

**Dynamic Learning Experiences Privacy Policy**

Effective Date: May 6, 2025

Last Updated:

Dynamic Learning Experiences, LLC (d/b/a Drone Legends), provides innovative educational programs to allow our customers to engage students in hands-on STEM learning. Dynamic Learning Experiences, LLC takes the approach to incorporate drones in schools, assisting educators in teaching critical STEM skills through an easy-to-implement drone curriculum for students K-12. This Privacy Policy is designed to help you understand how we collect, use, process, and share your personal information, as well as to help you understand and exercise your privacy rights.

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## **1. SCOPE AND UPDATES TO THIS PRIVACY POLICY**

This Privacy Policy applies to personal information processed by us (collectively “**Dynamic Learning**,” “**we**,” “**us**,” or “**our**”), including on our websites, mobile applications, and other online or offline offerings. To make this Privacy Policy easier to read, our websites, mobile applications, and other offerings are collectively called the “**Services**.” This Privacy Policy does not apply to personal information collected in the context of employment or job applications, which is governed by separate notices provided at the time of collection.

**Changes to our Privacy Policy.** We may revise this Privacy Policy from time to time in our sole discretion. If there are any material changes to this Privacy Policy, we will notify you as required by applicable law. You understand and agree that you will be deemed to have accepted the updated Privacy Policy if you continue to use our Services after the new Privacy Policy takes effect.

## **2. PERSONAL INFORMATION WE COLLECT**

The categories of personal information we collect depend on how you interact with us, our Services, and the requirements of applicable law. We collect personal information that you provide to us, information we obtain automatically when you use our Services, and information from other sources such as third-party services and organizations, as described below. For residents of certain states, additional disclosures about the information we collect are available in our supplemental disclosure below.

### **A. Personal Information You Provide to Us Directly**

We may collect personal information that you provide to us.

- **Account Creation.** We may collect personal information when you use our Services, such as your name, email address, date of birth, and username.
- **Purchases.** We may collect personal information and details associated with your purchases, including payment information. Any payments made via our Services are processed by third-party payment processors. We do not directly collect or store any payment card information entered through our Services, but we may receive information associated with your payment card information (*e.g.*, your billing details).
- **Your Communications with Us.** We may collect personal information, such as email address, phone number, or mailing address, when you request information about our Services, request customer or technical support, or otherwise communicate with us.
- **Conferences, Trade Shows, and Other Events.** We may collect personal information from individuals when we attend or host conferences, trade shows, and other events.
- **Business Development and Strategic Partnerships.** We may collect personal information from individuals and third parties to assess and pursue potential business opportunities.
- **Job Applications.** We may post job openings and opportunities on our Services. If you respond to one of these postings, we may collect your personal information, such as your application, CV, cover letter, and/or any other information you provide to us.

### **B. Personal Information Collected Automatically**

We may collect personal information automatically when you use our Services.

- **Automatic Collection of Personal Information.** We may collect certain information automatically when you use our Services, such as your Internet Protocol (IP) address, user settings, MAC address, cookie identifiers, mobile carrier, browser or device information, location information (including approximate location derived from IP address or wireless fidelity (Wi-Fi) connection), and Internet service provider. We may also automatically collect information regarding your use of our Services, such as pages that you visit before, during and after using our Services, information about the links you click, the types of content you interact with, the frequency and duration of your activities, and other information about how you use our Services.
- **Cookies and Other Technologies (Cookie Policy).** We, as well as third parties that provide content, advertising, or other functionality on our Services, may use cookies, pixel tags, and other technologies (“**Technologies**”) to automatically collect information through your use of our Services.
  - **Cookies.** Cookies are small text files placed in device browsers that store preferences and facilitate and enhance your experience.
  - **Pixel Tags/Web Beacons.** A pixel tag (also known as a web beacon) is a piece of code embedded in our Services that collects information about engagement on our Services. The use of a pixel tag allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement. We may also include web beacons in e-mails to understand whether messages have been opened, acted on, or forwarded.

Our uses of these Technologies fall into the following general categories:

- **Operationally Necessary.** This includes Technologies that allow you access to our Services, applications, and tools that are required to identify irregular website behavior, prevent fraudulent activity, improve security, or allow you to make use of our functionality;
- **Performance-Related.** We may use Technologies to assess the performance of our Services, including as part of our analytic practices to help us understand how individuals use our Services (*see Analytics below*);
- **Functionality-Related.** We may use Technologies that allow us to offer you enhanced functionality when you access or use our services. This may include identifying you when you sign into our Services or keeping track of your specified preferences, interests, or past lesson plans viewed;
- **Advertising- or Targeting-Related.** We may use first-party or third-party Technologies, including cross-device tracking, to deliver content, including ads relevant to your interests, on our Services or on third-party digital properties.

