

Privacy Policy

Last Updated: **20 Feb 2024**

About Our Privacy Policy

This Privacy Policy is designed to help you understand how STAKELAND including the website located at stakeland.com (the “Site”, “We”, “Us”, and “Our”) collects, uses, and shares your personal information and to help you understand and exercise your privacy rights.

When you use our Site, you’ll share some information with us. We want to explain clearly what information we collect, why we collect it, how we use it, whom we share it with, and the controls we give you to access, update, and delete your information.

That’s why we’ve written this Privacy Policy. We tried to write it in simple language with minimal legalese so it’s easy for you to understand. If you have any questions about anything in our Privacy Policy, please contact us as set forth in “[Contact Us](#)”.

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How We Collect Information

Information You Choose To Give Us

When you use and interact with our Site, our Site collects minimal amounts of personal information from you, such as your contact information, email address, wallet address, and other transaction information. However, we will never ask you to provide or collect your private keys.

To make it easier for others to find you, we may also ask you to provide us additional information that will be publicly visible on our Site, for example a profile picture, a name, or other identifiable information. Lastly, when you contact us or communicate with us in any way, we'll collect any information you give us.

Information We Get When You Use our Site

When you use our Site, we collect information about how you use them:

Usage Information. We collect information about your activity through our Site, such as what pages, tags you look at, and what you search for.

Device Information. We also collect information from and about the devices you use, such as hardware model, operating system version, device memory, advertising identifiers, unique application identifiers, unique device identifiers, language, and information about your wireless and mobile network connections, such as your type of network connection.

Camera and Photos. Some of our features may require us to collect images and other information from your device's camera and photos.

Location Information. When you use our Site, we may collect information about your location. With your permission, we may also collect information about your precise location using methods that include GPS, wireless networks, and Wi-Fi access points.

Information Collected by Cookies and Other Technologies. We and our service providers or our third party partners may also automatically collect information from you when you use our Site through cookies and other tracking technologies. We may store some information on your device or device hard drive as a cookie or similar type of file (such as clear gifs, web beacons, tags, and similar technologies that work on mobile devices) to collect data related to usage of the Site. We may also use these technologies

to collect information when you interact with the Site we offer through one of our partners, such as advertising and commerce features. "Cookies" are pieces of information that may be placed on your computer by a website for the purpose of collecting data to facilitate and enhance your communication and interaction with that website. Such data may include, without limitation, the address of the websites you visited before and after you visited the Site, the type of browser you are using, your Internet Protocol (IP) address, what pages in the Site you visit and what links you clicked on, the region where your device is located, and geo-IP data. We may use cookies to customize your visit to the Site and for other purposes to make your visit more convenient or to enable us to enhance our Site. Removing or rejecting cookies may affect the Site's function and availability.

We may work with third-party service providers, such as Google, who use the technologies described in this section to conduct analytics to help us track and understand how visitors use the Site.

Log Information. We also collect log information when you use our Site. For example:

- Details about how you've used our Site.
- Device information, such as web browser type and language.
- Access times.
- Pages and content viewed.
- IP address.
- Identifiers associated with cookies or other technologies that may uniquely identify your device or browser.
- Pages you visited before or after visiting our Site.

Information We Collect From Third Parties

We may collect information from our affiliates and third parties, including through third-party services and organizations. For example, if you access our Site through a third-party application, such as an app store, a third-party login service, or a social networking site, we may collect information about you from that third-party application that you have made available via your privacy settings.

Our Site may offer various tools and functionalities that allow you to provide information about your friends through our referral service; third parties may also use these services to upload information about you. Our referral services may also allow you to forward or share certain content with a friend or colleague, such as an email inviting your friend to use our Site. Please only share with us contact information of people with whom you have a relationship (e.g., relative, friend, neighbor, or co-worker).

How We Use Your Information

We use your information to provide you with the best products and services we can build and improve. Here's what we use this information for:

- To develop, maintain, improve, deliver, and protect our products and Site.
- Monitor and analyze trends and usages of our products and Site.
- Send you communications, including by e-mail. Examples include using e-mail to respond to support inquiries, or to share information about our products, Site, and promotional offers that we think may interest you.
- Personalize our Site by showing you better and more relevant content.
- Provide ad targeting and measurement, including the use of your precise location information to show relevant ads.
- Enhance and enforce the safety and security of our products and Site.
- Verify your identity and prevent fraud, or other unauthorized and illegal activity.
- Use information we've collected cookies and other data to enhance our Site and products.
- Enforce our Terms of Service and other usage policies.

