Digistore24 Inc. PRIVACY POLICY

Last Updated: 11/20/2026

Our Commitment to You

Digistore24 Inc. (collectively, “Digistore24,” “our,” “we,” or “us”) values and respects the privacy of its customers and visitors (“you,” or “your”). While operating our business and interacting with you, we collect, use, and share personal information as disclosed in this privacy policy (“Privacy Policy”). This Privacy Policy provides you with detailed information about how Digistore24 and its subsidiaries, divisions, affiliates, brands and other companies that link to this Privacy Policy collect, use, share, and protect personal information, and describes your choices and rights available for non-European Economic Area residents. For information on the European Economic Area privacy policy, please see here: https://www.digistore24.com/en/page/privacy

This Privacy Policy also applies to personal information we receive from business partners and other third parties. We encourage you to read this Privacy Policy carefully and if you have any questions to contact us using the methods listed below.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. Any changes will be reflected in a revised policy posted on the website: https://www.digistore24.com/ (“Site”) and we will alert you that there has been a change by updating the “Last Updated” date displayed on the Privacy Policy. If Digistore24 determines that such changes materially affect your privacy rights, we will provide additional notice to you.

Collecting Your Information

We may collect information about you in a variety of ways but generally speaking it is done either through: (1) data we receive from Digistore24 clients that use our products and services (“Clients”) about you, (2) data we received from third parties, or (3) you visiting our websites. The categories of information we collect, including in the last 12 months, include:

Information You Provide Us This is information we receive from you when you visit our Site or when you provide information to our Clients when we operate as a customer relationship management or payment processing service on their behalf. This includes: (1) commercial information, such as date of purchase, items purchased, and purchase amount; and (2) identifying information, such as your name, age, physical address, phone number, location, and bank account information. Digistore24 does not actively collect any sensitive personal

information.

Information collected from Vendors and Affiliates during registration We collect data from you given on a voluntary basis in respect of your turnover on your account in the previous 12 months, general information you have with regards to the sector in affiliate marketing you engage with and general information on your experience with online sales. This data may be used to contact you with bespoke offerings to your platform/ funnel. This information will be presented in an aggregate format and is not sensitive personal data. Its purpose is to make your user experience more tailored when using Digistore24. You may opt in or consent to the collection of this data when creating your Digistore24 account and may opt out at any time by visiting helpdesk@digistore24.com or by visiting our "Do Not Sell or Share My Personal Information" for more information.

Information We Collect About You Our servers automatically collect information when you contact us or, when you visit, use, or browse the Site. Categories of information we collect about you include: (1) device information, such as your IP address, operating system, browser version, language preferences, referring URLs, country, and location; (2) analytics data and inferences about your purchases and Site usage; and (3) browsing information, such as the pages you visit on the Site, the dates and times you visit the Site, information about how and when you use our Site, and other technical information. If you access the Site from a mobile device, we will collect information about the type of mobile device you use.

AI-Assisted Messaging and Communications Where you choose to receive text messages from Digistore24, we may collect and process your mobile phone number, messaging preferences, consent records, message content, responses, and information relating to your interactions with our AI-powered assistants.

We may also use relevant account registration details, onboarding progress, platform activity and product usage information to provide personalised assistance, identify difficulties you may experience when using our services, and improve your experience.

We may maintain records of your consent, communications and opt-out requests to manage our messaging services and comply with applicable legal obligations.

We may collect deidentified data and inferences derived from the categories of information described in this Statement. We will not reidentify, or attempt to reidentify, any deidentified information that we collect as described in this Privacy Policy.

Using Your Information

We process information for business and commercial purposes in accordance with this Privacy Policy. Our business purposes for collecting and using your information include the following:

- Operate and Improve our Business. We use information to help operate and increase the efficiency of our business, to operate and personalize the Site, and to improve our products and services.

- Facilitate Transactions and Customer Service. We use your information to complete purchases, to send you confirmations and administrative messages, and to perform our customer service functions.

