

PRIVACY POLICY

Last Updated: March 15, 2026

This Privacy Policy describes how ExtremeSneakList LLC ("XCardList," "we," "our," or "us") collects, uses, discloses, and safeguards information when you use our website, mobile applications, and services including, without limitation, the XCL Marketplace, XCL Shop, XCL Arcade, Giveaways, and subscription membership programs (collectively, the "Services").

By accessing or using any part of our Services, you acknowledge that you have read, understood, and agreed to this Privacy Policy. If you do not agree, do not use our Services.

1. INFORMATION WE COLLECT

We collect information that identifies, relates to, describes, or is reasonably capable of being associated with or linked to you, directly or indirectly ("Personal Information").

a. Information You Provide to Us

We collect information you voluntarily provide, including when you:

- Create or update your account
- Buy or sell trading cards or collectibles on the XCL Marketplace
- Enter Giveaways or arcade games
- Subscribe to a membership or loyalty program
- Participate in promotions or surveys
- Contact our support team
- Redeem rewards or coins

This may include:

- Full name, email address, phone number, username, password
- Shipping/billing addresses
- Government-issued identification (e.g., driver's license)
- Payment information (processed via Stripe or third-party services)
- Chat history, user feedback, reviews, or messages
- Profile image or avatar (if uploaded)
- Social handles if linked (e.g., Facebook, Apple, Google)

b. Information We Collect Automatically

We automatically collect technical and usage data such as:

- IP address, device type, browser type, access time, referring URLs
- Pages viewed and interaction with features (e.g., scrolling, tapping)
- Session durations, number of logins, clicks, and purchases
- Arcade game play activity, coin usage, and prize redemption attempts

c. Location Information

We may collect geolocation data, including:

- GPS location when enabled by device settings
- Proximity to community meetup spots
- Approximate location via IP address

d. Cookies and Tracking Technologies

We use cookies, pixels, and similar tracking tools to:

- Keep you logged in
- Analyze app usage
- Deliver targeted advertising
- Enable functionality like remembering cart items or reward selections

You may disable cookies through browser settings, though doing so may limit functionality.

e. Third-Party Data

We may collect additional information from social login providers (Facebook, Google, Apple), Stripe, Shippo, or tracking platforms, and affiliates or marketing partners.

2. HOW WE USE YOUR INFORMATION

We use your information to provide, operate, and enhance the Services, including to:

a. Operate and Maintain Our Platform

- Create and manage user accounts
- Enable marketplace transactions between buyers and sellers
- Facilitate payment and shipping through Stripe and Shippo
- Fulfill purchases from the XCL Shop and deliver prizes from XCL Arcade
- Process entries and select winners for Giveaways
- Track coin usage, arcade gameplay, and leaderboard participation
- Maintain subscription billing, trial periods, and access to premium content

b. Provide Customer Support

- Respond to inquiries, disputes, returns, or technical issues
- Verify your identity when necessary (e.g., for prize claims, suspicious activity)
- Provide order updates, refund status, and account notifications

c. Administer Loyalty & Subscription Programs

- Award points for eligible purchases made via affiliate links
- Track reward redemption history and eligibility
- Manage coin balances, arcade entries, and subscription perks
- Send reminders about expiring coins, renewals, and available rewards

d. Improve and Personalize the Services

- Customize the user experience based on your preferences or behavior
- Recommend products, listings, arcade games, or prizes
- Track app performance and detect bugs or crashes

e. Send Communications

- Transactional: Order receipts, shipping confirmations, account changes
- Promotional: Offers, loyalty rewards, new releases, arcade events
- Legal: Policy updates, terms changes, security alerts

You may opt out of promotional messages at any time (see "Your Choices" below).