How We Share Information

We may share information about you in the following ways:

With other Users. We may share information with other Site users. Examples include:

- Information about you, such as your display name, username, and profile pictures.
- Information you upload, such as image or video posts.
- Information we collect and publicly available from the crypto wallet address(es) you provided.

With all Users, our business partners, and the general public. We may share information with all Site users, our business partners, and the general public. Examples include:

- Public information like your display name, username, and profile pictures.
- Content from our Site that you share on other Site, such as Facebook or Pinterest.

With our affiliates. We may share information with the entities within the Stakeland and Memeland ecosystem and family of companies.

With other third parties. We may share your information with third parties. Examples include:

With service providers. We may share information about you with service providers who perform Site on our behalf.

With third parties for legal reasons. We may share information about you if we reasonably believe that disclosing the information is necessary. Examples include:

To comply with any valid legal process, governmental request, or applicable law, rule or regulation.

To investigate, enforce, or remedy potential Terms of Service violations

To protect the safety, rights, and property of the Site, our users, or others.

To detect and resolve any fraud or security matters or concerns.

With third parties as part of a merger or acquisition. If the company gets involved with a merger, asset sale, financing, liquidation, bankruptcy, or acquisition of all or some portion of our business to another company, we may share your information with the company before, during, and after the transaction.

We may also share aggregated, non-personally identifiable, or de-identified information with third parties, such as advertisers.

For the avoidance of doubt, due to the public nature of the blockchain, any information about your transaction you enter onto the blockchain could possibly be used to identify you or information about you, and this Privacy Policy does not apply to information on the blockchain as a result of, but not limited to, creating, minting, collecting, swapping, trading and transferring a digital asset which will be publicly accessible and outside of our control.

Third-Party Content and Integrations

Our Site may contain third-party links and search results, include third-party integrations, or offer a co-branded or third-party-branded-service. Through these links, third-party integrations, and co-branded or third-party-branded Site, you may be providing information, including personal information, directly to the third party, to us, or to both. You acknowledge and agree that we are not responsible for how those third parties collect or use your information. We encourage you to review the privacy policies of every third-party service you visit or use, including those third parties you interact with through our Site.

Analytics and Advertising Site

Provided by Others

We may let other companies use cookies, web beacons, and similar technologies on our Site. These companies may collect information about how you use our Site over time, and combine it with similar information from other Site and companies. This information may be used to analyze and track data, determine the popularity of certain content, and under your online activity, among other things.

Some companies, including our affiliates, may use information collected on our Site to measure the performance of ads and deliver more relevant ads, including on third-party websites and apps. When you enter your email address on our website (either to log in, or to sign up to a newsletter, or similar) we may share personal or other information that we collect from you, such as your email (in hashed, pseudonymous form), IP address, or information about your browser or operating system, with these companies. These companies may use this information to create an online identification code for the purpose of recognising you on your devices. This code does not contain any of your identifiable personal data and will not be used by those companies to re-identify you. We place this code in our first party cookie and allow it to be used for online and cross-channel advertising. It may be shared with our advertising partners and other third party advertising companies globally for the purpose of enabling interest-based content or targeted advertising throughout your online experience (e.g. web, email, connected devices, and in-app, etc). You have the right to withdraw your consent or opt-out to the processing of your personal data at any time.

Provided by Us

We may collect information about your activity on third-party Site that use cookies and other technologies provided by us. We use this information to improve your user experience with our Site and to improve our advertising services, including measuring the performance of ads and showing you relevant ads.

How Long We Keep Your Information

The Site stores your information, for example:

- We store your basic account information, including your name, username, and email address, wallet address, social handles, etc until you ask us to delete them.
- We store location information for different lengths of time based on how precise it is and which feature or service you use.
- We are constantly collecting and updating information about the things you like or dislike, so we can provide you with more relevant data, more relevant ads, and a better user experience.

There may be legal requirements to store your data and we may need to suspend those deletion practices if we receive a valid legal process or request asking us to preserve that content, or if we receive reports of abuse or other Terms of Service Violations. We may also need to retain certain information in backup for a limited period of time, or as required by law.

Control over Your Information

At our Site, your privacy is important to us. We want you to have control over the information you give us, the information we use, and the information we keep. These are the tools we provide you to control your information:

Download My Data. You can request your data to be sent to you.

Removing Permissions. If you agree to let us use your information, you can change your mind at any time by changing the settings on your device. If you remove permission, certain Site may be impacted and may lose functionality.

Deletion. We hope you remain a the Site user for life, but if you want to delete your account and your personal information, please [contact us](#).

