improve and enhance the online experience of the Platform. Cookies and Other Tracking Technologies may identify the User and User’s interests, remember the User’s preferences, and/or track the User’s use of or access to the Platform. Also, Cookies and Other Tracking Technologies may control and limit access to certain content on the Platform and process User requests. In addition to employing Cookies and Other Tracking Technologies, Company has contracted with, and uses, third-party service providers (“Service Providers”) for content-delivery and research purposes, including, but not limited to, statistical usage and interest-based advertising.
- B. Placement. Company places Cookies and Other Tracking Technologies in a number of different locations across the Platform, including the following:
 - i. the website(s) <http://www.peacefularmy.com/>;
 - ii. in emails Company transmits to Users, in accord with the Privacy Policy;
 - iii. across mobile applications, for both iOS and Android, for the purpose of measuring and tracking real-time behavioral analytics, by and through CleverTap, whose privacy policy is available at <https://clevertap.com/privacy-policy/>; and
 - iv. across webpages, for the purpose of measuring traffic, behavior, and conversion, by and through Google Analytics, whose privacy policy is available at <https://policies.google.com/privacy>.
- C. Categories. Cookies may be set by the Platform User is using, accessing, or visiting (“First-Party Cookie”) *or* by third parties, such as those that deliver interest-based

advertising for the User (“Third-Party Cookies”). Generally, Cookies store information about the User and its preferences either for a single visit (a “Session Cookie”) or for multiple repeat visits (a “Persistent Cookie”). Session Cookies are temporary and deleted from your Device when Your access to the Platform ceases; Persistent Cookies, on the other hand, are not deleted after termination of access through Your Device. The table below explains the types of Cookies Company uses and places on and across its Platform, and the purpose for said Cookies:

<u>Cookie Type</u>	<u>Purpose</u>
“Strictly Necessary,” “Technical,” or “Essential”	These Cookies are essential to enable the User to operate on and within the Platform and to use or access its features, services, and contents. These Cookies allow Company to recognize that the User has created an account and has logged into that account to access or use contents or services on the Platform. Moreover, such Cookies are utilized to authenticate and perform account-related services. In addition, these Cookies work to save the contents of virtual “carts” on Platforms that enable e-commerce.
“Security”	We use these Cookies to help identify and prevent potential, threatened, imminent, and or actual security risks and dangers.
“Analytical” or “Performance”	These Cookies track information about User’s access to, visit to, and use of the Platform, for the purpose of enhancing and improving the Platform performance and User experience. For example, these Cookies track the webpages most frequently visited, as well as the locations from which the User accesses or visits the Platform. In addition, these cookies may be employed to test and measure User’s interactivity with and responsiveness to new webpages, content, resources, and features on the Platform.
“Functionality” or “Preference”	These Cookies are used to store preferences set by Users such as account name, language, location (region), and variations in accessibility and visual features. Ultimately, these Cookies are utilized to provide the User with a more personal experience, thereby preventing the User from having to readjust, reset, and reenter its preference and optimizations upon re-accessing or re-visiting the Platform.

<p>“Targeting” or “Advertising”</p>	<p>Company and Service Providers use these Cookies to deliver and display interest-based advertising to Users who access or visit the Platform. These third-party Cookies track and measure details and habits of the Users, and group said details and habits with other Users who have similar interests. Service Providers collect information about User’s online activities over time and across the Platform. Service Providers that generate these Cookies, such as Adobe, Google, LinkedIn, Twitter and Facebook, have their own privacy policies, and may use their Cookies to target advertising to you on other websites, based on Your access to Our Platform.</p>
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III. Disabling Cookies