- Security and Fraud Prevention. We use your information to perform security and fraud prevention functions for the Site.

- Marketing and Advertising. We use your information to market our services to you, and to deliver information to you that we think may be of interest to you, such as articles, news, or information about various promotions and products.

- Analytics. We may compile and analyze anonymous statistical information which we may use internally or provide to third parties.

- Required by Law. We collect and use your information as required by law, for compliance purposes, or as we deem necessary to investigate or remedy any actual or potential violation of our policies or to protect the rights, property, and safety of Digistore24 or others, as we deem appropriate.

- AI-Assisted Customer Support, Onboarding and Marketing. We may use personal information to provide automated and AI-assisted communications, including helping you complete account setup, answering questions, identifying difficulties with our platform, providing product activation assistance and, where you have provided the required consent, sending product updates, upgrades and promotional offers. These communications may be delivered through SMS, iMessage or other supported messaging channels.

Sharing Your Information

We may share the categories of information described above with third parties, including our Clients and third parties that perform services for us or on our behalf. The categories of third parties that we share information with, including in the past 12 months, include: (1) Clients; (2) service providers and suppliers; (3) marketing partners and advertising networks; (4) data analytics providers; (5) our affiliates and subsidiaries; (6) social networks; and (7) other parties in connection with business transfers and for legal, safety, fraud prevention, and enforcement reasons. We do not control these third parties or how information is used.

We share your information with these third parties for the following business purposes:

- Operate and Support our Business. We share your information with Digistore24 Clients who use our services and with third party service providers that help us operate and increase the efficiency of our business.

- Marketing and Advertising. We may share information with third-party providers that support online advertising, data co-operatives, mobile advertising, data analytics, social media engagement, advertising networks or any other activity that may be considered cross-behavioral advertising or direct marketing.

- Analytics. We may allow third-party service providers to use tracking technology on the Site, which will enable them to collect information about how you use the Site over time. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity.

- Security and Fraud Prevention. We share information with third parties that provide security and fraud protection to Digistore24.

- Required By Law. We may share your information as permitted or required by any applicable law in response to a subpoena or other legal process, or as we deem necessary to investigate or remedy any actual or potential violation of our policies, or to protect the rights, property, and safety of Digistore24 or others, as we deem appropriate.

- Transfer of Assets. If we reorganize or otherwise transfer some or all of the Site or our assets to another organization (such as in the course of a merger, dissolution, or liquidation), your information may be shared with the transferee; however, we will ask the transferee to honor commitments we made in this Privacy Policy.

- AI and Messaging Service Providers. We may share personal information with third-party service providers that operate AI-powered assistants, messaging platforms and related communication services on our behalf. This information may include your name, mobile phone number, account information, relevant platform activity, messaging preferences and the content of your communications. These providers process personal information to deliver and support our services, subject to applicable contractual confidentiality, security and data protection requirements.

In the past 12-months, we have transferred the following categories of information to third parties for marketing and advertising purposes: (1) persistent identifiers, such as unique device identifiers, email addresses, account information, IP addresses, information related to your

browser and operating system, or any information that you provided through the Site; and (2) user activity data, such data generated through your activities on the Site. In some jurisdictions, the transfer of information to third-party providers for marketing and advertising purposes could be defined as a “sale” of information or “sharing” information for “cross-context behavioral advertising.” However, we generally do not sell information as the term “sell” is traditionally understood.

We may also disclose the categories of personal information described in this Privacy Policy for commercial purposes described in this Privacy Policy. We may also disclose these categories of personal information for the business and commercial purposes described in this Privacy Policy to the categories of third parties described in this Privacy Policy, to the extent permitted by applicable law.