3. HOW WE SHARE YOUR INFORMATION

We do not sell your personal information. However, we may share it as follows:

a. With Service Providers and Business Partners

- Payment processors (e.g., Stripe)
- Shipping and logistics providers (e.g., Shippo, USPS, FedEx)
- Customer support tools (e.g., email or helpdesk platforms)
- Fraud prevention services
- Analytics and advertising partners (e.g., Google Analytics, Facebook Ads)

These parties are contractually obligated to safeguard your data.

b. With Other Users (as necessary for transactions)

- Buyers may see your username and city if you are a seller
- Sellers will receive your full shipping address for fulfillment
- Giveaway winners may have their name and location listed publicly (first name, last initial, and city)

c. With Affiliates or Subsidiaries

We may share data internally across XCardList's family of services, including XCL Marketplace, XCL Shop, and XCL Arcade, all operated under ExtremeSneakList LLC.

d. Legal Requirements

We may disclose information if required to comply with the law or a court order, cooperate with law enforcement or government requests, or enforce our Terms of Use or protect the rights, property, or safety of our users.

4. SOCIAL SHARING FEATURES

Our Services may include social features (e.g., "Share" or "Like" buttons) that allow you to share content or activity with your social networks or publicly. If you choose to use these tools, the respective social network may collect information such as your IP address or which page you are visiting. Please

refer to the privacy policies of these third parties for details.

5. ADVERTISING & ANALYTICS

We partner with advertising platforms and analytics providers (such as Facebook, Google, TikTok, and similar services) to help us understand how users interact with our platform, serve personalized advertisements, and track conversions, engagement, and marketing performance. These partners may use cookies, device IDs, or similar tracking technologies. You may be able to limit or opt out of such tracking (see "Your Choices" below).

6. DATA SECURITY

We take commercially reasonable measures to protect your information, including:

- Encryption of sensitive data (e.g., payment details)
- Use of secure servers and HTTPS
- Restricting access to user data on a need-to-know basis
- Monitoring for suspicious activity or fraudulent transactions

Please note that no system is 100% secure. You are responsible for protecting your account credentials.

7. YOUR CHOICES

a. Account Information

You can review or edit your account information in your profile settings. If you wish to delete your account, contact us at support@xcardlist.com.

b. Location Services

You can enable or disable precise location tracking through your device settings.

c. Cookies & Tracking Technologies

You can configure your browser to reject cookies. However, doing so may limit your ability to use certain features.

d. Promotional Messages

You may opt out of promotional emails or texts by clicking the "unsubscribe" link in any marketing message, changing your notification preferences in the App, or contacting us directly.

8. COOKIES

Cookies are small text files stored on your device when you access and use our Services. We use cookies and similar tracking technologies to enable core functionality, analyze usage trends, deliver relevant ads, and remember your preferences. We may use both session cookies and persistent cookies. You can manage or disable cookies in your browser settings.

9. CHILDREN'S PRIVACY

We do not knowingly collect or solicit personally identifiable information from children under 13. If we learn that we have collected personal information from a child under 13 without parental consent, we will delete it as quickly as possible. If you believe a child has provided us with personal information in violation of this policy, please contact us at support@xcardlist.com.

10. CALIFORNIA PRIVACY RIGHTS

If you are a California resident, you have rights under the California Consumer Privacy Act (CCPA), including:

- The right to know what personal data we collect and how we use it
- The right to request deletion of your personal information
- The right to opt out of the sale or sharing of your personal data
- The right to non-discrimination for exercising your privacy rights

To submit a CCPA request, contact us at support@xcardlist.com. We may verify your identity before processing your request.

11. INTERNATIONAL USERS

ExtremeSneakList LLC is based in the United States. If you access the Services from outside the U.S., you acknowledge and consent that your information may be transferred, processed, and stored in the United States or other jurisdictions. You are responsible for compliance with your local laws and regulations regarding data collection and use.

12. RETENTION OF DATA

We retain personal data for as long as necessary to provide our Services, comply with legal and regulatory obligations, resolve disputes, and enforce our agreements. If you close your account, we may retain limited information for a reasonable period (up to 12 months or longer if required) for compliance, fraud prevention, and audit purposes.

13. CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time. If we make material changes, we will notify you via the App, email, or other means. All changes are effective immediately when posted. Continued use of the Services after changes means you accept the updated Privacy Policy.

14. CONTACT US

If you have any questions, concerns, or complaints about this Privacy Policy or our data practices, you may contact us at:

ExtremeSneakList LLC

285 West Wieuca Road NE PMB 5208

Atlanta, GA 30342

Email: support@xcardlist.com