

SIGMA Privacy Policy

Effective Date: August 24, 2026

SIGMA ("SIGMA," "we," "us," or "our") respects your privacy and is committed to protecting the personal information you provide when interacting with our websites, landing pages, digital platforms, promotions, sweepstakes, forms, and other online experiences (collectively, the "Site").

This Privacy Policy explains what information we may collect, how we collect and use it, when it may be shared, and the choices available to you.

By accessing or using the Site, you acknowledge that you have read and understood this Privacy Policy and any applicable Terms and Conditions.

1. Information We Collect

Depending on how you interact with the Site, we may collect personal information that you voluntarily provide and technical or aggregated information collected automatically.

Personal Information

Personal information may include:

- Name**
- Email address**
- Telephone number**
- Mailing address**
- Date of birth or age confirmation**
- City, state, or ZIP code**
- Information submitted through registration forms**
- Information required to participate in promotions or sweepstakes**
- Communications or inquiries submitted to us**
- Other information you voluntarily provide**

We collect personal information when you voluntarily provide it, such as when registering, completing a form, participating in a promotion or sweepstakes,

contacting us, subscribing to communications, or otherwise interacting with the Site.

Unless specifically required for a particular activity, you are not required to provide personal information simply to browse publicly available content.

Technical and Usage Information

When you visit or interact with the Site, certain information may be collected automatically, including:

- **Browser type**
- **Device type**
- **Operating system**
- **IP address**
- **General geographic information**
- **Pages viewed**
- **Time spent on the Site**
- **Referral source**
- **Interactions with Site features**
- **Traffic and usage information**

We may use this information to understand how visitors interact with our digital experiences, measure performance, improve functionality, enhance security, and optimize our communications and campaigns.

2. How We Collect Information

Information may be collected directly from you when you:

- **Complete a registration form**
- **Participate in a promotion or sweepstakes**
- **Submit information through a landing page**
- **Contact us**
- **Subscribe or consent to receive communications**
- **Participate in a survey or questionnaire**

- Otherwise voluntarily provide information

We may also automatically collect certain technical information through cookies, analytics tools, and similar technologies.

3. Cookies and Similar Technologies

SIGMA and its service providers may use cookies and similar technologies to operate and improve the Site.

Cookies are small data files stored on your device that can help recognize your browser, remember certain preferences, understand Site usage, and measure the effectiveness of digital experiences.

We may use temporary or persistent cookies for purposes including:

- Maintaining Site functionality
- Measuring visits and traffic
- Understanding user behavior
- Remembering preferences
- Improving Site performance
- Measuring campaign effectiveness
- Supporting analytics and reporting

You may control or disable cookies through your browser settings. Please note that disabling certain cookies may affect the functionality or availability of some Site features.

4. Analytics Technologies

We may use analytics technologies and similar tools to understand how visitors interact with our websites, landing pages, emails, promotions, and other digital experiences.

These technologies may help us understand information such as whether a page was viewed, how users navigate the Site, whether a communication was opened, or how a campaign performs.

Third-party technology providers may process certain information on our behalf in connection with analytics, hosting, measurement, security, or other services.

Their processing of information may also be subject to their respective privacy policies.

5. Promotions and Sweepstakes

SIGMA may operate or support promotions, sweepstakes, giveaways, or similar activities.

When you participate, we may collect information reasonably necessary to:

- Register your participation
- Verify eligibility
- Administer the promotion
- Prevent fraud or duplicate participation
- Select or validate potential recipients of promotional benefits
- Contact participants when necessary
- Deliver or coordinate promotional items or benefits
- Comply with applicable legal requirements
- Analyze the performance of the promotion

Each promotion may have its own Official Rules or Terms and Conditions containing additional provisions regarding eligibility, participation, use of information, and other requirements.

If there is a conflict between this Privacy Policy and specific terms governing a promotion, the specific terms applicable to that promotion will control to the extent permitted by law.

6. Surveys and Questionnaires

From time to time, we may invite users to participate in surveys, questionnaires, or opinion polls.

Information collected through these activities may be used to better understand consumer interests, preferences, experiences, and needs.

Where appropriate, survey results may be analyzed or reported in aggregated or de-identified form.