Cookies, Web Beacons, and Tracking Technologies

The Site uses cookies, web beacons, and other tracking technologies in order to collect, use, and share your information as described in this Privacy Policy. These technologies are useful for storing your preferences and settings, enabling you to sign-in, gathering information such as browser type and operating system, providing interest-based advertising, combating fraud, analyzing how our Site or services perform, and fulfilling other legitimate purposes.

Cookies used on this Site may include: (1) required cookies used to perform essential website functions, such as storing your preferences and settings; (2) social media cookies to show you ads and content based on your social media profiles and activities on other websites; (3) analytics cookies to better understand how you use the Site and to improve our Site and services; (4) advertising cookies to show you ads that are relevant to you. If you previously provided information to us, a unique identifier in the cookie may associate the information collected via the cookie with your information. We may share aggregate cookie and tracking information that does not directly identify you with third parties.

Website Testing and Optimization (VWO) We use VWO, a website testing and optimization service provided by Wingify Software Pvt. Ltd. ("Wingify"), to conduct A/B testing, analyse website performance, and improve the functionality and user experience of our Site. VWO may collect information about visitors' interactions with our Site and use cookies and similar tracking technologies for these purposes. These technologies are subject to your cookie consent preferences and, where required, are used only after you have provided the relevant consent.

VWO may collect information about how visitors interact with our Site, including pages visited, interactions with website elements, device and browser information, and online identifiers. VWO may use cookies and similar tracking technologies to support these activities.

We classify VWO cookies and tracking technologies as **Statistics** cookies. VWO's non-

essential tracking technologies are activated only after you have provided consent to the Statistics category through our cookie consent management platform. You may withdraw or modify your consent at any time through our cookie settings.

Some content on the Site may be provided by third parties that use cookies in conjunction with other tracking technologies to collect information about you when you use the Site, which enables them to provide targeted advertising to you. We do not control these third parties' tracking technologies or how they may be used. We may display certain advertising offers on the Site or allow service providers, advertisers, ad networks, or other third parties to advertise on the Site. Additionally, we may use third-party software to serve ads on the Site, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies, web beacons, or similar tracking technology to help manage and optimize your online experience with us. Most web browsers are set to accept cookies by default. You can usually choose to set your browser to disable or reject cookies. Be aware that disabling or rejecting cookies could affect the availability and functionality of the Site or certain portions of the Site. Also, please note that we may still use information we've collected from cookies prior to you disabling them; however, we will not collect any further information from the disabled cookies.

Policy for Children

We do not use the Site to solicit information from or market to children under the age of 18. By using the Site, you represent that you are at least 18 years of age. We encourage parents and legal guardians to monitor their children's internet usage and to instruct their children never to provide personal information through the Site or any other website without parental consent. If you believe a child has provided personal information to us via the Site, please contact us and we will use reasonable efforts to locate and delete the information.

Do Not Track Signals

Do Not Track ("DNT") is a privacy preference that users can set to have their Internet browser automatically send a signal to our online and mobile resources to request we not track browsing activity across different sites. There is, however, currently no universal standard for sending and receiving DNT signals. As such, we cannot promise that we respond to all DNT signals, but do recognize and respond when required by applicable privacy laws, such as when HTTP header fields or Java objects are used.

Promotional Messages and AI-Assisted Communications

Where you have expressly opted in to receive promotional communications, you authorise Digistore24 Inc. ("Digistore24") and its agents and service providers acting on its behalf to contact you through the communication channels to which you have consented, including

email, SMS/text messaging, iMessage and telephone or mobile calls, as applicable.

Depending on the consent you provide, these communications may include targeted advertising, product updates, promotional offers, information about new products and services, account onboarding assistance, platform support and product activation guidance.

Where you have specifically consented to automated text communications, Digistore24 may use automated messaging technology, including AI-powered conversational assistants, to send messages and respond to your enquiries. These AI assistants operate on behalf of Digistore24 and may provide personalised assistance based on relevant account information, onboarding progress, platform activity and your responses.

Where separately authorised by your consent and applicable law, telephone communications may also be made using automated, predictive or programmable dialling technology.

