

WORLD OF WOW PRIVACY POLICY, CREATORS AND USERS

INTRODUCTION

This World of WOW platform Privacy Policy (the **Privacy Policy**) is drafted by World of WOW Holding B.V., a company based in (5617 BC) Eindhoven at Torenallee 20, registered with the Dutch Chamber of Commerce under number 92209688 (hereinafter referred to as **World of WOW, we, our or us**).

This Privacy Policy is applicable to the processing of personal data of influencers (**creator**) and users (**user**) (together **you or your or users**) making use of the World of WOW platform (the **Platform**).

By means of this Privacy Policy we provide you with insight into the personal data we collect when you use the Platform, why we collect this personal data and what we do with this personal data. When processing personal data, we ensure that your personal data is handled and secured with the utmost care. In doing so, we comply in all cases with the applicable laws and regulations.

Please read this Privacy Policy carefully before using the Platform. By using the Platform, you agree to the contents of this Privacy Policy.

GDPR APPLICABLE

This Privacy Policy is drafted in accordance with the norms of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (**GDPR**).

FOUNDATIONS

If and insofar we process personal data in relation to your use of the Platform this processing shall be based on the following grounds which are included in the GDPR.

1. Your consent;
2. performance of an agreement between you and World of WOW;
3. our statutory duty; and
4. legitimate interest of World of WOW or a third party.

Legitimate interests includes: advertising, marketing, security, auditing, fraud detection, (crime) prevention, (market) research and analysis and improvement of our products and (customer)services (including the Platform), internal management, legal affairs and business management.

In each case, the basis applicable to a specific processing is indicated in the paragraph below.

DATA COLLECTED

Account creation: an influencer can create an account to use the Platform. For this, an influencer must provide: (i) contact information (this includes: first name, last name and email address); (ii) username; and (iii) password. Ground 2. or 4. applies.

Display of content: creators can upload content to the Platform. World of WOW will then display this on the Platform. This content may contain personal data, for example, names, images or voices of Users. Once the Content is uploaded, it can be viewed by users. When an influencer uploads content, the influencer gives World of WOW permission to process and use such content, including the personal data contained therein, in accordance with the provisions of this Privacy Policy. Ground 1. applies.

Use and status of the Platform: World of WOW collects data on the use of the Platform (for example:

making the Platform available, status of the Platform and providing information on changes regarding the Platform). Depending on the processing, ground 2. applies.

Informational messages: we may use your contact information (as specified above) to send informational messages to you (not marketing communications). Ground 2. applies.

Testing and analysis and product development: we use your personal data to analyse how Users use the Platform. This also includes the use of the data to detect errors and malfunctions, fix them and further develop the Platform. Ground 4. applies.

Data aggregation: to minimize the processing of your personal data, we may aggregate or encrypt personal data to create anonymous data that cannot then be traced back to a natural person. Ground 4. applies.

Compliance with (local) laws: we may, in order to comply with applicable laws, be required to process your personal data for purposes other than those set out in this Privacy Policy, for example for filing tax returns, law enforcement or in case of a court order. Ground 3. applies.

Fraud Detection: World of WOW processes your personal data for fraud detection and to prevent fraud and abuse. If we have a reasonable suspicion of any fraud, scam or criminal activity attributable to a User, or determine this to be the case, the personal data of the relevant User will be processed to prevent such User from using the Platform in the future. Depending on the processing, ground 3. or 4. applies.

Customer Service: World of WOW may collect and share your personal data to provide customer service. For example, we may collect (written) requests received by customer service and related responses, along with the other contact information (as specified above) and your other information, if any. This allows us to better respond to inquiries. Depending on the processing, ground 1. or 4. applies.

Marketing: to the extent permitted under applicable law, we may use your contact information for marketing communications, such as newsletters. You may opt out of these at any time. The newsletter may also contain information and offers from other parties. Each newsletter contains a link that allows you to unsubscribe from our newsletter. The newsletter subscriber database, unless you have given explicit consent, is not provided to third parties. Depending on the processing, ground 1. or 4. applies.

