

Privacy Notice

This Privacy Notice explains the practices that Anima Interactive Corp. (d/b/a “zoolife”) follows regarding the personal data that we collect through the use of the zoolife application, visits to our website, or when you contact us directly. We will refer to these as “our services”.

Privacy Regulations Compliance

Because zoolife is a technology platform that provides its application and services globally, we are expected to comply with different Privacy and Data Protection Regulations such as the General Data Protection Regulation (“GDPR”) in the EU, the Personal Information Protection and Electronic Documents Act (“PIPEDA”) in Canada or the California Consumer Privacy Act (“CCPA”).

We respect your privacy rights at all times, and we commit to protecting your personal data to the highest standard, regardless of where you are located.

Information We Collect

We DO NOT collect or store any sensitive or personal information about you. No personal information, such as your first and last name, address, or phone number, is required to use our services.

When you choose to sign up with the zoolife application, you will be assigned a randomly generated zoo-themed nickname and user login ID. You may change this at any time should you choose to be referred to otherwise.

Information You Provide To Us

While the services do not require you to provide any personal or sensitive information, at times we may need certain types of information to provide the services to you. The specific types of information we collect will depend upon the services you use, how you use them, and the information you choose to provide. The types of information we collect directly from you includes:

- Email address and log-in credentials, if you create a zoolife account
- Billing information, such as your name, billing address, and payment method details
- Payment history of your purchases, other transactions with us, or your customer service interactions with us
- Content you choose to provide to us, such as when you respond to a survey request, enter a photo contest, or participate in the chat / Q&A on the zoolife application
- If you refer another user to our services, or request that your purchase be provided to someone other than yourself (such as a gift card recipient), we use the information you provide about the other person to fulfill your request.
- If you choose to share photos or videos from zoolife to social media through the share integration, we use your email and social media handle to fulfill your request.
- Any other information you choose to provide to us in connection with your use of our services

This data can be removed from the “Manage my account” page under the main menu on the zoolife application, or upon the user’s request by contacting privacy@zoolife.tv Please note that at times if you

do not provide us with certain information, or ask us to delete it, this may mean you are no longer able to access or use our services.

Information Collected Through Automated Means

When you use our services, we and our service providers (which are third party companies that work on our behalf) may use a variety of technologies, including cookies and similar tools, to collect certain information that we analyze in order to make changes that improve the Services over time.

When you use the zoolife application, we anonymously collect and analyze information such as IP address, geography (city and country), browser type, device type, referring and exit page URLs, clicks, date and time of use, content watched, duration watched, error logs, and other information about how you use zoolife, so we can improve your experience over time. For example, we analyze data to understand which parts of the application you visit the most or what e-mail communications you receive and open. This information helps us optimize and tailor our services and communications for you and others.

If you want to learn more about cookies, refer to our [Cookie Consent Manager](#).

How We Use Your Information

We, or our service providers, use the information we collect for various purposes including:

- Provide you with the services or complete any purchases you have requested and resolve technical issues you have reported
- Respond to your request for information and provide you with more effective and efficient customer service, such as password reset requests (also available under Manage Your Account)
- Contact you by email regarding new features and content available, optional surveys, research studies, promotions, special events, news or updates about animals or our zoo partners, or other subjects that we think may be of interest to you
- Help us better understand your interests and needs, and improve our services, including through research and reports, to test and create new products, features, and services, and customize the content you see on our services
- Comply with any procedures, laws, and regulations which apply to us where it is necessary for our legitimate interests or the legitimate interests of others.
- Establish, exercise, or defend our legal rights where it is necessary for our legitimate interests or the legitimate interests of others

Candidates for employment

If you are interested in joining the zoolife team, we will collect your personal contact information and details related to your professional qualifications including your resume, your work preferences and details about your life that will give us a better idea of your fit with zoolife. Zoolife may also use social channels, such as LinkedIn for further reference. We use this data to determine if your expertise aligns to the role you are applying for and to contact you if we believe you are a viable candidate.

Data Controller and Data Processor

A Data Controller is an organization that determines how to collect and process personal data. A Data Processor is an organization that processes personal data on behalf of a Data Controller.

Zoolife is considered the Data Controller when collecting and processing data from users to our application or from those who are interested in using or learning more about our services, and aims to protect personal data to the highest level of care by following a strict privacy framework.

Personal Data Disclosure

Zoolife will only disclose your personal data to the following parties under specific circumstances:

- To zoolife personnel, if required, to fulfill your request.
- In connection with the sale or reorganization of all or part of our business, as permitted by applicable law.
- Partners. Our current and prospective animal sanctuary partners and zoos may obtain certain information from us so we can coordinate with them to provide our services. Based on geographic location, they may also contact you with promotional offers regarding in-person visits of their animals.
- To Service Providers. We provide access to or share your information with select third parties who perform services on our behalf. They have access to perform these services but are prohibited from using your information for other purposes. They provide a variety of services to us, including billing, sales, marketing, product content and features, advertising, analytics, research, customer service, data storage, security, fraud prevention, payment processing, security, and legal services.
- Public Forums. Certain features of our services make it possible for you to share content publicly. The information you submit through such features is not confidential, and may use it for any purpose (including in testimonials or marketing materials). Any information you post openly in these ways will be available to the public at large and potentially accessible through search engines. Accordingly, please take care when using these features.
- Legal Requirements. We may disclose your information to law enforcement, regulatory bodies or courts, when we are required to do so.

Personal Data Security

Zoolife is committed to protecting the personal data we collect, process and disclose about you. We maintain appropriate safeguards and take reasonable steps to protect your personal data, ensure that we limit its use and that we disclose it only to the parties that have a legitimate reason to have access to it.

We ensure that all the parties that we disclose your personal data to, internal and external to zoolife, have contractual obligations to protect the security and the confidentiality of your personal data. We use encryption to protect sensitive data about you.

Personal Data Transfers

For the purpose of operating our services, your information will be transferred to systems that reside in the US. We ensure that your data is safeguarded and work with our vendors to ensure that the risks to your privacy are minimized.

For personal data transferred out of the EU we have implemented Standard Contractual Clauses to ensure that we have a valid data transfer mechanism in place that ensures the protection of your personal data once it is stored in the US.

Rights You Can Exercise About Your Personal Data

Subject to any exceptions provided by law, you have the right to request access to, update or deletion of your personal data. You also have the right to request restriction of or object to the processing of your personal data. And you have the right to request to have your data transferred to another organization in a commonly used format.

On each particular case we will inform you of the consequences of your request and if there are any exemptions to honouring your requests based on legal or contractual requirements. To submit any request about your personal data you may contact us via email at privacy@zoolife.tv

Contacting Us

If you have other questions about this Privacy Notice, or our use of your information, cookies or similar technologies, please contact our Data Protection Officer by email at privacy@zoolife.tv.

We collect personal data provided directly by you during direct communication with any of our representatives either through email or through a form on our website. We collect your name, email address and the reason for your communication. We use this information to acknowledge and respond to your request.

EU individuals – Right to Lodge a Complaint with a Supervisory Authority

If you reside in the EU and want to lodge a complaint with a Supervisory Authority (Data Protection Authority) you may do so in the Member State where you reside, where you work or where you may have experienced an issue with the processing of your personal data.

Last updated November 1, 2023