

**PLEASE READ THE FOLLOWING POLICY CAREFULLY.**  
**WHEN YOU USE OUR WEBSITE YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREE  
TO BE BOUND BY THIS *PRIVACY POLICY*.**

**This *Privacy Policy* is hereby effective on Jul 22, 2025**, and will apply to You (hereinafter, “User,” “You” or “Your”) as a result of Your visit to, and use of, [www.cremationclub.com](http://www.cremationclub.com) (the “Website”), which is licensed by Club Holdings, LLC. (hereinafter, “CHS,” “Our,” “We” or “Us,” including all Affiliates). Terms that are capitalized herein, but which are not otherwise defined herein, are defined within Our *Terms of Use*, which can be found here.

We respect the privacy rights of online visitors to the Website and recognize the importance of protecting the information collected from You. We have adopted this *Privacy Policy* to guide how We collect, store and use the information You enter into the Website. Please note that this *Privacy Policy* applies only to Our Website, and not to websites maintained by other companies or organizations which are accessed by hyperlinks that You may access from Our Website.

If You have questions or concerns regarding this *Privacy Policy*, You should send Us an email (a “Notification”) at [privacy@cremationclub.com](mailto:privacy@cremationclub.com)

**Introduction** | In order to provide the products and services offered on Our Website, We may need to collect certain items of information (referred to as “*Personally Identifiable Information*” or “*PII*”). The PII that We collect may include Your full name, birthdate, gender, username, password, email address, physical mailing address, telephone number, credit card information and other information You decide to include in Your public profile. Our primary goal in collecting PII is to provide You with the products and services offered on Our Website, including, but not limited to, Our subscriptions, products and services, to communicate with You, and to manage Your registered user account, if You choose to have one.

**Your Account** | If You use Our Website, You are responsible for maintaining the confidentiality of Your account and password and for restricting access to Your computer, and You agree to accept responsibility for all activities that occur under Your account or password. We reserve the right to refuse service, refrain from selling subscriptions and products, to terminate accounts, remove or edit content, or cancel orders, in Our sole discretion.

**Information Collected Upon Registration** | If You desire to have access to certain restricted sections of Our Website, You will be required to become a registered user, and to submit certain PII to Us. This happens in a number of instances, such as when You sign up for services on Our Website, or if you desire to receive marketing materials and information from Us. By becoming a registered user You consent to allow Us to use Your PII to market Our products and services to You, including, but not limited to, the products and services of any of Our Affiliates. If You decide at any time that You no longer wish to receive such information or communications from Us, please follow the unsubscribe instructions provided in any of the communications.

**Log Data** | When You visit Our Website, Our computer servers automatically record information (the

“Log Data”) that Your browser transmits whenever You visit a website. This Log Data may include information such as Your IP address (which may or may not vary from time-to-time based on a number of factors), browser type, websites or domain(s) that You may have accessed prior to accessing Our Website, search terms You may have used conducting internet searches, and any advertisements that You may have clicked on. We use Log Data to monitor the use of Our Website to assist with the Website’s technical administration, to guide the manner and method by which We offer the products and services, and to assist us in refining Our marketing and other communications. We do not associate Your IP address with any of Your PII, except in those instances where it is necessary to do so to enforce Our Terms of Service or other policies, or in order to comply with the law.

**SMS/Text Messaging** | We may use SMS/Text Messaging to Your mobile device for a number of purposes, including, but not limited to, for marketing purposes, for notification purposes and for account user verification. To learn more about how we may utilize SMS/Text Messaging, and what effect this utilization may have on You and Your Privacy Rights, please review our *Consent to Receive Automated Telephone Calls, Text Messages and Communications*, which you can find [here](#).

**Cookies** | Our Website uses cookies and other technologies to passively collect demographic information in order to personalize Your experience on the Website, to monitor the effectiveness of, and interaction with advertisements, and to track other activities. Cookies are small files downloaded to Your computer to track movements within websites and across multiple websites. To learn more about the Cookies that We may utilize, please review our *Cookie Policy*, which you can find [here](#).

We may link cookie information to PII in certain instances, such as connecting cookies and PII to products or services You have selected for purchase on Our Website, or using cookies and PII to ensure that You do not see the same ad repeatedly. Also, We may link cookies to PII to deliver content specific to Your expressed interests or to monitor Your interaction with various webpages throughout the Website. Some of the cookies that are collected are collected by, or shared with, a third-party ad company that specializes in placing display ads on Our Website. However, these third-party ad companies would not also have access to Your PII, and in some instances, We may not have access to the cookie information collected by the third-party ad companies. Most browsers are automatically set to accept cookies whenever You visit a website. However, You can disable cookies within Your browser settings if You do not want this information collected and/or shared, or set Your browser to alert You when cookies are being transmitted. If You choose to disable cookies within Your browser please note that some areas of Our Website may not function properly if You do so. Please note that this *Privacy Policy* covers the use of cookies by Us as it pertains solely to the Website, and does not cover the use of cookies by any advertisers encountered on the Website or any websites operated by Our Affiliates. For information regarding the privacy policies of any website other than Our Website You should reach out to those third-parties.

