

## 1. PRIVACY POLICY

Last updated on September 22

### 1. INTRODUCTION

More than Equal (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website <https://www.morethanequal.com/>, including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”). Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the Site.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last Updated” date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification.

You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

### 2. COLLECTION OF YOUR INFORMATION

We may collect information about you in a variety of ways. The information we may collect on the Site includes:

#### 2.1 Derivative Data

Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site. If you are using mobile, this information may also include your device name and type, your operating system, your country, your likes and replies to a post, and other interactions.

### 3. USE OF YOUR INFORMATION

Having accurate information about you permits us to provide you with a smooth, efficient, and customised experience. Specifically, we may use information collected about you via the Site to:

- 3.1 Compile anonymous statistical data and analysis for use internally or with third parties;
- 3.2 Increase the efficiency and operation of the Site;
- 3.3 Monitor and analyse usage and trends to improve your experience with the Site;

## **4. DISCLOSURE OF YOUR INFORMATION**

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

### **4.1 Third-Party Service Providers**

We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.

## **5. MARKETING COMMUNICATIONS**

With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

### **5.1 Third-Party Advertisers**

We may use third-party advertising companies to serve ads when you visit the Site. These companies may use information about your visits to the Site and other websites that are contained in web cookies in order to provide advertisements about goods and services of interest to you.

### **5.2 Affiliates**

We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

### **5.3 Other Third Parties**

We may share your information with advertisers and investors for the purpose of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law.

### **5.4 Sale or Bankruptcy**

If we reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party. You acknowledge that such transfers may occur and that the transferee may decline honor commitments we made in this Privacy Policy.

We are not responsible for the actions of third parties with whom you share personal or sensitive data, and we have no authority to manage or control third-party solicitations. If you no longer wish to receive correspondence, emails or other communications from third parties, you are responsible for contacting the third party directly.

## **6. TRACKING TECHNOLOGIES**

### **6.1 Cookies and Web Beacons**

We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Site to help customize the Site and improve your experience. By using the Site, you agree to be bound by our Cookie Policy.

## 6.2 Cookie Policy

To improve your experience of this site, we collect certain details that will help us understand how this site is being used. This information will then help us to tailor the site with material that will be both useful and relevant to you and improve your user experience.

The way we collect this information is by using cookies. Please continue to read the rest of this page to understand what cookies are, and how they are used.

What are “cookies”?

Cookies are small data files transferred to your computer’s hard drive through your web browser to enable our systems to recognise your browser and to provide us with details of how our website is used. Please note that cookies can be placed directly by the site or third-party plugins that are used by the site.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may, however, prevent you from taking full advantage of the website.

In either case, when you visit <https://www.morethanequal.com/>, we use the information contained within these cookies for the purposes of website improvements. Under no circumstances do we collect personal data to exploit those commercially.

### Cookie Categories

At <https://www.morethanequal.com/>, the cookies we use can be broken down into the following categories:

- Essential
- Analytics

The Essential cookies are those that are necessary for core functions of this site. For example, we use “geolocation” cookies that help us identify where you are when you visit us. By having this information, we can show you content that is relevant to your region. On other sites, you’ll see these cookies referred to as Functional or Operational.

Cookies in the second category, Analytics, summarise usage patterns that track what pages were accessed, what links were clicked on, the number of visitors to a certain page, and so on. The information here is anonymous and is used to help the More than Equal team make improvements to the site.

Cookies on <https://www.morethanequal.com/>

You will notice that when you first visited this site, you would have been presented with a banner that would have alerted you to the use of cookies. This tool is designed to take into account your preferences and disable cookies that you do not wish to have stored.

Please note that this tool cannot be used to disable our essential cookies, as that would affect the performance of the site. In cases where third-party plugins store cookies on their domains, the tool provides you with the link to these sites where you can opt out at

any time. If you still wish to block all cookies, you will need to use your browser's settings. Please use the following links depending on the type of browser you use.

- [Firefox](#)
- [Chrome](#)
- [Safari](#)
- [Internet Explorer](#)

For information regarding the specific cookies stored and their uses, please see the chart below:

Category	Name	Publisher	Domain	Length	Purpose
Essential	JSESSIONID	NewRelic	nr-data.net	Session	The platform we use to share the information with the investors (Q4 Investor Relations Success Platform) utilizes NewRelic's monitoring tools to ensure high level of service through proactive infrastructure uptime and availability monitoring.
Essential	site-locale	Q4	q4inc.com	10 hours	Determine location of a site visitor.
Essential	NID	Google	gstatic.com	Persistent	Contains a unique ID Google uses to remember your preferences such as preferred language and number of search results.

#### Additional Information

If you would like to modify your cookie settings for this site, you may do so using our tool or your browser.

#### 6.3 Internet-Based Advertising

Additionally, we may use third-party software to serve ads on the Site, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us. For more information about opting-out of interest-based ads, visit the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

#### 6.4 Website Analytics

We may also partner with selected third-party vendors, to allow tracking technologies and remarketing services on the Site through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Site, determine the popularity of certain content and better understand online activity. By accessing the Site, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, you can visit the third-party vendor or the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings.

## **7. SECURITY OF YOUR INFORMATION**

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

### **7.1 Children's Privacy**

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

## **8. YOUR DATA PROTECTION RIGHTS UNDER THE GENERAL DATA PROTECTION REGULATION (GDPR)**

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. More than Equal aims to take reasonable steps to allow you to correct, amend, delete or limit the use of your Personal Data.

If you wish to be informed about what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- 8.1.1 The right to access, update or delete the information we have on you. Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you;
- 8.1.2 The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete;
- 8.1.3 The right to object. You have the right to object to our processing of your Personal Data;
- 8.1.4 The right of restriction. You have the right to request that we restrict the processing of your personal information;
- 8.1.5 The right to data portability. You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format;
- 8.1.6 The right to withdraw consent. You also have the right to withdraw your consent at any time where More than Equal relied on your consent to process your personal information;

- 8.1.7 Right to demand the deletion of personal data (the Right to be forgotten). Subject to the prescribed conditions, where (i) the data is no longer necessary for the purposes for which it was collected or otherwise processed, or (ii) the data has been unlawfully processed, you may ask us to delete your personal data at any time. If we deem your request to be justified, we will arrange for the destruction of your personal data to the extent necessary. The destruction of the data will not be carried out if the processing is necessary for the establishment, exercise or defense of legal claims against [Company] or if its retention is required by law.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

## **9. CONTACT US**

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

More than Equal limited  
10 Upper Bank Street  
London, E14 5JJ

[info@MorethanEqual.com](mailto:info@MorethanEqual.com)