



ARMRY SHAKEDOWN

PRIVACY POLICY

Effective Date: [July 4th, 2026]

This Privacy Policy (this “**Policy**”) describes how ARMRY SHAKEDOWN L.L.C. (“**Armry Shakedown**,” the “**Platform**,” “**we**,” “**us**,” or “**our**”), collects, uses, and discloses information when you visit, use, or interact with our website, mobile applications, and related services (collectively, the “**Service**”).

By using the Service, you are consenting to the collection, use, and disclosure of personal information in accordance with this Policy. You acknowledge and agree that such information may be transferred from your current location to the offices and servers of Armry Shakedown and the authorized third parties referred to herein.

Your access to and use of the Service is also subject to the Armry Shakedown Terms of Service (the “**Terms**”) and any and all policies incorporated therein. Capitalized terms used, but not defined, in this Policy have the meaning given to them in the Terms. If there is a conflict between this Policy and the Terms, this Policy will control.

The Platform reserves the right to modify this Policy at any time by posting the revised Policy on the Service. Any modification will be effective upon posting unless a later effective date is specified. Your continued use of the Service after the effective date of any modification constitutes your acceptance of the modified Policy. If you do not agree to a modification, you may not use or access the Service.

SECTION 1 INFORMATION WE COLLECT

1.1 Personal Information You Provide.

We collect personal information from you when you voluntarily provide it, such as when you register for or use the Service. This information may include:

- (a) contact information, such as your first and last name, email and mailing addresses, and phone number;

- (b) profile information, such as your username and password, your photograph, and your interests or preferences;
- (c) verification credentials, such as department-issued identification, badge numbers, active employment verification, agency or department affiliation, and such other professional credentials as may be required to establish Verified User status;
- (d) transaction information, such as information about purchases and sales you conduct through the Service, payment amounts, and other details of products you have bought or sold;
- (e) payment information, such as payment card details, bank account information, and billing address, collected and processed by our third-party payment processor, Stripe, Inc.;
- (f) Shipping information, such as delivery addresses provided in connection with purchases;
- (g) content you choose to upload to the Service, such as photographs, text descriptions, messages, and other content associated with your listings or communications, along with the metadata associated with those files;
- (h) communications, such as messages you exchange with other Users through the Service, and any correspondence you send to us;
- (i) marketing information, such as your preferences for receiving communications from us; or
- (j) other information that we may collect which is not specifically listed here, but which we will use in accordance with this Policy or as otherwise disclosed at the time of collection.

1.2 Information Collected by Automated Means.

We, our service providers, and our business partners may automatically collect information about you, your computer or mobile device, and your activity on or through the Service. This information may include:

- (a) your computer or mobile device operating system type and version, manufacturer and model, device identifier, browser type, and screen resolution;
- (b) your IP address and general location information such as city, state, or geographic area;
- (c) the website you visited before browsing to our website; or
- (d) information about your use of and actions on the Service, such as pages or screens you viewed, how long you spent on a page or screen, navigation paths between pages, information about your activity on a page, access times, and length of access.

This information is collected using cookies, browser web storage, web beacons, and similar technologies. Our emails may also contain web beacons.

A “cookie” is a piece of information that the computer hosting the Service provides to your browser when you access the Service. Cookies help provide additional functionality and help us analyze usage. You may configure your browser to reject cookies or to notify you when a cookie is being placed. Please note that if you disable cookies, certain features of the Service may not function properly.

1.3 Information We Obtain from Third Parties.

We may receive personal information about you from third-party sources, including identity verification providers, payment processing partners, or marketing partners, publicly available sources, and data providers. The manner in which third-party services use, store, and disclose your information is governed solely by the policies of such third parties, and Armry Shakedown has no liability or responsibility for the privacy practices of any third-party service.

SECTION 2 HOW WE USE YOUR INFORMATION

Armry Shakedown uses your personal information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection:

2.1 To Operate the Service.

- (a) provide, operate, and improve the Service.
- (b) establish, maintain, and verify your user profile and Verified User status.
- (c) process and fulfill orders, including processing payments through Stripe and facilitating the fulfillment and shipment of orders.
- (d) enable security features of the Service, such as sending security codes and remembering devices from which you have previously logged in.
- (e) communicate with you about Service, including sending announcements, updates, security alerts, and support and administrative messages.
- (f) personalize your experience with the Service and our communications.
- (g) provide support and maintenance for the Service.
- (h) respond to your requests, questions, and feedback.

