

IYK Privacy Policy

Effective Date: April 21, 2026

Thank you for using IYK. This Privacy Policy describes how IYK GMI Inc. (“IYK,” “we,” “us,” or “our”) collects, uses, shares, and protects personal information when you use our websites, applications, and services, including the Fan App and Artist App (collectively, the “Services”). It also explains your rights and choices under United States law and European data protection laws.

Summary of Key Points

- **Data We Collect.** We collect information you provide (e.g., account registration, messaging, purchases), information collected automatically (e.g., device data, cookies, usage data), and information from third parties (e.g., payment processors, analytics providers).
- **How We Use Data.** We use personal information to provide and improve the Services, authenticate users, manage accounts, process purchases, personalize experiences, enable communications, support artists’ engagement with their fans, comply with legal obligations, and market the Services where permitted.
- **Sharing.** We share data with service providers, artists (on a per-artist basis, for engagement and marketing), and as necessary for legal compliance or transactions. We do not sell personal information.
- **Choices and Rights.** You can manage settings, unfollow/block artists or users, opt out of certain communications, limit cookies, and exercise rights under applicable law (e.g., access, deletion, correction). Additional rights apply for EU/UK residents and California residents.
- **Security and Retention.** We use reasonable safeguards to protect personal information. We retain data as needed to provide Services, comply with law, and resolve disputes.
- **International Transfers.** We may transfer personal information to the United States and other countries. We use appropriate safeguards where required.
- **Children.** The Fan App is not intended for children under 13, and our Services generally are not directed to children under 16. We do not knowingly collect data from children under applicable age thresholds.

Personal Information We Collect:

1) Information You Provide

- a) **Account and Profile Information.** When you register or update an account, we collect your name, email, username, password, and other optional profile fields (e.g., profile photo, biography). Fans joining an Artist World receive a Fan Pass

and sequential fan number. Artists may provide world, product, and show information.

- b) Communications and Interactions. We collect content you share (messages, comments, posts), show check-ins, Unlock data, and other interactions within Artist Worlds.
- c) Purchases and Payment. If you buy merchandise or products, your payment information is collected and processed by third-party payment processors. We receive limited payment confirmation details (e.g., date, payment ID).
- d) Customer Support and Feedback. If you contact us, we collect information necessary to respond and may record communications to improve the Services.
- e) Venmo or Other Tip Features. If applicable, artists may link third-party payment IDs. Data shared with third-party payment platforms is governed by those providers' terms.

2) Information Collected Automatically:

- a) Usage and Activity. We collect information about how you use the Services, including pages/screens viewed, features used, interactions with content or artists, device session logs, check-ins, Unlocks earned, and Ranks.
- b) Device and Connectivity. We collect IP address, device identifiers, browser and operating system details, mobile carrier, time zone, and other technical data necessary to provide and secure the Services.
- c) Location. We may infer general location from IP address. For show check-ins or certain features, we may use geofencing or location-based signals consistent with your settings and access policies.
- d) Cookies and Tracking Technologies. We may use essential cookies to operate the site and, if you consent (EU/UK), first-party analytics cookies to understand aggregate usage; we do not use cross-context behavioral advertising. You can manage your cookie choices in our banner and settings.

3) Information from Third Parties: We receive information from third-party service providers such as payment processors, analytics platforms, cloud hosting, content delivery networks, customer engagement tools, and marketing partners that support the Services.

How We Use Personal Information

We use personal information to:

- 1) Provide and improve the Services, including authenticating logins, managing accounts, enabling Artist Worlds and Unlocks, processing purchases, and operating shows and check-ins.
- 2) Personalize experiences, including suggesting content or artist interactions.
- 3) Facilitate communications among users and between fans and artists, and to help artists connect with their fans.
- 4) Calculate relevant engagement metrics and support on-platform artist marketing consistent with user choices and applicable law.
- 5) Conduct analytics, security, fraud prevention, service integrity and performance monitoring, and product improvement.
- 6) Send transactional messages and, where permitted, marketing communications about IYK or artist-related content; you may opt out of marketing.
- 7) Comply with legal obligations, respond to lawful requests, protect user safety and rights, and enforce our agreements.
- 8) We process your data to provide the Services (contract), to maintain safety and prevent fraud (legitimate interests), and with your consent for optional disclosures to Artists and for any marketing by IYK; where we rely on legitimate interests, you may object.

Legal Bases (EU/UK)

Where required, we rely on: consent (e.g., for certain marketing or cookies), contract performance (to provide Services), legitimate interests (e.g., improve Services, secure accounts, intra-platform artist engagement consistent with user choices), and legal obligations.