Our Policy on Children's Information

We do not knowingly collect personal information from anyone under 16. We may limit how we collect, use and store some of the information of EU or EEA users between ages 13 and 16. If we need to rely on consent as a legal bases for processing your information and your country requires consent from a parent, we may require your parent's consent before we collect and use that information.

Revisions and Changes to the Privacy Policy

We may change this Privacy Policy from time to time. When we do, we will let you know by notifying you one way or another. We may let you know by revising the date at the top of this privacy policy, which is available on our websites and mobile applications. We may also provide additional notice, such as adding a statement to our homepage, or providing you with an in-app notification.

Contact Us

If you have any questions about our privacy practices or this Privacy Policy, or to exercise your rights as detailed in this Privacy Policy, please contact us at:

privacy@stakeland.com

Additional Information for Users in the European Union, European Economic Area, United Kingdom and Switzerland

Bases For Using Your Information

Your country only allows us to use your personal information when certain conditions apply or are met. These conditions are called legal bases. At our Site, we rely on one of the following bases:

Contract. We may use your information because you've entered into an agreement with us.

Legitimate Interest. We may use your information because we - or a third party - has a legitimate interest. For example, we need to use your information to provide, maintain and improve our Site. This includes protecting your account, providing customer support, and showing the best content you'll like. Most of these services are free. To keep the lights on at our Site, we may use this information to show you relevant ads. We believe legitimate interest does not outweigh your right to privacy, so we only rely on legitimate interest when we think the way we are using your data does not significantly impact your privacy.

Consent. We may ask for your consent to use your information for specific purposes. If we do, we'll make sure you can revoke your consent in our Site or through your device permissions at any time. Even if we're not relying on consent to use your information, we may ask you for permission to access data such as your location.

Legal obligation. We may use your personal information when we are required to comply with the law, such as when we respond to a valid legal process or need to take action to protect our users or employees.

Your Right To Object

You have the right to object to our use of your information. For some data, we've provided you with the ability to delete your data if you don't want us to store or process it anymore. For other data, you can stop our use of your information by disabling the feature altogether. You can do these by contacting us as set forth in "[Contact Us](#)".

International Transfers

We may collect your personal information from, transfer it to, and process it in the United States and other countries outside of where you live. When we share information of EU and EEA users outside the EU or EEA, we make sure an adequate transfer mechanism is in place. For international transfers, we rely on Data Process and Security Terms (DPST), EU Model Contract Clauses (MCC), and Standard Contract Clauses (SCC).

Your Right To Complain

If you're based in the EU, EEA, United Kingdom or Switzerland and have a complaint, you can file your complaint with the supervisory authority in your Member States. For example, if you're based in the UK, you can file a complaint with the Information Commissioner's Office.

Privacy and Data Protection Officer Contact

Our Data Protection Officer (DPO) can be contacted as set forth in "[Contact Us](#)".

Additional Information for Users in the the State of California (US), Virginia (US), Connecticut (US), and Colorado (US)

The Personal Information That We Collect About You

For individuals who are California, Virginia, Connecticut, or Colorado residents, the California Consumer Privacy Act (“**CCPA**”), Virginia Consumer Data Protection Act (“**VCDPA**”), Connecticut Data Privacy Act (“**CTDPA**”), and the Colorado Privacy Act (“**CPA**”) requires certain disclosures about the categories of personal information we collect and how we use it, the categories of sources from whom we collect personal information, and the third parties with whom we share it with.

Depending on how you interact with us, the Site may collect the following categories of information as summarized in the table below. This does not apply to personal information we collect from employees or job applicants in their capacity as employees or job applicants. It also does not apply to personal information we collect from employees, owners, directors, officers, or contractors of businesses in the course of our provision or receipt of business-related services.

All of the categories of personal information we collect about you (as detailed below) come from the following categories of sources:

- You, including through your use of our Site
- Automatically collected from you
- Our affiliate companies
- Third parties

Categories of Personal Information We Collect	Categories of Third Parties with Which We Share That Information
Identifiers (such as name, e-mail address)	<ul style="list-style-type: none">• Third parties (such as our service providers and integration partners)• Our affiliate companies• Aggregators (such as analytics Site)
Commercial Information (such as transaction data)	<ul style="list-style-type: none">• Third parties (such as our service providers)• Our affiliate companies• Aggregators (such as analytics Site)