2.2 Marketing and Promotional Communications.

We may send you marketing communications as permitted by law. You may opt out of marketing communications at any time by following the unsubscribe instructions in the email or by contacting us.

2.3 Advertisements.

We may work with advertising partners to display online advertisements. These advertisements may be targeted based on your use of Service or your activity elsewhere online. See the “Your Privacy Choices” section below for more information.

2.4 Compliance, Fraud Prevention, and Safety.

We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) comply with applicable laws, lawful requests,

and legal process, such as to respond to subpoenas or requests from government authorities; (b) protect our, your, or others' rights, privacy, safety, or property (including by making and defending legal claims); (c) enforce the terms and conditions that govern the Service; and (d) protect, investigate, and deter against fraudulent, harmful, unauthorized, unethical, or illegal activity.

2.5 Create Anonymized Data.

We may create anonymous, aggregated, or de-identified data from your personal information by removing information that makes the data identifiable to you. We may use and share this anonymized data for our lawful business purposes.

SECTION 3 HOW WE SHARE YOUR INFORMATION

We share your personal information with third parties in the following circumstances:

3.1 Buyers and Sellers.

When you make a purchase, we disclose your username, shipping address, and other information necessary to fulfill the order to the Seller. When you make a sale, we disclose the Buyer's shipping information to you. Transaction details are shared between the parties as necessary to complete the transaction.

3.2 Service Providers.

We engage third-party companies and individuals to perform business-related functions on our behalf, such as payment processing (Stripe), identity verification, fraud monitoring, shipping logistics, email delivery, hosting, analytics, and customer support. We provide these service providers only with the information they need to perform their specific function.

3.3 Verification Providers.

To verify your law enforcement or first responder status, we share information with our third-party verification provider. The verification provider may receive your name, identification documents, and professional credentials as necessary to confirm your eligibility. The verification provider's use of your information is governed by its own privacy policy.

3.4 Payment Processor.

Payments on the Platform are processed by Stripe, Inc. through the Stripe Connect platform. When you use the payment services, your payment information, bank account details, and related financial information are collected and processed by Stripe in accordance with Stripe's privacy policy and the Stripe Connected Account Agreement. We do not directly store your complete credit card number or bank account number.

3.5 Business Transfers.

In the event of a corporate sale, merger, reorganization, dissolution, or similar event, personal information may be disclosed as part of the transferred assets.

3.6 Affiliates.

We may share your personal information with our corporate parent, subsidiaries, and affiliates, for purposes consistent with this Policy.

3.7 Professional Advisors.

We may disclose your personal information to our financial, insurance, legal, accounting, or other advisors in connection with the professional services they provide to us.

3.8 Legal Requirements.

We may disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to (a) comply with a legal obligation, (b) protect and defend our rights or property or those of others, (c) act in urgent circumstances to protect the personal safety of users of Service or the public, or (d) protect against and deter fraudulent, harmful, or illegal activity.

3.9 Other Users and the Public.

Certain information you provide may be visible to other Users or the public, including your username, profile information, listing photographs and descriptions, reviews, and transaction history. We do not control how other Users use personal information that you choose to make publicly available.

3.10 With Your Consent.

We may share your personal information if we have your consent.

SECTION 4 YOUR PRIVACY CHOICES

If you are a resident of California, Colorado, Connecticut, Delaware, Iowa, Nebraska, New Hampshire, New Jersey, Virginia, or another state where consumer privacy laws are in effect, you have certain rights regarding your personal information under applicable state law. Armry Shakedown currently extends these rights to residents of all states, as described below.

4.1 Right to Know.

You have the right to know whether we are processing your personal information and to request a report of the categories and specific pieces of personal information we have about you, the categories of sources, the business or commercial purpose for collecting or sharing it, and the categories of third parties to whom we disclose it. You may submit a request by emailing us at the contact address below.

4.2 Right to Delete.

You have the right to request that we delete your personal information. Once we receive and verify your request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies. We may be unable to delete information needed to comply with applicable laws, detect or prevent fraud, complete transactions, resolve disputes, enforce our Terms of Service, or for other purposes permitted by law.

