

WHAT IS PERSONAL DATA AT ABC ULTIMATE STUDIO?

At ABC Ultimate Studio, we believe strongly in fundamental privacy rights — and that those fundamental rights should not differ depending on where you live in the world. **That’s why we treat any data that relates to an identified or identifiable individual or that is linked or linkable to them by ABC Ultimate Studio as “personal data,” no matter where the individual lives.** This means that data that directly identifies you — such as your name — is personal data, and also data that does not directly identify you, but that can reasonably be used to identify you — such as your booking ref — is personal data. Aggregated data is considered non-personal data for the purposes of this Privacy Policy.

YOUR PRIVACY RIGHTS AT ABC ULTIMATE STUDIO?

At ABC Ultimate Studio, we respect your ability to know, access, correct, transfer, restrict the processing of, and delete your personal data. We have provided these rights to our global customer base and if you choose to exercise these privacy rights, you have the right not to be treated in a discriminatory way nor to receive a lesser degree of service from ABC Ultimate Studio. ABC Ultimate Studio does not sell your data including as “sale” is defined in Nevada and California.

There may be situations where we cannot grant your request — for example, if you ask us to delete your transaction data and ABC Ultimate Studio is legally obligated to keep a record of that transaction to comply with law. We may also decline to grant a request where doing so would undermine our legitimate use of data for anti-fraud and security purposes, such as when you request deletion of an account that is being investigated for security concerns. Other reasons your privacy request may be denied are if it jeopardizes the privacy of others, is frivolous or vexatious, or would be extremely impractical.

If you live in California, if you cannot access ABC Ultimate Studio’s Data and Privacy page, you or your authorized agent can make a request at info@abculimatestudio.com.

PERSONAL DATA ABC ULTIMATE STUDIO COLLECTS FROM YOU?

At ABC Ultimate Studio, we believe that you can have great product service and great privacy. This means that we strive to **collect only the personal data that we need**. The personal data ABC Ultimate Studio collects depends on how you interact with ABC Ultimate Studio.

- **Account Information.** Your ABC Ultimate Studio booking relates to account details, including email address, devices registered, account status, and age



- **Contact Information.** Data such as name, email address, physical address, phone number, or other contact information
- **Payment Information.** Data about your billing address and method of payment, such as bank details, credit, debit, or other payment card information
- **Transaction Information.** Data about purchases of ABC Ultimate Studio products and services or transactions facilitated by ABC Ultimate Studio, including purchases on ABC Ultimate Studio online platforms
- **Fraud Prevention Information.** Data used to help identify and prevent fraud, including a device trust score
- **Usage Data.** Data about your activity on and use of our offerings, such as app launches within our services, including browsing history; search history; product interaction; crash data, performance, and other diagnostic data; and other usage data
- **Other Information You Provide to Us.** Details such as the content of your communications with ABC Ultimate Studio, including interactions with customer support and contacts through social media channels

You are not required to provide the personal data that we have requested. However, if you choose not to do so, in many cases we will not be able to provide you with our products or services or respond to requests you may have.

PERSONAL DATA ABC ULTIMATE STUDIO RECEIVES FROM OTHER SOURCES

ABC Ultimate Studio may receive personal data about you from other individuals, from businesses or third parties acting at your direction, from our partners who work with us to provide our products and services and assist us in security and fraud prevention, and from other lawful sources.

- **Individuals.** ABC Ultimate Studio may collect data about you from other individuals — for example, if that individual has sent you a product or gift card, invited you to participate in an ABC Ultimate Studio service or forum, or shared content with you.
- **At Your Direction.** You may direct other individuals or third parties to share data with ABC Ultimate Studio.



- ABC Ultimate Studio Partners. We may also validate the information you provide — for example, when creating an ABC Ultimate Studio account , with a third party for security, and for fraud-prevention purposes.

For research and development purposes, we may use datasets such as those that contain images, voices, or other data that could be associated with an identifiable person. When acquiring such datasets, we do so in accordance with applicable law, including law in the jurisdiction in which the dataset is hosted. When using such datasets for research and development, we do not attempt to reidentify individuals who may appear therein.

ABC ULTIMATE STUDIO'S USE OF PERSONAL DATA

At ABC Ultimate Studio, we use personal data to power our services, to process your transactions, to communicate with you, for security and fraud prevention, and to comply with law. We may also use personal data for other purposes with your consent.

ABC Ultimate Studio uses your personal data only when we have a valid legal basis to do so. Depending on the circumstance, ABC Ultimate Studio may rely on your consent or the fact that the processing is necessary to fulfill a contract with you, protect your vital interests or those of other persons, or to comply with law. We may also process your personal data where we believe it is in our or others' legitimate interests, taking into consideration your interests, rights, and expectations. If you have questions about the legal basis, you can contact the Data Protection Officer at [ABC Ultimate Studio.com/legal/privacy/contact](https://www.abculimatestudio.com/legal/privacy/contact).

