

# Privacy Policy

**Last Updated: March 21, 2025**

This Privacy Policy governs the websites operated by Metacommerce Inc (dba, Rally.Fan) (hereinafter referred to as "us," "we," or "Rally"), including, without limitation, the website currently located at [\[https://rally.fan\]](https://rally.fan). By using the website, you consent to the collection and use of your personal information as outlined in this Privacy Policy.

We have adopted this privacy policy ("Privacy Policy") to explain what information may be collected on our website, how we use this information, and under what circumstances we may disclose the information to third parties. This Privacy Policy applies only to information we collect through the website and does not apply to our collection of information from other sources. Depending on your activities when visiting our website, you may be required to agree to additional terms and conditions.

## 1. Website Visitors

Rally automatically collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time

of each visitor request. Rally's purpose in collecting non-personally-identifying information is to better understand how Rally's visitors use its website. From time to time, Rally may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.

## **2. Gathering of Information**

Certain visitors to Rally's websites choose to interact with Rally in ways that require Rally to gather personally-identifying information. The amount and type of information that Rally gathers depends on the nature of the interaction. For example, we ask visitors who sign up for our newsletter or create an account at <https://rally.fan> to provide a name and email address.

## **3. Security**

The security of your personal information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## **4. Protection of Information**

Rally discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors, and affiliated organizations that (i) need to know that information in order to process it on Rally's behalf or to provide services available at Rally's website, and (ii) that have agreed not to disclose it to others. Some of those employees, contractors, and affiliated organizations may be located outside of your home country; by using Rally's website, you consent to the transfer of such information to them. Rally will not rent or sell potentially personally-identifying information to anyone. Other than to its employees, contractors, and affiliated organizations, as described above, Rally discloses potentially personally-identifying and personally-identifying information only in response to governmental requests, or when Rally believes in good faith that disclosure is reasonably necessary to protect the property or rights of Rally, third parties, or the public at large.

## **5. Analytics**

Rally may also use third-party solutions to conduct web analytics, such as Google Analytics. Google Analytics is a web analytics service provided by Google, Inc., which uses cookies to help analyze how users use this website. The information generated by the cookie about your use of this website (such as your IP address, the URL visited, the date and time the page was viewed) will be transmitted to and stored by

Google. Google will use this information to monitor your use of this website, compile reports on website activity for website operators, and provide other services related to website activity and internet usage. Google may transfer this information to third parties where required by law, or where such third parties process information on Google's behalf. For more information about Google's privacy policy in respect of Google Analytics, please refer to [Google Analytics Privacy](#).

## **6. Links To Other Sites**

Our service may contain links to external sites that are operated and maintained by third parties over which we have no control. Privacy policies on such linked websites may be different from our Privacy Policy. You access such linked websites at your own risk. We encourage you to review the privacy policy of any such linked website you visit to understand that website's collection, storage, and use of your information.

## **7. Cookies**

Rally uses "Cookies," similar technologies, and services provided by others to display personalized content, appropriate advertising, and store your preferences on your computer.

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Rally uses cookies to help Rally identify and track visitors, their usage of <https://rally.fan>, and their website access preferences. Rally visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using Rally's websites, with the drawback that certain features of Rally websites may not function properly without the aid of cookies.

By continuing to navigate our website without changing your cookie settings, you hereby acknowledge and agree to Rally's use of cookies.

## **8. Privacy Policy Changes**

Although most changes are likely to be minor, Rally may change its Privacy Policy from time to time, and in Rally's sole discretion. Rally encourages visitors to frequently check this page for any changes to its Privacy Policy. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.

## **9. Feedback**

If you would like to ask questions or provide comments regarding this Privacy Policy, you may do so by sending us an email at

friends@rally.fan.

## **10. RB2B Opt-Out**

When you visit or log in to our website, cookies and similar technologies may be used by our online data partners or vendors to associate these activities with other personal information they or others have about you, including by association with your email or home address. We (or service providers on our behalf) may then send communications and marketing to these email or home addresses. You may opt-out of receiving this advertising by visiting <https://app.retention.com/optout>.

## **11. Retention and Deletion of Google Data**

Rally complies with Google's policies regarding the retention and deletion of data collected through Google services, such as Google Analytics, Google Ads, and other related tools.

### **11.1 Retention and Deletion of Google Data**

Rally retains data collected through Google services only for as long as necessary to fulfill the purposes outlined in this Privacy Policy. The data retention settings for Google Analytics are configured to automatically delete user and event data after a period of 26 months, unless a different period is specified based on user consent or legal obligations. This data

includes, but is not limited to, user identifiers such as cookies, User-ID, and advertising identifiers.

## **11.2 Deletion of Data**

If you wish to request the deletion of your data collected through Google services, you may do so by contacting us at [friends@rally.fan](mailto:friends@rally.fan). We will ensure that your request is processed in accordance with Google's data deletion policies, including the deletion of any personal data stored on Google's servers.

## **11.3 User Rights and Controls**

You have the right to access, update, and delete your personal data collected through Google services. You can manage your privacy settings directly with Google by visiting your Google Account settings at <https://myaccount.google.com/privacy>. Additionally, you can opt out of data collection by Google Analytics by installing the [Google Analytics Opt-out Browser Add-on](#).

By using our website, you consent to the collection, retention, and deletion of your data as described in this section and in accordance with Google's policies. For more information on Google's data practices, please review the [Google Privacy Policy](#).

## **12. Retention and Deletion of Instagram Data**

## **12.1 Collection and Retention of Instagram Data**

Rally may integrate with Instagram services to enhance your user experience on our website. When you choose to connect your Instagram account with Rally, we may collect Instagram data such as your public profile information, posts, comments, and other data you have permitted us to access. We retain this Instagram data for as long as your Rally account remains active or until you disconnect your Instagram integration. Additionally, we will continue to retain your Instagram data as required to comply with legal obligations, resolve disputes, and enforce our agreements.

## **12.2 Deletion of Instagram Data**

If you wish to request the deletion of your Instagram data, please contact us at [friends@rally.fan](mailto:friends@rally.fan). Upon receiving your request, we will initiate the deletion process and remove your Instagram data from our active systems within a reasonable timeframe (typically within 2-5 business days). Please note that, due to technical constraints, residual copies in our secure backup systems may persist for a limited period solely for disaster recovery purposes and will not be used for any further processing.

## **12.3 User Rights and Controls**

You have the right to access, update, or delete your personal data collected via your Instagram integration with Rally. Disconnecting your Instagram account from Rally will trigger the deletion process for any

data that is not necessary for legal compliance or operational purposes.

If you have any questions or concerns regarding your Instagram data, please contact us at [friends@rally.fan](mailto:friends@rally.fan).

By using our website and integrating your Instagram account, you consent to the collection, retention, and deletion of your Instagram data as described in this section.