7. How We Use Your Information

Depending on your interaction with SIGMA, we may use information to:

- **Operate and maintain the Site**
- **Process registrations and submissions**
- **Administer promotions and sweepstakes**
- **Verify participant eligibility**
- **Communicate with participants**
- **Respond to questions or requests**
- **Provide information or services requested by you**
- **Analyze Site and campaign performance**
- **Improve our digital experiences**
- **Understand audience behavior and interests**
- **Prevent fraud, misuse, or security incidents**
- **Maintain records and comply with legal obligations**
- **Protect our rights and the rights of others**

Where you have provided any required consent, we may also use your information to send marketing, promotional, or informational communications.

You may opt out of marketing communications as permitted by applicable law.

8. Service Providers

SIGMA may work with third-party companies and service providers that perform services on our behalf.

These may include providers involved in:

- **Website and application hosting**
- **Database and cloud infrastructure**
- **Customer relationship management (CRM)**
- **Analytics and measurement**
- **Email or messaging communications**
- **Promotion administration**

- Data processing
- Customer support
- Fraud prevention

These providers may have access to information only as reasonably necessary to perform services on our behalf and are expected to process such information in accordance with their contractual and legal obligations.

9. Data Sharing and Disclosure

SIGMA does not sell personal information for monetary consideration.

We may disclose personal information when reasonably necessary:

- To service providers performing services on our behalf
- To administer a promotion, sweepstakes, or digital experience
- To comply with applicable laws, regulations, subpoenas, court orders, or legal processes
- To establish, exercise, or defend legal rights
- To investigate suspected fraud, abuse, security threats, or illegal activity
- To protect the safety, rights, property, or security of SIGMA, our users, or others
- In connection with a merger, acquisition, restructuring, sale, transfer, or other corporate transaction
- When you have otherwise authorized or consented to the disclosure

We may also use and share aggregated or de-identified information that does not reasonably identify an individual for analytics, reporting, business, or operational purposes.

10. Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, administer applicable promotions, satisfy legal or contractual requirements, resolve disputes, maintain appropriate business records, and enforce our agreements.

Retention periods may vary depending on the type of information and the purpose for which it was collected.

11. Data Security

We use reasonable administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, disclosure, alteration, misuse, or loss.

However, no website, database, electronic transmission, or storage system can be guaranteed to be completely secure. Therefore, we cannot guarantee the absolute security of information transmitted or stored electronically.

12. Your Choices and Privacy Rights

Depending on where you reside, applicable privacy laws may provide you with certain rights regarding your personal information.

These rights may include the ability to request:

- Access to certain personal information**
- Correction of inaccurate information**
- Deletion of certain information**
- Information regarding how your data is processed**
- Withdrawal of certain consent**
- Opt out of marketing communications**

Certain rights may be subject to legal exceptions, verification requirements, or other limitations.

Requests may be submitted using the contact information provided at the end of this Privacy Policy.

Where required by law, SIGMA will not discriminate against individuals for exercising applicable privacy rights.

13. Links to Other Websites

The Site may contain links to websites or services operated by third parties.

SIGMA is not responsible for the privacy practices, security, availability, or content of third-party websites or services.

We encourage you to review the privacy policies of any third-party website or service you visit.

14. Children's Privacy

Our Site and promotions are not intended for children under the age of 13 unless expressly stated otherwise and operated in compliance with applicable law.

We do not knowingly collect personal information from children under 13 without appropriate parental or legal authorization.

If we learn that personal information from a child under 13 has been collected in a manner inconsistent with applicable law, we will take reasonable steps to delete or otherwise appropriately handle that information.

Parents or legal guardians who believe a child has provided personal information may contact us using the information below.

Specific promotions may establish a higher minimum age requirement in their applicable Official Rules or Terms and Conditions.

15. U.S. State Privacy Rights

Residents of certain U.S. states may have additional privacy rights under applicable state law.

Depending on your state of residence and the applicability of those laws, these rights may include access, correction, deletion, portability, or the ability to opt out of certain processing activities.

SIGMA will process verified privacy requests in accordance with applicable law.

16. Changes to This Privacy Policy

We may modify or update this Privacy Policy from time to time to reflect changes in our practices, technologies, services, legal requirements, or business operations.

When changes are made, the updated Privacy Policy will be posted on the applicable Site and the Effective Date will be updated.

We encourage you to review this Privacy Policy periodically.

17. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or the handling of your personal information, please contact:

SIGMA

[Legal Entity Name]

[Privacy Contact Email]
[Mailing Address]