- **Power Our Services.** ABC Ultimate Studio collects personal data necessary to power our services, which may include personal data collected to improve our offerings, for internal purposes such as auditing or data analysis, or for troubleshooting. For example, if you would like to make a booking through an ABC Ultimate platform, we collect data on what booking services that you have ordered in order to provide you with the content requested and for royalty purposes.
- **Process Your Transactions.** To process transactions, ABC Ultimate Studio must collect data such as your name, purchase, and payment information.
- **Communicate with You.** To respond to communications, reach out to you about your transactions or account, market our products and services, provide other relevant information, or request information or feedback. From time to time, we may use your personal data to send important notices, such as communications about purchases and changes to our terms, conditions, and policies. Because this information is important to



your interaction with ABC Ultimate Studio, **you may not opt out** of receiving these important notices.

- **Security and Fraud Prevention.** We have this in place to protect individuals, employees, and ABC Ultimate Studio and for loss prevention and to prevent fraud, including to protect individuals, employees, and ABC Ultimate Studio for the benefit of all our users, and prescreening or scanning uploaded content for potentially illegal content, including child sexual exploitation material.
- **Personal Data Used for Personalization.** If you choose to personalize your services or communications where/if such options are available, ABC Ultimate Studio will use information that we collect so that we can offer you those personalized services or communications. You can learn more about how relevant services use information to personalize your experience by reviewing the privacy information presented when you first use a service that asks to use your personal data.
- **Comply with Law.** To comply with applicable law — for example, to satisfy tax or reporting obligations, or to comply with a lawful governmental request.

ABC Ultimate Studio does not use algorithms or profiling to make any decision that would significantly affect you without the opportunity for human review.

ABC Ultimate Studio retains personal data only for so long as necessary to fulfill the purposes for which it was collected, including as described in this Privacy Policy or in our service-specific privacy notices, or as required by law. We will retain your personal data for the period necessary to fulfill the purposes outlined in this Privacy Policy and our service-specific privacy summaries. When assessing retention periods, we first carefully examine whether it is necessary to retain the personal data collected and, if retention is required, work to retain the personal data for the shortest possible period permissible under law.

PROTECTION OF PERSONAL DATA AT ABC ULTIMATE STUDIO

At ABC Ultimate Studio, we believe that great privacy rests on great security. We use **administrative, technical, and physical safeguards** to protect your personal data, considering the nature of the personal data and the processing, and the threats posed. We are constantly working to improve on these safeguards to help keep your personal data secure.



COOKIES AND OTHER TECHNOLOGIES

ABC Ultimate Studio's website, online services, interactive applications, and advertisements may use "[cookies](#)" and [other technologies](#). **These technologies help us to better understand user behavior including for security and fraud prevention purposes, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches.**

- **Communications Cookies.** These cookies are used to enable network traffic to and from ABC Ultimate Studio's systems, including by helping us detect any errors.
- **Strictly Necessary Cookies.** These cookies are set as required to provide a specific feature or service that you have accessed or requested. For example, they allow us to display our websites in the proper format and language, to authenticate and verify your transactions, and to preserve the bookings made when booking appointments online at ABC Ultimate Studio.com.
- **Other Cookies.** These cookies are used to understand how visitors interact with our websites and online services, including by helping us to assess the effectiveness of advertisements and web searches. ABC Ultimate Studio also uses these cookies to remember choices you make while browsing, so we can provide you with a customized experience.

If you prefer that ABC Ultimate Studio, not to use cookies, we provide you with the means to disable their use. If you want to disable cookies and you're using the Safari web browser, choose "Block all cookies" in Safari's privacy settings. If you are using a different browser, check with your provider to find out how to disable cookies. Certain features of the ABC Ultimate Studio website may not be available if all cookies are disabled.

In addition to cookies, ABC Ultimate Studio uses other technologies that help us achieve similar objectives.

In some email messages ABC Ultimate Studio sends to you, we provide a "click-through URL" that links you to content on the ABC Ultimate Studio website. When you click one of these URLs, they pass through a separate server before arriving at the destination page on our website. We track this click-through to help us determine interest in particular topics and measure whether we are communicating with you effectively. **If you prefer not to be tracked in this way, you should not click graphic or text links in email messages.**

ABC Ultimate Studio generally treats data collected using these cookies and similar technologies as nonpersonal data. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal data by local law, we also treat these identifiers as



personal data in those regions. In addition, ABC Ultimate Studio sometimes combines non-personal data collected from these technologies with other personal data ABC Ultimate Studio holds. When we combine data in this way, we treat the combined data as personal data for purposes of this Privacy Policy.

Ads that are delivered by ABC Ultimate Studio's advertising platform may appear in ABC Ultimate Studio Blogs News.

ABC ULTIMATE STUDIO'S COMMITMENT TO YOUR PRIVACY

To make sure your personal data is secure, we communicate our privacy and security guidelines to ABC Ultimate Studio employees and strictly enforce privacy safeguards within the company.