Financial Data (such as billing information)	<ul style="list-style-type: none"> • Third parties (such as our service providers and integration partners) • Our affiliate companies • Aggregators (such as analytics Site)
Internet or Other Network or Device Activity (such as browsing history or app usage)	<ul style="list-style-type: none"> • Third parties (such as our service providers and integration partners) • Our affiliate companies • Aggregators (such as analytics Site)
Location information (e.g. inferred from your IP address)	<ul style="list-style-type: none"> • Third parties (such as our service providers and integration partners) • Our affiliate companies • Aggregators (such as analytics Site)
Legally Protected Classifications (such as gender and age)	<ul style="list-style-type: none"> • Third parties (such as service providers and integration partners) • Our affiliate companies
Other Information that Identifies or Can Be Reasonably Associated with You	<ul style="list-style-type: none"> • Third parties (such as our service providers and integration partners) • Our affiliate companies • Aggregators (such as analytics Site)

Categories of Business/Commercial Purposes for Use of Your Information

All of the categories of personal information we collect about you (as detailed above) are used for the following purposes:

- Providing our services (for example, account servicing and maintenance, customer service, advertising and marketing, analytics, and communication about our Site)
- For our operational purposes, and the operational purposes of our service providers and integration partners
- Improving our existing services and developing new services (e.g., by conducting research to develop new products or features)
- Delivering relevant advertising
- Detecting, protecting against, and prosecuting security incidents and fraudulent or illegal activity
- Bug detection, error reporting, and activities to maintain the quality or safety of our Site
- Auditing consumer interactions on our site (for example, measuring ad impressions)
- Other uses that advance our commercial or economic interests, such as third party advertising

- Other uses that we notify you about

California, Virginia, Connecticut, and Colorado Rights and Choices

Subject to certain restrictions, California, Virginia, Connecticut, or Colorado residents have the right to request that we disclose what personal information we collect about you, to delete any personal information that we collected from or maintain about you, and to opt-out of the sale of personal information about you. As a California, Virginia, Connecticut, or Colorado resident, you also have the right to designate an agent to exercise these rights on your behalf. This section describes how to exercise those rights and our process for handling those requests, including our means of verifying your identity. If you would like further information regarding your legal rights under applicable law or would like to exercise any of them, please contact us at as set forth in "[Contact Us](#)".

Accessing and Deleting Your Personal Information

Right to Request Access to Your Personal Information

California, Virginia, Connecticut, or Colorado residents have the right to request that we disclose what categories of personal information that we collect, use, or sell about you. You may also request the specific pieces of personal information that we have collected about you. However, we may withhold some information where the risk to you, your personal information, or our business is too great to disclose the information.

Right to Request Deletion of Your Personal Information

You may also request that we delete any personal information that we have collected from/about you. However, we may retain personal information as authorized under applicable law, such as personal information required as necessary to provide our Site, protect our business and systems from fraudulent activity, to debug and identify errors that impair existing functionality, as necessary for us, or others, to exercise their free speech or other rights, comply with law enforcement requests pursuant to lawful process, for scientific or historical research, for our own internal purposes reasonably related to your relationship with us, or to comply with legal obligations. We need certain types of information so that we can provide our services. If you ask us to delete it, you may no longer be able to access or use our Site.

How to Exercise Your Access and Deletion Rights

California, Virginia, Connecticut, or Colorado residents may exercise their privacy rights by contacting us at as set forth in "[Contact Us](#)".

For security purposes, we may request additional information from you to verify your identity when you request to exercise your California privacy rights.

If you have an online account with us, logging into your account will serve to verify your identity and request, although we may request additional information if we believe your account has been compromised. If you do not have an account with us, or if we have reason to suspect that the security of your account is compromised, we will request additional information from you to match with our existing records to verify your identity, depending on the nature of the request and the sensitivity of the information sought.

Once you submit a request to (1) access the categories of personal information we have about you or (2) obtain a copy of specific pieces of personal information we have about you, we will ask that you verify your identity by logging into your account using your username and password. If you don't have an account with us, we will ask you to provide certain information so we can verify your identity. Once verified, we will provide you access to your information in a downloadable format.

To request that we delete personal information we have collected from you, you will need to authenticate with us by first logging into your account.

If you wish to exercise any of these rights and do not have an account with us, please contact us as set forth in "[Contact Us](#)" and we will request additional information to perform identity verification where possible.

Sales of Personal Information

California, Virginia, Connecticut, or Colorado residents may opt out of the sale of their personal information by contacting us at as set forth in "[Contact Us](#)".

Non-Discrimination Rights

California, Virginia, Connecticut, or Colorado residents have the right to not be discriminated against for exercising their rights as described in this section. We will not discriminate against you for exercising your CCPA, VCDPA, CTDPA, or CPA rights.