- A. Background. Users to the Platform may elect to restrict, limit, enable, or disable Cookies. To learn more on how to manage, activate, and deactivate Cookies, please visit <http://www.aboutcookies.org>. On a mobile Device, the User may also be able to adjust the settings so as to restrict and/or limit the use of Cookies and Other Tracking Technologies.
- B. Control, Restriction, and Disablement. The User may control the use of Cookies employed on the Platform, with respect to those web browsers utilized to access or visit the Platform. Although the restriction and/or disablement of Cookies may limit those features and services available to the User, the User can generally control, activate, restrict, and/or deactivate the use of Cooks through functionality available through the web browser. To learn more on how to manage, activate, or deactivate Cookies through the User’s web browser, please visit the following links:
- i. For Google Chrome, visit this [link](#);
 - ii. For Mozilla Firefox, visit this [link](#);
 - iii. For Windows Internet Explorer, visit this [link](#);
 - iv. For Microsoft Edge, visit this [link](#);
 - v. For Apple Safari, visit this [link](#); and
 - vi. For Opera, visit this [link](#).
- C. Opt-Out of Interest-Based Advertising. You may be able to opt out of receiving personalized advertisements from advertisers and/or advertising networks who are members or subscribers of the following: (i) the Network Advertising Initiative (NAI), (ii) the Digital Advertising Alliance’s (DAA) Self-Regulatory Principles for Online Behavioral Advertising, and (iii) European Interactive Digital Advertising Alliance

(EDAA). To learn more about your choices for opting out of personalized advertising through websites and mobile applications, please visit:

- i. Network Advertising Initiative (NAI) – United States
 - a. Browser Opt-Out: <http://www.networkadvertising.org/choices/>
- ii. Digital Advertising Alliance (DAA) – United States
 - a. Browser Opt-Out: <http://www.aboutads.info/choices/>
 - b. Mobile Application-Based Opt-Out: <https://youradchoices.com/appchoices>
- iii. European Interactive Digital Advertising Alliance (EDAA) - Europe
 - a. Browser Opt-Out: <http://youronlinechoices.eu>

IV. List of Cookies and Other Tracking Technologies

A. First-Party Cookies. Company uses the following Cookies:

<u>Domain</u>	<u>Name</u>	<u>Category</u>	<u>Duration</u>	<u>Purpose</u>
.peacefularmy.com	_ga	Analytical	4hrs	Google Analytics
.peacefularmy.com	WZRK_G	Analytical	10yrs	C l e v e r T a p tracking
gvfstaging.peacefularmy.com	cache_key	Performance	Session	Cache key for Cloudflare
gvfstaging.peacefularmy.com	vrfd87h	Preference	48hrs	User’s lat/Ing

B. Third-Party Cookies. Company and its Service Providers use and employ the following Cookies:

<u>Domain</u>	<u>Name</u>	<u>Link to Privacy Policy</u>	<u>Category</u>	<u>Duration</u>	<u>Purpose</u>
.cloudflare.com	cfmrk_cic	https://www.cloudflare.com/privacypolicy/	Security	90days	Cloudflare CDN
.facebook.com	fr	https://www.facebook.com/privacy/explanation	Functionality	90days	Sharing to Facebook

V. General Provisions

- A. Terms of Use.** Conditioned upon the use of and access to the Platform and its contents, services, and resources, Company mandates User to accept and agree to be bound by Company's policy on its terms and conditions of use ("Terms of Use"), which is incorporated herein by reference at <http://www.peacefularmy.com/>.
- B. Privacy Policy.** Conditioned upon the use of and access to the Platform and its contents, services, and resources, Company mandates User to review and agree to be bound by Company's policy on its handling and processing of User's data and information, including personally identifiable information ("Privacy Policy"), which is incorporated herein by reference at <http://www.peacefularmy.com/>.
- C. Comments, Concerns, and Complaints.** All feedback, comments, request for technical support, and other communications relating to the Platform, the Platform's contents, resources, and services, Cookies and Other Tracking Technologies, and the Privacy of Your data, should be directed to the applicable agents and representatives in the manner and the means laid forth below. All communications must be performed by e-mail, telephone, fax, or U.S. Mail, using the information as follows:
- i. E-Mail: gretavanfleet@peacefularmy.com
 - ii. Telephone: 615-649-9449
 - i. U.S. Mail: U.S. Mail: PO Box 70724, Nashville, TN 37207