**Other Technologies** | Other technologies implemented on Our Website may include clear GIFs. Clear

GIFs also known as web bugs, beacons or tags, are small graphic images placed on a web page, web-based document, or in an e-mail message. Clear GIFs are invisible to You because they are typically very small (only 1-by-1 pixel) and the same color as the background of the web page, document or e-mail message within which they are contained. We do not use clear GIFs to collect PII, however, We may use clear GIFs to capture statistical usage information about specific web pages, features or other elements on web pages contained across Our Website. We may correlate this statistical information to a specific user to personalize user experience and for statistical analysis of a user's experiences on web pages contained across Our Website.

**How Do You Delete Your User Account and PII ?** | If you would like to delete Your user account on Our Website, including Your PII, follow these steps set forth here in our *Frequently Asked Questions*.

**What Happens to Your Deleted Data ?** | If you delete Your user account on Our Website, including Your PII, We are obligated to retain this information in a secure setting for up to seven (7) years as more fully-explained here in our *Frequently Asked Questions*.

**Third Party Services** | You may purchase products or register for services by accessing links placed on Our Website. Certain products or services available on Our Website may be offered in partnership with third-parties or Our Affiliates, and You may be required to either separately disclose PII to those third-parties or Our Affiliates, or to consent to allowing us to share Your PII, in order to purchase those products or to register for or access those services. Whether You separately disclose PII to those third-parties or Our Affiliates, or consent to allow Us to share Your PII, any PII received by those third-parties or Our Affiliates, and while in the possession thereof, will be subject to the privacy policy and practices of those third-parties and Our Affiliates. We are not responsible for the privacy practices and policies of any third parties or Our Affiliates, and therefore, You should review the privacy practices and policies of such third parties or Our Affiliates prior to providing Your PII or prior to consenting to allowing Us to share Your PII in connection with any products or services.

**User Consent to Disclose** | We may share or disclose Your PII at Your express direction, such as when You authorize a third-party web client or application to access Your account on the Website. By becoming a registered user You expressly consent to extending Your authorization to include certain trusted third-parties that We must engage to perform functions and to provide services to enable the Website to operate, including, without limitation, those functions and services related to hosting and maintenance of the Website, database storage and management, and direct marketing campaigns. If We share Your PII with these types of third-parties, We will do so only to the extent necessary to perform functions and services similar to the aforementioned, and only pursuant to binding contractual obligations requiring such third-parties to maintain the privacy and security of Your PII.

**Law Enforcement** | We will cooperate with government and law enforcement officials or private parties to enforce and comply with the law only to the extent that We are legally obligated to do so. Absent a lawful court order, We will reject requests for data from government, law enforcement officials or private

parties. If a request for Your PII is made pursuant to a lawful court order, We will make commercially-reasonable efforts to inform You when such requests are made, unless We are legally forbidden to do so.

**Business Transfers** | We may sell, transfer or otherwise share some or all of Our assets, including Your PII, in connection with a merger, acquisition, reorganization or sale of assets or in the event of bankruptcy. You will have the opportunity to opt out of any such transfer if the new entity's planned processing of Your PII differs materially from that set forth in this *Privacy Policy*.

**State-Specific Privacy Matters** | You may be a resident of a particular state in the U.S. which may have privacy regulations that require certain specific notifications, special handling of requests, etc., which differ than those set forth within this Privacy Policy. To the extent that We offer goods or services within the state of which You are a resident, and to the extent that state is one those shown here , We ask that you check our state-specific documentation to verify whether You may have different and/or additional privacy rights than those outlined herein.

**Changes to This Privacy Policy** | We may revise this *Privacy Policy* from time to time at Our sole discretion. The most current version of this Privacy Policy will govern Our use of Your information and will always be at [www.cremationclub.com/legal&policy/](http://www.cremationclub.com/legal&policy/) or a similarly-structured link accessible from the Website. If We make a change to this Privacy Policy that, in Our sole discretion, is material, We will notify You via email to the email address associated with Your user account. By continuing to access or use the Website after those changes become effective, You agree to be bound by the revised *Privacy Policy* as it changes from time to time.