

# Privacy Policy

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Hothead Technologies, Inc. (HHT) may collect a variety of personal information about you when you use the SPREE Headband, when you visit our web-site(s) or use our Software applications on your computer, smart-phone or tablet (“Device”). Some of this information may be provided by you directly, some may be collected by the Software during use, some may be provided by your Device, and some may be collected automatically.

This privacy policy is incorporated in and forms part of HHT’s EULA. An updated version of the EULA can be found at [www.spreesports.com/resources/EULA](http://www.spreesports.com/resources/EULA).

HHT reserves the right to update and make changes to this Privacy Policy at any time, and your use of HHT’s Software and/or Devices constitutes your continued acceptance of HHT’s updated Privacy Policy.

## Information

Information that we may collect and receive from you includes but may not be limited to the following:

### Personal Identification Information

This is information that you provide to us to enable us to set up an account, verify your identity and charge you with any applicable fees. Such information Name, address, phone numbers, birthdate and credit card information.

### Demographic Information

This is information that we may use in order to better serve you, to enhance your experience using our products. Such information may include ZIP code, email addresses, images, sex, age, device identifier, fitness level, degree of Software usage, IP address, browser type and language, referring web-sites, information related to cookies, the type of system your device is using, as well as information relating to previous purchases and downloads from us.

### Support Information

This information may be used when providing you with customer support and may include Device operating system and version, other installed applications, Spree hardware/firmware versions, Spree App versions, Software usage, IP address, browser type and language, referring web-sites, information related to cookies and related information.

## Usage Information

This information may be generally collected through your usage of the Spree Headband and the Spree App and may include location, software usage statistics, results, activity performance details, and social media interaction.

## What do we do with it

We will use the information to set up an account, provide you with service and support and collect information that helps us improve our products by analyzing trends in our customers, their demographics and their use of our products.

We will send you information about updates available to the Software or new products as well as any administrative messages related to product orders, support issues or other related activities.

## What we share

We may share information with third party service providers such as credit card processing companies, shipping companies or other parties needed to fulfill orders or otherwise allow us to meet our obligations to you. We may also share information with companies to assist in fraud investigations and we will provide information based on court orders, government requests or where required by law.

## Public Sharing

By default, you give us the right to share any and all information, except the Personal Identification Information defined above. Such information will not be shared and is protected through a variety of procedural and technical processes. However, HHT cannot guarantee that such information will be secure under all circumstances.

## Unsubscribing

You may unsubscribe from messages and communications that you receive from us. To do so, follow the instructions contained in the message or communication. Please allow for reasonable time for such opt-outs to take effect.

## Additional Information and Resources

For specific questions about our privacy policy, contact Customer Service, Hothead Technologies, Inc., Suite 480, 8111 LBJ Freeway, Dallas, TX, 75251 or email [support@spreesports.com](mailto:support@spreesports.com) with "Privacy" in the subject line. An up to date copy of the Privacy Policy can be found at [www.spreesports.com/resources/privacypolicy](http://www.spreesports.com/resources/privacypolicy).