Your Choices and Consent

Consent to receive promotional text messages is voluntary and is not a condition of registering for an account, purchasing products or using Digistore24's services.

Message frequency may vary. Message and data rates may apply depending on your mobile service provider.

You may withdraw your consent to receive promotional communications at any time:

- **Text messages:** Reply STOP, END, CANCEL, UNSUBSCRIBE, QUIT or REVOKE, or otherwise communicate a reasonable request to stop receiving messages.
- **Email:** Use the unsubscribe link included in promotional emails.
- **Other requests:** Contact helpdesk@digistore24.com.

We will process opt-out requests in accordance with applicable law. Withdrawing consent to promotional messages will not prevent us from sending essential account, transactional or security communications where otherwise legally permitted.

Use of Third-Party Messaging Providers

To provide these communications, we may share relevant personal information with third-party service providers acting on our behalf, including AI technology providers, messaging platforms and telecommunications providers.

This information may include your name, contact details, account information, messaging preferences, consent and opt-out records, relevant platform activity and the content of your communications.

These service providers are required to handle personal information in accordance with applicable contractual confidentiality, security and data protection obligations.

We may retain records of messaging consent, communications and opt-out requests as necessary to administer our services, respond to customer enquiries and meet applicable legal obligations.

Links to Other Websites and Third Party Practices

This Site may contain links to third party websites. It is our intent to provide links only to other quality websites. However, we have no control over these linked websites or, for that matter, any third parties. Any information collected by websites, other than the Site, is not covered by this Privacy Policy. We are not responsible for the content or privacy and security practices and policies of any third parties, including other websites that may be linked to or from the Site. We encourage you to read the provisions of privacy policies on other websites before providing them with your personal information.

Exercise Your Privacy Rights

Digistore24 takes privacy seriously. Where applicable based on privacy laws in your jurisdiction you may have certain rights which you can request that Digistore24 to fulfill. These requests can be made by either the data subject or an authorized agent. These rights include:

- The Right to Know. You have the right to request that we disclose the information that we have collected about you and identify the purposes for which the information was used, whether and to whom it was shared, and what sources it was obtained from.

- The Right to Delete. You have the right to request that we delete information that we maintain about you, subject to certain exceptions.

- The Right to Correct. You have the right to correct any information that we store about you.

- The Right to Opt-Out of Your Personal Information Being Sold or Shared. You may opt-out of us sharing or selling your information by contacting us at helpdesk@digistore24.com or visiting our “Do Not Sell or Share My Personal Information” page.

- Right to Opt-Out of Targeted Advertising. You have the right to request that we opt you out of targeted advertising.

How to Exercise Your Privacy Rights

In order to exercise any of the rights detailed above, please contact us at helpdesk@digistore24.com. We may require additional information from you to help us verify your identity and state or country of residence, and to process your request. The verification steps may vary depending on the sensitivity of the information and whether you have an account with us. If we are unable to verify your identity, we may deny your requests to know or delete. Exercising your rights under this section will not result in any discrimination by Digistore24. We will treat you the same as any other user.

You can designate an authorized agent to submit requests on your behalf. However, we will require written proof of the agent's permission to do so and verify your identity directly. If you disagree or dispute a decision that has been made on the scope or application of the rights described in this clause, you may appeal this decision by contacting us at helpdesk@digistore24.com.

Retention Period

Digistore24 shall only store personal information for as long as it is required. This is determined by considering the purposes for which it was obtained in accordance with applicable laws. Our retention period is based on (1) the nature of our relationship with the data subject and (2) any legal obligations we are bound to fulfill.

Contact Us

If you have questions or comments about this Privacy Policy, please send us an email at helpdesk@digistore24.com. If you prefer, you may also contact us via physical mail or by phone at:

360 Central Avenue, Suite 800, St. Petersburg, FL 33701, United States
Phone: + 1-800-356-7947