RETENTION PERIOD OF PERSONAL DATA

We will not retain your personal data longer than permitted under applicable law or when we believe it is necessary and permissible to retain your personal data longer. After unsubscribing or deleting your account (if applicable), your account data will still be retained for a period of up to 12 months.

If you have questions about the retention period of your personal data, please contact us using the contact information below.

Please note that we may at any time retain collected data (not being the content you uploaded to the Platform) in an aggregated and anonymous form for (market) research, analysis and/or fraud protection purposes. Ground 4. applies in this case.

PROVISION OF PERSONAL DATA TO THIRD PARTIES

In the cases described below, World of WOW s permitted to share your personal data with third parties.

External service providers: We may share your personal data for the purposes set forth in this Privacy Policy with external service providers as necessary for the provision of the platform, such as hosting, data analysis and storage, information technology and related infrastructure, customer service, diagnostics, email delivery, auditing and marketing. We only share your personal data with external service providers that

provide sufficient safeguards to protect your personal data. Depending on the processing, ground 2. or 4. applies.

Competent Authorities: We disclose your personal data to authorities in charge of law enforcement and other government agencies to the extent required by law or strictly necessary for the prevention, detection or prosecution of crimes and fraud. Ground 4. applies.

Transfer: We may transfer your personal data to third parties in the event our organization is subject to a merger, acquisition, reorganization, sale of business or bankruptcy. If required under applicable law, we will obtain your prior consent. Ground 4. applies.

If the above organizations are designated as a processor under European privacy legislation, we will enter into a processor agreement with them. Processing of your personal data will then only take place at our instruction and under our responsibility.

TRANSFER OF PERSONAL DATA ABROAD

With the exception of the processing described below, we only processes personal data within European Economic Area. If you would like information on the transfer of your personal data abroad, please contact us using the contact details below.

The Platform is managed and operated from Eindhoven, the Netherlands. Furthermore, if personal data is provided to a third party abroad, this will only be done to a third party in a country that, according to the European Commission, provides an adequate level of protection for personal data. In the absence of this appropriate level of protection, we will ensure that the legally required safeguards are provided, such as the conclusion of an EU model contract.

At the time of the preparation of this Privacy Policy, your personal data is further transferred abroad in connection with the cloud service offered by Amazon Web Services EMEA SARL (**Amazon**) Amazon is based in Amazon has conformed to the model contract provisions, as drafted by the European Commission. Amazon is based in (L-1855) Luxembourg, at 38 Avenue John F. Kennedy. Amazon has conformed to the model contract provisions, as drafted by the European Commission. World of WOW has entered into a processing agreement with Amazon..

By using the Platform, or otherwise providing information to us, you consent, where applicable, to the transfer of your personal data to countries outside the Netherlands.

SECURITY

We have implemented the necessary security measures to protect your personal data against loss, unlawful use and alteration. These safety measures are constantly being improved in line with technological developments.

YOUR RIGHTS

You have the right to access, correct or delete your personal data at any time. To do so, please contact us using the contact information below. It is also possible for you to view, delete or change certain data (including the content uploaded by you on the Platform) yourself via your account. Finally, please note that you have the following rights under European privacy legislation:

- get an explanation of what personal data we have about you and what we do with it;
- access to the exact personal data we hold about you;
- having erroneous data corrected;
- having outdated personal data deleted;

- withdrawal of consent; and
- object to a particular use of your personal data.

If, despite our efforts to ensure the accuracy of your personal data, inaccuracies are stored, we will correct or delete them at your request.

COMPLAINTS

Please feel free to contact us in case of complaints about our processing of your personal data. In case of a complaint, we ask you to contact us via the contact details as set out below. Notwithstanding the foregoing, under the European privacy legislation, you also have the right to file a complaint directly with the Dutch Authority for the Protection of Personal Data (In Dutch: Autoriteit Persoonsgegevens) about the way we process your personal data.

AMENDMENTS

We reserve the right to amend this Privacy Policy. However, we do not limit your rights under this Privacy Policy without your explicit consent. You can find the most current version of this Privacy Policy at any time on the Platform.

