

Privacy Policy

Last revised: March 22, 2025

This Privacy Policy applies to Flytechy, Inc. (dba Fishtechy) (“Fishtechy,” “our,” “we” or “us”), including our websites, mobile apps, and products (collectively, the “Service”).

This Privacy Policy describes how we collect, use, and share Personal Information from users of the Service (“you” or “your”). As used in this Privacy Policy, “Personal Information” means any information relating to an identified or identifiable individual. By using the Service, you consent to this Privacy Policy.

Please read the entire Privacy Policy before using the Service, but for your convenience here are some of the key points:

- In some cases, we collect Personal Information from you and from some third parties about you (such as when you place an order, your payment is processed, create an account, if you log into a third-party, etc.). We do not sell your Personal Information and only share it with any third parties that are pivotal to providing the Service. Fishtechy does not disclose individual account data with other users or third parties unless we’re legally compelled to do so.
- Your use of the Service allows Fishtechy to collect Catch Data, including (but not limited to) species, measurements, date/time, environmental data, images/videos and precise geolocations for each catch.
- Any precise geolocation information collected during your use of the Service and attached to Catch Data belongs to you ... your hot spots are yours alone! We do not share or sell the precise geolocation information attached to Catch Data with other users or third parties.
- Certain features within the Service allow you to optionally share Catch Data with third parties such as government entities or non-profit organizations for the protection, health and welfare of fisheries, or to tournaments you explicitly choose to compete in. We remove precision to any/all geolocation data shared so that the body of water can be known, but not the exact location (ie., your hot spots!). You may opt-in or out of this sharing at any time. (future data not past data)

- You may choose to share Catch Data with other users of the Service or to social media through the Service, but in no cases will this include precise geolocation.
- In some cases, we may share or sell aggregated and anonymized Catch Data, with Personal Information and precise geolocation removed, to third parties.

By visiting, accessing, or using the Service, you expressly consent to the collection, use, storage, transfer, processing, and disclosure of your information, including Personal Information, as described in this Privacy Policy. IF YOU DO NOT AGREE WITH THIS PRIVACY POLICY, DO NOT ACCESS OR USE ANY PART OF THE SERVICE, REGISTER FOR AN ACCOUNT, OR MAKE A PURCHASE. Beyond this Privacy Policy, your use of the Service is also subject to the Terms of Use located at <https://fishtechy.com/terms-of-use/> ("**Terms of Use**"). All capitalized terms not defined in this Privacy Policy have the respective meanings set forth in the Terms of Use.

PERSONAL INFORMATION WE COLLECT

We may collect a variety of Personal Information from or about you or your devices from various sources, as described below. If you do not provide your information when requested, you may not be able to use the Service if that information is necessary to provide you with the Service or if we are legally required to collect it.

Personal Information You Provide to Us.

- **Registration and Profile Information.** When you sign up for an account, register to use the Service, enroll in a promotion or sign up for notifications, we will ask you for your email address and may request or receive other information such as your name, preferred username, phone number, choice of state and billing address depending on the product or service you choose. If you sign up using a social media account, we will also receive information from those social media services such as your name, email address, city, state, zip code and third-party ID numbers. When interacting with the Service, you may also choose to provide other profile information, including photos and other identifying information.
- **Communications.** If you contact us directly, we may receive additional information about you. For example, when you contact our support team, we may receive your name, email address, phone number, and the contents of a message

or attachments that you may send to us, and other information you choose to provide.

- **Careers.** If you decide that you wish to apply for a job with us, you may submit your contact information and your resume online. We will collect the information you choose to provide on your resume, such as your education and employment experience. You may also apply through LinkedIn. If you do so, we will collect the information you make available to us on LinkedIn.
- **Payment Information.** If you make a purchase through the Service, your payment-related information, such as credit card or other financial information, is collected by our third-party payment processor on our behalf.

Personal Information We Collect When You Use the Service.

