



Backlot Cinema Privacy Policy

Effective on 2/23/2021

This Privacy Policy applies to www.backlotcinema.com (the "Site") owned and operated by Drake Retail, LLC d/b/a Backlot Cinema ("Backlot", "we", "us", or "our"). This Privacy Policy describes how Backlot collects and uses the information you provide on the Site. It also describes the choices available to you regarding our use of your Personal Information and how you can access and update this information.

This Privacy Policy covers Backlot's practices for collecting, using, maintaining, protecting and disclosing information you provide through the Site. By using the Site, you agree to the collection and use of information in accordance with this Privacy Policy.

Children's Privacy

The Site is not targeted to collect information from children, and we do not knowingly collect information from children under age 16. If we learn we have collected or received Personal Information from a child under 16 without verification of parental consent, we will delete that information.

Information We Collect

The Site collects information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device ("Personal Information"). In particular, we may collect the following categories of Personal Information from you:

Category	Examples	How We Collect
Identifiers.	A real name, Internet Protocol address, email address, or other similar identifiers.	We collect this information from visitors to the Site who request more information on our services through the Site.
Geolocation data.	Physical location or movements.	We collect this information from visitors to the Site who provide this information through use of the Site.

Personal Information does not include:

- Publicly available information from government records.
- Deidentified or aggregated consumer information.

Sharing Personal Information

Backlot may disclose your Personal Information to third party service providers for a business purpose. When we disclose Personal Information for a business purpose, we enter into a contract that describes the purpose and requires the recipient to both keep that Personal Information confidential and not use it for any purpose except performing the contract.

In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet security or law enforcement requirements. We may also disclose your personal information as required by law, such as to comply with a subpoena or other legal process, when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.

Backlot will not collect additional categories of Personal Information or use the Personal Information we collected for materially different, unrelated, or incompatible purposes without providing you notice. If you provide us Personal Information about others, we will only use that information for the specific reason for which it was provided to us.

Opt-Out and Opt-In Rights

You have the right to direct us to not share your Personal Information with third-party marketers or advertisers (the

“right to opt-out”). We do not intend for the Site to be used by consumers less than 16 years of age and we do not share the Personal Information of consumers we actually know are less than 16 years of age.

To opt-out, you may do so by making your request via email to info@backlotcinema.com.

We will retain your information for as long as needed to respond to any request made by you through the Site and/or to provide you with the Site. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Email Choice/Opt-Out

You may choose to stop receiving our marketing emails by following the unsubscribe instructions included in these emails. If you choose to stop receiving our marketing emails, we will continue to send you necessary communications related to services on the Site.

Security

The security of your Personal Information is important to us. We maintain reasonable and appropriate security measures to protect your data from loss, misuse, unauthorized access, disclosure, alteration or destruction in accordance with this Privacy Policy. When you enter sensitive information on the Site, we encrypt the transmission of that information using secure socket layer technology (SSL).

We follow generally accepted industry standards to protect the Personal Information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure. Although we do our best to protect your personal information, we cannot guarantee the security of Personal Information transmitted to the Site.

Cookies and Other Tracking Technologies

We use cookies or similar technologies to analyze trends, administer the Site, track users' movements around the Site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies on an individual as well as aggregated basis.

We use cookies for remembering user settings. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use the Site, but your ability to use some features or areas of the Site may be limited.

As is true of most websites, we gather certain information automatically and store it in log files. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data.

We may combine this automatically collected log information with other information we collect about you. We do this to improve the Site.

Advertising

We may partner with third parties to either display advertising on the Site or to manage our advertising on other sites. Third party partners may use technologies such as cookies to gather information about your activities on the Site or other sites in order to provide you advertising based upon your browsing activities and interests. If you wish to not have this information used for the purpose of serving you interest-based ads, you may opt-out by making your request via email to info@backlotcinema.com.

Please note this does not opt you out of being served ads. You will continue to receive generic ads.

Links to Other Websites

The Site includes links to third-party websites whose privacy practices may differ from those of Backlot. If you submit Personal Information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

Social Media Features

The Site includes social media features, such as the Facebook button. These features may collect your IP address, which page you are visiting on the Site, and may set a cookie to enable the feature to function properly. Social media features

and related widgets are either hosted by a third party or hosted directly on the Site. Your interactions with these social media features are governed by the privacy policy of the company providing the service.

Your Privacy Rights

Backlot complies with applicable state privacy laws with respect to your Personal Information.

General Data Protection Regulation

The General Data Protection Regulation (GDPR) is a regulation in European Union (EU) law that addresses the collection and processing of personal data of individuals residing in the European Economic Area (EEA). Among other things, the law can apply to non-EU companies who are offering goods or services to persons inside the EEA and the transfer of personal data outside of the EU and EEA. Backlot is headquartered in Franklin, North Carolina in the United States. The Site is hosted and administrated in the United States. Backlot's target users are in the United States. Backlot does not intend to offer goods or services to individuals in the EU. If you are located in the EU, or anywhere outside of the United States, be aware that information you provide to us or that we obtain as a result of your use of the Site may be processed in, transferred to, and stored in the United States and will be subject to United States law. The privacy and data protection laws of the United States may be different from the laws of your country of residence.

Notice of Changes

We may update this Privacy Policy from time to time to reflect changes to our information practices. Your continued use of the Site after we make changes is deemed to be acceptance of those changes, so we encourage you to periodically review this page for the latest information on our privacy practices.

Accessibility

Backlot is committed to making our Privacy Policy accessible to individuals with disabilities. If you use assistive technology (such as a Braille reader, a screen reader, text-enlargement programs, etc.) and the format of the Privacy Policy interferes with your ability to access any information in the Privacy Policy, please contact us at info@backlotcinema.com.

Please indicate the nature of your accessibility problem, the preferred format you would like to receive the Privacy Policy, and your contact information so that we may respond in a manner that is helpful for you.

Contact Information

If you have questions or comments regarding this Privacy Policy, contact us by writing or emailing at the address below:

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Email: info@backlotcinema.com