4.3 Right to Correct.

You have the right to request that we correct personal information that is inaccurate, incomplete, or out of date. You may edit your personal information through your account settings at any time. For information that cannot be edited through your account, contact us at the address below.

4.4 Right to Opt-Out of Targeted Advertising.

We do not sell your personal information to third parties. We may share personal information for the marketing purposes described in this Policy. You have the right to direct us not to share your personal

information for purposes of cross-context behavioral advertising and to opt out of the processing of personal information for targeted advertising. To exercise this right, contact us at the address below.

4.5 Other Marketing Choices

- (a) You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email. You will continue to receive service-related and other non-marketing emails.
- (b) You may withdraw consent you have previously provided to us by contacting us at the address below. Withdrawing consent may affect your ability to use certain features of Service.

4.6 How to Exercise Your Rights.

To exercise any of the rights described above, you may email us at Legal@ArmryShakedown.com or write to us at the mailing address listed in Section 11.10 of the Terms.

4.7 Non-Discrimination.

We will not discriminate against you for exercising your privacy rights. We will not deny you goods or services, charge you different prices, provide you a different level or quality of service, or suggest that you may receive a different price or rate for exercising your rights.

SECTION 5 SENSITIVE PERSONAL INFORMATION

Armry Shakedown does not use or disclose sensitive personal information for purposes other than those permitted under the California Privacy Rights Act, the Colorado Privacy Act, the Connecticut Act Concerning Personal Data Privacy and Online Monitoring, and the Virginia Consumer Data Protection Act. To the extent that law enforcement credentials or government-issued identification constitute sensitive personal information under applicable law, such information is collected and used solely for the purpose of verifying your eligibility to use Service and is not used for profiling, marketing, or any other secondary purpose.

SECTION 6 DATA RETENTION

We will retain your personal information only for as long as necessary for the purposes for which it was collected, as described in this Privacy Policy, and for reasonable backup, archival, audit, legal compliance, or other similar purposes. When personal information is no longer needed, we will securely delete or de-identify it in accordance with our data retention policies and applicable law.

SECTION 7 SECURITY

Armry Shakedown employs organizational, technical, and physical safeguards designed to protect your personal information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. Payment information is collected and processed by Stripe using industry-standard encryption and PCI-DSS compliant systems. However, no internet, email, or other electronic transmission is ever fully secure, and

we cannot guarantee absolute security. You are responsible for maintaining the confidentiality of your account credentials.

SECTION 8 THIRD-PARTY WEBSITES AND SERVICES

Service may contain links to websites, mobile applications, and other online services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. We do not control third-party websites, mobile applications, or online services, and we are not responsible for their privacy practices. We encourage you to read the privacy policies of any third-party services you access.

SECTION 9 INTERNATIONAL DATA TRANSFERS

Service are controlled and operated from the United States. Your personal information may be used, stored, and processed in any country where we have facilities or engage service providers. These locations may be outside of your state, province, or country of residence and may have different data protection rules. By using Service, you consent to the transfer of your personal information to the United States and other jurisdictions as described in this Policy.

SECTION 10 NOTICE AT COLLECTION (CALIFORNIA RESIDENTS)

The following table describes the categories of personal information we collect, the sources of that information, the purposes for which we use it, and the categories of third parties with whom we share it.

Category	Description	Source	Purpose	Shared With
User Profiles	Name, email, phone, address, username, password (hashed)	User	Account access, identification	Verification provider, shipping partners
Verification Data	Department-issued ID, badge number, employment verification, agency affiliation	User, verification provider	Eligibility verification for Verified User Status	Verification provider only
User Content	Listings, photos, messages, offers, purchase and sales history, reviews	User	Facilitating marketplace transactions	Other Users, marketing partners
Analytics	Browsing behavior, session	Browser, device, cookies	Product improvement, personalization	Analytics partners

Category	Description	Source	Purpose	Shared With
	data, device info, IP address			
Marketing	Email, browsing behavior, listing data, profile information	User, cookies	Marketing campaigns, transactional notifications	Email marketing partners
Payments & Taxes	Payment methods, bank accounts, TIN, government ID, billing address	User, Stripe	Payment processing, fund disbursement, tax reporting, KYC	Stripe, tax filing partners
Shipping	Shipping labels, delivery addresses, carrier tracking	User, shipping carriers	Order fulfillment, delivery tracking	Shipping carriers