- **Catch Data.** When you use certain features of the Service, we receive information about each fish measured (“Catch Data”) including but not limited to species, date/time, environmental data, length, weight, girth, images/videos and any other data provided voluntarily by you. Catch Data may also include precise location information, including the GPS coordinates provided in real time by your device or attached as EXIF information to photographs and videos. We use Catch Data to provide the Service. If the Service is unable to gather Catch Data, certain features of the Service may not be available to you.
- **Device Information.** We may receive information about the device and software you use to access the Service, including IP address, web browser type, operating system version, phone carrier and manufacturer, application installations, device identifiers, mobile advertising identifiers, and push notification tokens, depending on the portions of the Service you access.
- **Usage Information.** To help us understand how you use the Service and to help us improve it, we automatically receive information about your interactions with the Service, like the pages or other content you view, the searches you conduct, purchases you make, and the dates and times of your visits.
- **Chat Information.** When you use the Chat feature of the Service, we collect your queries and the answers provided.
- **Information from Cookies and Similar Technologies.** We and our third-party partners collect information using cookies, pixel tags, or similar technologies. Our third-party partners, such as analytics and advertising partners, may use these technologies to collect information about your online activities over time and across different services. Cookies are small text files containing a string of alphanumeric characters. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent

cookie remains after you close your browser and may be used by your browser on subsequent visits to the Service.

- **Text Information.** We work with a third-party partner to facilitate SMS text messages when you contact us. We receive information about these communications, such as the date and time of the SMS text message, your phone number, and the content of any SMS text messages.

Personal Information We Receive from Third Parties.

- **Information from Third-Party Services.** If you choose to link the Service to a third-party account, we may receive information about you, including your profile information and your photo, and your use of the third-party account. If you wish to limit the information available to us, you should visit the privacy settings of your third-party accounts to learn about your options.

HOW WE USE THE INFORMATION WE COLLECT

- **General.** We may use the information we collect to operate, manage, maintain, improve, enhance, and administer your account and the Service; to facilitate transactions and payments; to provide you with customer service; to provide you with support or a more personalized experience such as providing tailored content and recommendations; to communicate with you; to monitor and analyze Service usage; to market and improve the Service and develop and test new products, services, features, functionality, websites or applications; and to provide you information about products and services (including the products and services of third parties). We may also use the information we collect to resolve disputes; to detect and protect against errors, fraud, and illegal activity; to respond to trust and safety issues that may arise; to assist law enforcement; to enforce this Privacy Policy and our [Terms of Use](#); to enforce any legal rights as may be required by applicable laws and regulations or requested by any judicial process or governmental agency; or for any other purpose described in this Privacy Policy or for which we provide specific notice to you at the time of collection.
- **Communications.** We may use the information we collect to send you emails, text messages, and notifications or other communications related to your use of the Service, your account, your purchases and to respond to your inquiries or requests. We may also send you promotional emails to notify you about products or services that may be of interest to you.

- **Use of Non-Personally Identifiable Information and Aggregated Catch Data.** We may use non-Personal Information and aggregated Catch Data for any lawful purpose, including, but not limited to, analyzing trends, managing and administering the Service, to create new products or services or to analyze and improve our business and the Service. We may also share non-personally identifiable information and aggregated Catch Data with third parties and software tools to analyze trends, manage and administer the Service and improve our business and the Service, create new products or services and to develop and deliver targeted advertising and to analyze and report on the advertising you see. We will take reasonable steps to ensure that aggregate information is never associated with you or your Personal Information.

HOW WE SHARE THE INFORMATION WE COLLECT

We do not share or otherwise disclose information we collect from or about you except as described below or otherwise disclosed to you at the time of the collection.

- **Personal Information.** We do not share or sell your Personal Information to third parties, unless otherwise described herein, disclosed to you at the time of collection, or directed by you.
- **Catch Data.** Certain features of the Service allow you to optionally share Catch Data with government agencies and/or non-profit organizations for the purpose of understanding or improving the health and welfare of various fisheries and fish species. Certain features of the Service may also allow you to optionally share Catch Data with competitive tournament directors, in order to judge and rank the specific catches you choose to submit. In all cases, we remove the precision levels of geolocation data shared by you so that the body of water may be known but not the exact location, and we will not share precise or personally-identifiable geolocation data with third parties, unless directed by you or as otherwise described in this Section.
- **Non-Personally Identifiable Information and Aggregated Catch Data.** We may share or sell non-personally identifiable information and/or aggregate statistical information, including Catch Data, with our business partners. We may also combine your non-personally identifiable information and aggregated Catch Data with other non-personally identifiable information and aggregate information collected from other sources.
- **User Content.** Certain features of the Service allow you to share Your Content with other users you choose, or share Your Content to the Service for all users to

see. We will not share your personal content (Catch Data and media within your account) with third parties, unless directed by you or as otherwise described in this Section. The Content you choose to share to the Service or with others may remain visible even after the content has been deleted from your account.

