

SubZuu LLC, Privacy Policy

Effective Date: February 7, 2026

SubZuu, LLC (“SubZuu,” “we,” “us,” or “our”) values your privacy and is committed to protecting personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you access or use SubZuu-operated websites, applications, creator-branded experiences, embeddable players, APIs, feeds, and related services (collectively, the “Services”).

This Privacy Policy applies to Fans, Creators, and other users of the Services. If you do not agree with this Privacy Policy, please do not use the Services.

1. Information We Collect

We collect information in several ways, including information you provide directly, information collected automatically, and information received from third parties.

1.1 Information You Provide

Depending on how you use the Services, we may collect:

- Name, username, display name
- Email address and contact information
- Account credentials
- Profile information and preferences
- Payment-related information (processed by third-party processors)
- Communications with SubZuu or Creators
- Content you post, submit, or interact with (comments, messages, reactions)
- Creator-related business information (for Creators)

1.2 Payment Information

SubZuu does not store full credit card numbers or sensitive payment credentials on its servers. Payments are processed by third-party payment processors (such as Stripe, Apple, Google, or other providers), which collect and process payment information according to their own privacy policies.

We may receive limited payment-related data such as transaction IDs, amounts, timestamps, payment status, and dispute information for accounting, reporting, fraud prevention, and compliance purposes.

1.3 Automatically Collected Information

When you use the Services, we may automatically collect:

- IP address
- Device identifiers
- Browser type and settings
- Operating system
- Referring URLs
- Usage data (pages viewed, features used, session duration)
- Interaction data with content, feeds, and players
- Log files and diagnostic data

1.4 Cookies and Similar Technologies

We use cookies, pixels, local storage, and similar technologies to:

- Authenticate users
- Remember preferences
- Enable core functionality
- Improve performance and security
- Analyze usage and trends
- Prevent fraud and abuse

You may control cookies through your browser settings. Disabling cookies may limit functionality.

2. How We Use Information

We use information for legitimate business purposes, including to:

- Provide, operate, and maintain the Services
- Create and manage accounts
- Process transactions and subscriptions
- Deliver purchased or authorized content
- Enable Creator–Fan interactions
- Personalize user experiences
- Communicate with you (service messages, support, updates)
- Detect, prevent, and address fraud, abuse, or security issues
- Enforce our Terms, policies, and platform rules
- Comply with legal obligations
- Analyze usage to improve the platform
- Develop new features and services

3. How We Share Information

We do not sell your personal information. We may share information in the following circumstances:

3.1 With Service Providers

We may share information with trusted third-party vendors that help us operate the Services (e.g., hosting, analytics, payment processing, customer support), subject to confidentiality obligations.

3.2 With Creators

If you interact with a Creator (e.g., subscribe, purchase, comment), certain information such as your username, display name, and interaction data may be visible to that Creator as part of the Creator Experience.

3.3 Legal and Safety Disclosures

We may disclose information if required to:

- Comply with applicable laws or legal processes
- Respond to lawful requests from authorities
- Enforce our Terms or policies
- Protect the rights, property, or safety of SubZuu, Creators, users, or others

3.4 Business Transfers

If SubZuu is involved in a merger, acquisition, financing, or sale of assets, information may be transferred as part of that transaction.

3.5 Aggregated or De-Identified Data

We may share aggregated or anonymized information that cannot reasonably identify you for analytics, research, or business purposes.

4. Creator Content and User Interactions

Creators are independent third parties. Creator Content, Creator Experiences, and interactions between Fans and Creators are governed by applicable Terms.

SubZuu is not responsible for how Creators use information they independently collect from you outside the Services.

5. Data Retention

We retain information as long as reasonably necessary to:

- Provide the Services
- Fulfill legal, accounting, or reporting obligations
- Resolve disputes
- Enforce agreements
- Maintain security and platform integrity

Retention periods may vary depending on the type of information and applicable requirements.

6. Data Security

We implement administrative, technical, and physical safeguards designed to protect personal information. However, no system is 100% secure, and we cannot guarantee absolute security.

7. Your Rights and Choices

Depending on your location, you may have rights to:

- Access or update your information
- Request deletion of certain data
- Opt out of certain communications
- Control cookies and tracking technologies

You may manage account information through your account settings or contact us for assistance.

8. California Privacy Rights

California residents may have additional rights under applicable law, including the right to request information about data collection and disclosures.

SubZuu does not sell personal information as defined under California law.

9. Children's Privacy (COPPA)

The Services are not intended for children under 13. We do not knowingly collect personal information from children under 13. If we become aware that such information has been collected, we will take steps to delete it.

10. Third-Party Links and Services

The Services may contain links to third-party websites or services. This Privacy Policy does not apply to third-party practices, and we are not

responsible for their privacy policies.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on the Services with an updated effective date. Continued use of the Services after changes become effective constitutes acceptance.

12. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us:

SubZuu, LLC

Email: product@SubZuutv.com

Help Center: subzuutv.com

Mail:

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