Sharing of Personal Information

We may share personal information:

1. With Artists. On a per-artist basis, we share fan engagement information to enable artist communications and marketing through the platform, such as name, email, general location, product ownership, merchandise purchases related to that artist, plays or content interactions, Unlocks, Ranks, and other relevant signals. Artists must comply with applicable laws and honor user controls

(unfollow/block/opt-out). When you choose to join an Artist's world, we disclose your email address and your general location (derived from your device or IP) to that specific Artist to enable community features, subject to your choices; the Artist is an independent controller and is responsible for its own compliance and marketing consents. You can control whether to share your email and location with an Artist at join and in your account settings.

2. **With Service Providers.** We share data with vendors that provide infrastructure, hosting, content delivery, analytics, customer support, email services, product fulfillment, and payment processing, subject to appropriate safeguards and contractual commitments.
3. **With Other Users.** Content you share (e.g., comments, public profile elements) may be visible to others, subject to your settings and the features used. If your uploaded content includes images, video, or audio of other individuals, you are responsible for ensuring you have the right to share such content.
4. **For Legal and Safety.** We may disclose information to comply with law, legal process, or regulatory requests; to protect the rights, privacy, safety, or property of users, artists, IYK, or others; and to enforce our terms.
5. **Corporate Transactions.** In connection with mergers, acquisitions, reorganizations, or asset sales, personal information may be transferred to the relevant parties.
6. **Aggregated/De-identified Information.** We may share aggregated or de-identified data for analytics, research, and other lawful purposes.

We do not sell personal information.

Your Rights and Choices

1. **General Controls**
 - a. **Manage Profile and Settings.** Update account information and preferences in-app.
 - b. **Communications.** Unsubscribe from marketing emails via links in the message or settings; transactional messages will continue.
 - c. **Artist/User Interactions.** Unfollow or block artists or users to stop communications from them.
 - d. **Cookies.** Manage cookies via browser or in-app controls; disabling certain cookies may affect functionality.
 - e. **Do-Not-Track Signals.** Some browsers transmit "Do Not Track" (DNT) signals. Because there is no common industry standard for DNT, we do not currently respond to DNT signals. We will update this Privacy Policy if a uniform standard is adopted.

2. EU/UK Rights Subject to law, you have the right to: access, rectify, erase, restrict processing, object to processing (including for marketing), data portability, and to not be subject to automated decisions with legal or similarly significant effects. You may withdraw consent at any time. You may lodge a complaint with your supervisory authority.
3. California Rights Subject to law, California residents may request: categories and specific pieces of personal information collected; categories of sources; business purposes; categories of third parties with whom we shared information; and deletion of personal information (subject to exceptions). We do not sell personal information. You have the right not to be discriminated against for exercising your rights.
4. Other U.S. State Rights. Residents of Virginia, Colorado, Connecticut, Utah, and other states with comprehensive privacy laws may have similar rights to access, correct, delete, and obtain a copy of their personal information, as well as the right to opt out of certain processing activities. To exercise these rights, contact help@iyk.app or use <https://iyk.app/privacy-inquiry>.

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Data Security and Retention

We implement reasonable administrative, technical, and physical safeguards to protect personal information. No system is completely secure, and we cannot guarantee absolute security. Retention periods vary based on the nature of the data and the purpose; we retain information as necessary to provide the Services, comply with legal obligations, resolve disputes, and enforce agreements. If your account is deleted or terminated, we will delete associated personal information within reasonable timeframes, subject to legal requirements and permissible retention.

International Transfers

IYK operates in the United States and may transfer personal information to the U.S. and other countries where service providers are located. Where required, we use appropriate safeguards (such as standard contractual clauses) for international transfers. You may request a copy of the relevant safeguards.

Data Protection Officer

If you have any questions, you may contact our data protection officer at DPO@iyk.app.

Children's Privacy

The Fan App is not intended for children under 13. Our Services generally are not directed to children under 16. We do not knowingly collect personal information from children below applicable age thresholds. If you believe a child has provided personal information, contact help@iyk.app.

Third-Party Links and Integrations

The Services may link to third-party sites or integrate third-party tools. Those parties have their own privacy policies. We are not responsible for their practices.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will post changes with an updated effective date and, for material changes, provide notice. Your continued use of the Services following updates means you accept the revised Policy.

Contact Us

If you have questions or requests, contact help@iyk.app or use <https://iyk.app/privacy-inquiry>.