Blush App Privacy Policy

Effective as of April 8, 2024

1. **General**. Oliver Labs Inc. ("Company," "we," or "us") values your privacy. We are based in the United States, with offices in Delaware and California. In this Privacy Policy ("Policy"), we describe how we collect, use, and disclose information that we obtain about users of our website (the "Site"), our mobile application Blush ("App"), and the and related websites, materials, tools, and services that we provide, all of which are referred to as the "Services." By using our Services and using the App you agree that your information will be handled as described in this Policy. Your use of our Services, and any dispute over privacy, is subject to this Policy and our Terms of Service, incorporated by reference herein, including its applicable limitations on damages and the resolution of disputes.

2. **Collection of Information**. We collect information directly from you and by automated means as set out below. The type of information that we collect from you depends on your particular interaction with our Services and App, but generally includes the below information.

3. **Information We Collect From You**.

    A. **Account and Registration**. Users may access our App only if they register an Account with us. The personal information we collect as part of the Account creation process includes your email and may include other information to confirm you are old enough to use the Services and use the App, payment information for in-app purchases (for example, your name and email associated with your payment account). We may also ask you or allow you to submit certain optional information, which may include your updated usernames, preferences, and other profile information.

    B. **Feedback**. We collect and maintain records of customer service and other communications with users including survey responses, questions or comments sent to us (including the nature of the nature of the request, name and contact information), resumes provided, or other similar activities. This information may be used to enhance the Services or the App, to market to you or others, and to allow us to make appropriate hiring decisions if submitted for that purpose.

    C. **Usage Data***.* We automatically collect information about your use of our Services and the App through cookies, local storage, analytics tools and other technologies, such as your device ID, location information, device name and model, operating system type, name and version, the length of time that you are using our Services and your activities within our Services ("Usage Data"). We may combine Usage Data with other information that we have collected about you. Please see the section "Analytics and Tracking" below for more information.

D. **Interactions and Activities**. We collect information about your activities in the App. We may collect your geolocation information for purposes of using the App, and for our own due diligence and verification purposes.

E. **Content You Post**. We collect and process your interactions with other users as well as the content you publish to operate and ensure the integrity of our Services, compliance with our Terms, safety and security, and otherwise a good user experience for all involved.

4. **Use of Information**. We use your information, including your personal information, for the following purposes:

A. **Providing and Improving Our Services and App**. To provide and maintain our Services and App; to provide troubleshooting; to improve our Services and App; to develop new features, products, or services; to perform technical operations, such as updating software; and for other customer service and support purposes.

B. **Marketing and Communications**. To communicate with you about your account and use of our Services via email and push notifications, including to send you product updates; to respond to your inquiries; to provide you with news and newsletters, special offers, promotions, and other information we think may interest you; and for other informational, marketing, or promotional purposes. Please see the Your Choices section for more information about how to change your communications preferences. In addition, we may share your information with our third party partners who we collaborate with. Our third party partners may contact you about special promotions we are working on together, or our partners' own marketing communications, including email and SMS marketing messages.

C. **Research and Analytics**. To better understand how users access and use our Services and use our App, and for other research and analytical purposes, such as to evaluate and improve our services and business operations and to develop additional products, services and features.

D. **Protecting Rights and Interests**. To protect the safety, rights, property, or security of our Company, the Services, the App, any third party, or the general public; to detect, prevent, or otherwise address fraud, security, or technical issues; to prevent or stop activity that we consider to be, or to pose a risk of being, an illegal, unethical, or legally actionable activity; to use as evidence in litigation; and to enforce this Policy and our Terms of Use.

E. **Legal Compliance**. To comply with applicable legal or regulatory obligations, including as part of a judicial proceeding; to respond to a subpoena, warrant, court order, or other legal process; or as part of an investigation or request, whether formal or informal, from law enforcement or a governmental authority.

F. **General Business Operations**. Where appropriate for the administration of our general business, accounting, recordkeeping and legal functions. As part of our routine business administration, such as employee training, compliance auditing and similar internal activities.

5. **Disclosure of Information**. In general, we may share your information, including personal information, as follows:

A. **Users***.* Information and content that you post about yourself as part of your profile and otherwise may be viewed by other users. Users may also choose to share their App-related activities on their personal social media accounts.

B. **Service Providers**. We may disclose the information we collect from you to service providers who perform functions on our behalf. Specifically and without limitation, we may share your name and phone number with Erewhon Market as part of our partnership with them.

C. **Business Transfers**. We may disclose your information to another entity in connection with an acquisition or merger, sale or transfer of a business unit or assets, bankruptcy proceeding, or as part of any other similar business transfer, including during negotiations related to such transactions.

D. **Protecting Rights and Interests***.* We may disclose your information to protect the safety, rights, property, or security of our Company, the Services, the App, any third party, or the general public; to detect, prevent, or otherwise address fraud, security, or technical issues; to prevent or stop activity which we, in our sole discretion, may consider to be, or to pose a risk of being, an illegal, unethical, or legally actionable activity; to use as evidence in litigation; and to enforce this Policy or Terms of Use.

E. **Legal Compliance***.* We may disclose your information to comply with applicable legal or regulatory obligations, including as part of a judicial proceeding; in response to a subpoena, warrant, court order, or other legal process; or as part of an investigation or request, whether formal or informal, from law enforcement or a government official.

F. **Aggregate and De-Identified Information**. We may share aggregate or de-identified information about users with third parties for research, compliance, or other purposes.