- **Social Networks and Other Online Services.** The Service may allow you to, upon your direction, share information with social networking services. You understand and agree that the use of your information by any social networking websites will be governed by the privacy policies of these third-party platforms and your settings on that platform. We encourage you to review their privacy policies.
- **Analytics Partners.** We use analytics services such as Google Analytics, Apple App Store Analytics, and Android Play Store Analytics to collect and process certain analytics data. These services may also collect information about your use of other websites, apps, and online resources. You can learn more about these services' practices by visiting <https://www.google.com/policies/privacy/partners/> and <https://www.apple.com/legal/privacy/data/en/app-store/> for more information. To help us understand how you use the Service and to help us improve it, we automatically receive information about your interactions with the Service, like the pages or other content you view and the dates and times of your visits. Google Analytics may also use the information it collects from the Service and other websites or services to share with us demographic and interest-level information.
- **Advertising Partners.** At some point, we may work with third-party advertising partners to show you ads that we think may interest you.
- **As Required by Law and Similar Disclosures.** We may access, preserve, and disclose your Personal Information if we believe doing so is required or appropriate to: (a) comply with law enforcement requests and legal process, such as a court order or subpoena; (b) respond to your requests; or (c) protect your, our, or others' rights, property, or safety. For the avoidance of doubt, the disclosure of your Personal Information may occur if you post any objectionable content on or through the Service.
- **Partners and Affiliates.** We may share any information we receive with our partners, corporate affiliates, parents, or subsidiaries for any purpose described in this Privacy Policy.
- **Vendors and Service Providers.** We may share any information we receive with vendors and service providers retained in connection with the provision of the Service.

- **Merger, Sale, or Other Asset Transfers.** We may transfer or disclose your Personal Information to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which we are acquired by or merged with another company, or we sell, liquidate, or transfer all or a portion of our assets.
- **Consent.** We may also disclose Personal Information from or about you or your devices with your permission.

YOUR CHOICES

- **Location Information.** You can prevent your device from sharing precise location information at any time through your device's operating system settings. However, location is core to certain parts of the Service and without it, you may not be able to successfully use the Service.
- **Marketing Communications.** You can unsubscribe from our promotional emails or other messaging via the link provided in the emails/correspondence. Even if you opt out of receiving promotional messages from us, you will continue to receive administrative messages from us.
- **Advertising.** Some of our advertising partners are members of the Network Advertising Initiative (<https://optout.networkadvertising.org>) or the Digital Advertising Alliance (<https://optout.aboutads.info>). If you do not wish to receive personalized ads, please visit their opt-out pages to learn about how you may opt out of receiving web-based personalized ads from member companies. You can access any settings offered by your mobile operating system to limit ad tracking, or you can install the AppChoices mobile app to learn more about how you may opt out of personalized ads in mobile apps.
- **Do Not Track.** There is no accepted standard on how to respond to Do Not Track signals, and we do not respond to such signals. See the Advertising Partners section above for more information on adjusting personalization settings on your browser and mobile device.

If you choose not to provide us with information we collect, some features of the Service may not work as intended.

INFORMATION SECURITY MEASURES

We make reasonable efforts to protect your information by using physical and electronic safeguards designed to improve the security of the information we maintain. However, as no electronic transmission or storage of information can be entirely secure, we can make no guarantees as to the security or privacy of your information.

LINKED SITES

The Service or users of the Service may provide links to other websites, products, or services that we do not own or operate ("**Linked Sites**"). Please be aware that this Privacy Policy does not apply to your activities on these Linked Sites or any information you disclose to these third parties. We encourage you to read their privacy policies before providing any information to them.

DATA RETENTION

Fishtechy retains Personal Information as long as reasonably necessary for the stated purpose it was collected. We may anonymize Personal Information for use as Non-Personally Identifiable and Aggregate Information as described above.

CHILDREN'S PRIVACY

We do not knowingly collect, maintain, or use Personal Information from children under 13 years of age, and no part of the Service is directed to children (though, children between the ages of 13 and 18 may use certain parts of the Service with the permission and supervision of a legal guardian). If you learn that a child has provided us with Personal Information in violation of this Privacy Policy, then you may alert us at support@Fishtechy.com.