

Privacy Notice

This Privacy Notice explains the privacy practices that Brizi Inc., d/b/a Zoolife (“Zoolife”, “we”, “us”, or “our”) follows when you access or use the Zoolife website, application, other services, or when you contact us directly, collectively, the “Services”.

Contacting Us

If you have general questions specifically 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 your personal data to acknowledge and respond to your request.

Information We Collect

We collect information about you through the means below. Please note that we need certain types of information to provide the Services to you. If you do not provide us with such information, or ask us to delete it, you may no longer be able to access or use our Services.

1. INFORMATION YOU PROVIDE TO US

We collect a variety of information that you provide directly to us. For example, we collect information from you through:

- The Services you use or processing your orders
- Your participation in sweepstakes, contests, or surveys
- Any reviews, questionnaires, or feedback that you submit about the Services
- Account registration and administration of your account
- Requests or questions you submit for customer support and technical assistance, via online forms, email, or otherwise

Information about you. While parts of the Services do not require you to provide any information that can directly identify you by name, 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 data we collect directly from you includes:

- Email address and log-in credentials, if you create a Zoolife account
- Billing information, such as name, shipping address of a gift card recipient, credit or debit card number, verification number, and expiration date
- Information about purchases, other transactions with us, or your customer service interactions with us

- User-generated content you choose to provide to us, such as when you respond to a survey request, or participate in the chat forums or Q&A sessions on the Services
- Any other information you choose to directly provide to us in connection with your use of the Services

Information about others. If you refer another user to our Services, or request that your purchase be provided to someone other than yourself (such as a gift recipient), we use the information you provide about the other person to fulfill your request.

2. INFORMATION WE COLLECT 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.

Websites. When you use our website, we collect and analyze information such as your IP address, browser types, referring and exit pages and URLs, your clicks, pages viewed, date and time of use, content watched, total minutes watched, error logs, and other similar information about how you use the website, so we can improve the user experience over time.

Social Media and other Content Websites. If you access the Services through a third-party (e.g., through a social network like Facebook, Youtube, or Twitch), you may allow us to have access to and store certain information from your social network profile. This can include your name, profile picture, and other information depending on your settings on such services. For a description of how social networking sites handle your information, please refer to their privacy policies and terms of use, which may permit you to modify your privacy settings.

How We Use Your Information

We, or our service providers, use your information for various purposes including:

- Provide you with the Services or complete your purchase you have requested
- Respond to your request for information and provide you with more effective and efficient customer service, such as password reset requests.
- Contact you by email, postal mail, or phone regarding Zoolife and its products, services, details about new features and content available, surveys, research studies, promotions, special events, news or updates, its partner zoos, and other subjects that we think may be of interest to you
- Help us better understand your interests and needs, and improve the Services, including through research and reports, and test and create new products, features, and services, and customize the content you see on the Services
- Secure our websites and applications, and resolve technical issues being reported

- 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

Combined Information. For the purposes discussed in this Privacy Notice, we may combine the information that we collect through the Services with information that we receive from other sources, both online and offline, and use such combined information in accordance with this Privacy Policy.

Aggregate/Anonymous Data. We may aggregate and/or anonymize any information collected through the Services so that such information can no longer be linked to you or your device. We may use such information for any purpose, including without limitation for research and marketing purposes, and may also share such data with any third parties, including advertisers, promotional partners, and sponsors.

We use cookies and Google Analytics to gain insights into how our visitors navigate the website in order to provide you with a better web experience.

We also use web beacons. This technology allows us to understand which pages you visit on our website or what e-mail communications you receive and open. For example, the information we collect through this technology may include the first date and time you open our e-mail, and whether you click any links included in our e-mail. This information helps us optimize and tailor our websites and marketing communications for you and others.

Privacy Regulations Compliance

Because Zoolife provides its services worldwide, 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. **IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT USE THE SERVICES.**

Candidates for employment

If you are interested in joining the Zoolife team, you are able to submit an application through our website. For this purpose, we collect your 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 Brizi. We 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.

Legal Basis for Processing

In order to comply with different privacy and data protection regulations around the world and specifically to comply with the General Data Protection Regulation (“GDPR”) in the EU, we require to provide a legal basis for the processing of your personal data.

Zoolife will not process your personal data unless we have a legal justification to do so. We will only process your personal data if:

- We have obtained your explicit consent prior to the processing of your personal data;
- If we need your personal data to perform a contractual obligation;
- If we have a legitimate interest that will not put your rights and freedoms at risk.

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 personal data from users to our website or from prospective and active customers who are interested in using or using our Services, and aims to protect personal data to the highest level of care by following a strict privacy framework.

How We Share and Disclose Your Data

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

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.

Business Transfers. As we continue to develop our business, we may buy or merge with other companies. In such transactions (including in contemplation of such transactions), user information may be among the transferred assets. If a portion or all of our assets are sold or transferred to a third-party, customer information (including your email address) would likely be one of the transferred business assets, as permitted by applicable law.

Partners. Our current and prospective partner zoos and other animal sanctuary organizations may obtain certain information from Zoolife so we can coordinate with them

on providing the Zoolife service. Based on geographic location, they may also contact you with promotional offers regarding physically visiting their animals locally.

Public Forums. Certain features of our Services make it possible for you to share messages publicly with other users. Any information that you submit through such features is not confidential, and we may use it for any purpose (including in testimonials or other marketing materials). Any information you post openly in these ways will be available to the public at large and potentially accessible through third-party 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 use encryption to protect sensitive data about you.

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.

Personal Data Transfers

The personal data that we collect from you for the purpose of our application will reside in your local region and will not be transferred to an international location.

For the purpose of managing our business, your personal data 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.

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.