CONTACT

If you wish to respond to this Privacy Policy or believe that World of WOW is not acting in accordance with this Privacy Policy, we kindly ask you to contact us via regular mail by using the following contact details:

World of WOW Holding B.V.
Torenallee 20
5617 BA Eindhoven
support@worldofwow.com

VERSION

This Privacy Policy was last amended on September 27, 2024.

WORLD OF WOW CHILD SAFETY STANDARDS (CSAE POLICY)

INTRODUCTION

World of WOW Holding B.V., a company based in (5617 BC) Eindhoven at Torenallee 20, registered with the Dutch Chamber of Commerce under number 92209688 (hereinafter referred to as World of WOW, we, our or us), is committed to maintaining a safe environment for all users of the World of WOW platform (the Platform). We have a zero-tolerance policy toward child sexual abuse and exploitation (CSAE) and child sexual abuse material (CSAM).

This Child Safety Standards policy applies to all users of the Platform, including influencers (creators) and users. It outlines our published standards against CSAE, our reporting mechanisms, and our commitment to compliance with applicable child safety laws.

ZERO-TOLERANCE POLICY AGAINST CSAE

World of WOW strictly prohibits any content, behavior, or activity on the Platform that involves or facilitates child sexual abuse or exploitation. This includes, but is not limited to:

- The creation, distribution, or possession of CSAM;
- Grooming of minors or any attempt to solicit sexual content from minors;
- Sexual exploitation or trafficking of minors;
- Any content that sexualizes individuals under the age of 18; and
- Any communication intended to facilitate CSAE.

Users who violate this policy will face immediate account suspension or permanent termination, and where legally required, will be reported to the relevant law enforcement authorities.

IN-APP REPORTING MECHANISM

World of WOW provides users with an in-app mechanism to report content or behavior that may constitute CSAE or involve CSAM. Users can report any such content or conduct by:

- Using the 'Report' button available on all content and user profiles within the Platform;
- Contacting our Trust & Safety team directly via support@worldofwow.com.

All reports are reviewed promptly by our Trust & Safety team. We take every report seriously and commit to taking appropriate action within a reasonable timeframe.

ADDRESSING CHILD SEXUAL ABUSE MATERIAL (CSAM)

When CSAM is detected or reported on the Platform, World of WOW will:

- Immediately remove the content from the Platform;
- Suspend or permanently terminate the account of the responsible user;
- Preserve relevant evidence in accordance with applicable law;
- Report the content and relevant user information to the National Center for Missing & Exploited Children (NCMEC) via the CyberTipline, where required by law; and
- Cooperate fully with law enforcement authorities in any investigation.

World of WOW employs technical and operational safeguards, including content moderation and monitoring practices, to detect and prevent the upload or distribution of CSAM on the Platform.

COMPLIANCE WITH CHILD SAFETY LAWS

World of WOW is committed to complying with all applicable national and international child safety laws and regulations, including but not limited to:

- The Dutch Criminal Code provisions on CSAM and child exploitation;
- European Union Directive 2011/93/EU on combating sexual abuse and exploitation of children;
- The EU Digital Services Act (DSA) requirements for online platforms; and
- Any applicable laws in jurisdictions where our users are located.

We regularly review and update our policies and practices to remain in compliance with evolving legal requirements in the area of child safety.

CHILD SAFETY POINT OF CONTACT

World of WOW has designated a Child Safety Point of Contact responsible for overseeing compliance with this policy and handling reports related to CSAE and CSAM. This contact can be reached at:

World of WOW Holding B.V.

Attn: Child Safety Officer

Torenallee 20

5617 BA Eindhoven

The Netherlands

Email: support@worldofwow.com

External authorities and organizations may also use this contact to communicate regarding child safety matters involving our Platform.

AMENDMENTS

We reserve the right to amend this Child Safety Standards policy at any time to reflect changes in applicable law or our practices. The most current version will always be available on the Platform.

This Child Safety Standards policy was last amended on June 5, 2026.