6. **Analytics and Tracking**. To ensure that our Services and App are being used properly and consistent with the Terms of Service, we and our third-party service providers use cookies, local storage objects and other tracking mechanisms designed for mobile apps to track information about your use of our Services and the App. We may combine this information with other personal information we collect from you (and our third-party service providers may do so on our behalf).

A. **Cookies***.* Cookies are alphanumeric identifiers that we transfer to your device's hard drive through the Services for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Services and use the App, while others allow us to track your activities in our Services and the App.

B. **Local Storage Objects***.* We use local storage objects to collect and automatically store information to the local / cached data repository on your mobile device regarding your use

of our Services and your preferences, which we use enhance your experience on our Services and the App.

C. **Third Party Analytics***.* We may use non-affiliated analytics companies (such as Google) to evaluate use of our Services and the App. We use these tools to help us understand use of, and to improve, our Services and the App, performance, ad campaigns, and user experiences. These entities may use cookies and other tracking technologies, such as web beacons or local storage objects (LSOs), to perform their services.

7. **European and California Users**. If you are a citizen of the European Union ("EU") or the state of California, you may have some or all of the following rights with respect to our processing of your personal data:

   A. **Updating Your Information***.* If you would like to update personal information that you have provided to us, you can do so by accessing your Account and editing your profile.

   B. **Marketing Communications***.* You can opt-out of receiving marketing communications from us by clicking "unsubscribe" in any marketing email communications we send you, or by sending an email to blush@blushtheapp.com. If you opt out of receiving emails about recommendations or other information we think may interest you, we may still send you emails about any Services you have requested or received from us.

   C. **Additional Rights for the EEA and Certain Other Territories.** If you reside in certain territories (such as the European Economic Area), you may have the right to exercise certain privacy rights available to you under applicable laws. We will process your request in accordance with the GDPR. We may need to retain certain information for record-keeping purposes, legal purposes, and/or to complete transactions that you began prior to requesting any deletion. You can contact our Data Privacy and Protection office by sending an email to blush@blushtheapp.com.

   D. **Right Not to Provide Consent or to Withdraw Consent***.* We may seek to rely on your consent in order to process certain personal information and to render the Services. Where we do so, you have the right not to provide your consent or to withdraw your consent at any time. This does not affect any actions based on consent before its withdrawal.

   E. **Right of Access.** You may have the right to access the personal information that we hold about you.

   F. **Right of Erasure**. In certain circumstances, you may have the right to the erasure of personal information that we hold about you (for example if it is no longer necessary for the purposes for which it was originally collected).

G. **Right to Object to Processing**. You may have the right to request that westop processing your personal information and/or to stop sending you marketing communications.

H. **Right to Correct.** You may have the right to require us to correct any inaccurate or incomplete personal information.

I. **Right to Restrict Processing.** You may have the right to request that we restrict processing of your personal information in certain circumstances (for example, where you believe that the personal information we hold about you is not accurate or lawfully held).

J. **Exercise of Rights**. If you would like to exercise any of the above rights, please contact blush@blushtheapp.com so that we may consider your request under applicable law. To protect your privacy and security, we may take steps to verify your identity before complying with the request. You also have the right to lodge a complaint to your local data protection authority at: https://edpb.europa.eu/about-edpb/board/members_en

K. **California Privacy Rights.** California Civil Code section 1798.83 requires us to disclose to our California customers, upon request, the identity of any third parties to whom we have disclosed Personal Information within the previous calendar year, along with the type of personal information disclosed, for the third parties 'direct marketing purposes. Please note that under California law, we are only required to respond to a customer request once during any calendar year. If you are a California resident and would like to make either type of request described above, please contact us at blush@blushtheapp.com These disclosures and rights are not to be construed as any admission that any California privacy law applies to us or that we are otherwise considered a "business" under the laws of California. Additionally, in accordance with California Civil Code section 1798, 120, please contact us at blush@blushtheapp.com to opt out of the sale or sharing of your information.

8. **Your Choices.** We may send periodic informational text messages or other communications to you. You may opt out of such communications by following the opt-out instructions contained in the message. If you opt out of receiving texts or emails about recommendations or other information we think may interest you, we may still send you messages about any Services you have requested or received from us.

9. **Changes to this Policy**. This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. Unless stated otherwise, our current Privacy Policy applies to all information that we have about you. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will attempt to provide you with notice in advance of such change, such as via email or prominent

notice within the Services. Your continued use of the Services indicates your consent to the most current version of this Privacy Policy.

10. **No Children Permitted**. Our Services are strictly for persons of 18 years old and older. If you suspect that a user is under the age of 18, please contact us immediately and report them.

11. **Contact Us**. If you have questions or concerns about the privacy aspects of our Services, App, or anything else, or would like to make a complaint, please contact us by email at blush@blushtheapp.com or by mail Oliver Labs Inc., 108 Lakeland Ave., Dover, DE 19901.

12. **Third Parties that Help Provide the Messaging Service**: We will not share your opt-in to an SMS short code campaign with a third party for purposes unrelated to supporting you in connection with that campaign. We may share your Personal Data with third parties that help us provide the messaging service, including, but not limited to, platform providers, phone companies, and other vendors who assist us in the delivery of text messages.

13. **Additional Disclosures**: Affiliates: We may disclose the Personal Data to our affiliates or subsidiaries; however, if we do so, their use and disclosure of your Personal Data will be subject to this Policy. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

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