Some of the advertising Technologies we use include:

- **Facebook.** For more information about Facebook’s use of your personal information, please visit Facebook’s [Data Policy](#). To learn more about how to opt out of Facebook’s use of your information, please click [here](#) while logged in to your Facebook account.

- **Facebook Pixel.** We may use a Facebook Pixel on certain of our websites, which allows us to display our posted Facebook ads only to a target group of Facebook users (e.g., users who have shown an interest in our products or have other similar factors). By using a “visitor action pixel,” Facebook allows user behavior to be tracked after the user has clicked on a Facebook ad. In this way, Facebook Pixel enables us to understand the effectiveness of our Facebook ads for statistical and market research purposes. Please refer to Facebook’s data policy at <https://www.facebook.com/about/privacy/update> for more information. You can disable this function by going to <https://www.facebook.com/settings?tab=ads> while logged into your Facebook account.
- **Facebook Targeted Advertising.** We may use Facebook targeted advertising features. For example, we may upload lists of our existing customers or website visitors to retarget them with specific ads on Meta platforms, including Facebook.
- **Adobe Audience Manager.** For more information about Adobe’s use of your personal information, please visit Adobe’s Privacy Policy. To learn more about how to opt out of Adobe’s use of your information, please click [here](#).
- **AppNexus.** For more information about AppNexus’ use of your personal information, please visit the Xandr [privacy center](#). To learn more about how to opt-out of AppNexus’ use of your information, please click [here](#).
- **TradeDesk.** For more information about theTradeDesk’s use of your personal information, please visit theTrade Desk [privacy policy](#). To learn more about how to opt-out of theTradeDesk’s use of your information, please [click here](#).
- **DoubleClick.** For more information about Google’s use of your personal information, please visit Google’s [privacy policy](#). To learn more about how to control Google’s use of your information for ads, please [click here](#).
- **Bing Ads.** For more information about Microsoft’s use of your personal information, please visit Microsoft’s [privacy statement](#). To learn more about how to control Microsoft’s use of your information for ads, please [click here](#).
- **Rubicon.** For more information about Rubicon’s use of your personal information, please visit Magnite’s [privacy policy](#). To learn more about how to control Rubicon’s use of your information for ads, please [click here](#).
- **Turn Inc.** For more information about Amobee’s use of your personal information, please visit Amobee’s [privacy policy](#). To learn more about how to opt-out of Amobee’s use of your information, please [click here](#).
- **Twitter Advertising.** For more information about Twitter’s use of your personal information, including how to opt-out, please visit Twitter’s [privacy policy](#).

See “[Your Privacy Choices and Rights](#)” below to understand your choices regarding these Technologies.

- **Analytics.** We may use Technologies and other third-party tools to process analytics information on our Services. These Technologies allow us to better understand how our digital Services are used and to continually improve and personalize our Services. Some of our analytics partners include:
  - **Google Analytics.** For more information about how Google uses your personal information (including for its own purposes, e.g., for profiling or linking it to other data), please visit [Google Analytics’ Privacy Policy](#). To learn more about how to opt-out of Google Analytics’ use of your information, please click [here](#).
  - **Google Targeted Advertising.** Similar to Facebook, we may use Google Targeted Advertising features. For example, we may upload lists of our existing customers or website visitors to retarget them with specific ads on Google platforms.

- **HubSpot.** For more information about how HubSpot uses your personal information (including for its own purposes, *e.g.*, for profiling or linking it to other data), please visit [HubSpot's Privacy Policy](#).
- **Social Media Platforms.** Our Services may contain social media buttons, such as those relating to Facebook, Instagram, LinkedIn, TikTok, X, and YouTube, which might include widgets such as the “share this” button or other interactive mini programs. These features may collect personal information such as your IP address and which page you are visiting on our Services, and may set a cookie to enable the feature to function properly. Your interactions with these platforms are governed by the privacy policy of the company providing them.

### **C. Personal Information Collected from Other Sources**

**Third-Party Services and Sources.** We may obtain personal information about you from other sources, including through third-party services and organizations. For example, if you access our Services through a third-party application, such as an app store, a third-party login service, or a social networking site, we may collect personal information about you from that third-party application that you have made available via your privacy settings.

## **3. HOW WE USE YOUR PERSONAL INFORMATION**

We use your personal information for a variety of business purposes, including to provide our Services, for administrative purposes, and to market our products and Services, as described below.

### **A. Provide Our Services**

We use your information to fulfil our contract with you and provide you with our Services, such as:

- Managing your information and accounts;
- Providing access to certain areas, functionalities, and features of our Services;
- Answering requests for customer or technical support;
- Processing your financial information and other payment methods for products or Services purchased;
- Communicating with you about your account, activities on our Services, and policy changes; and
- Allowing you to register for events.

### **B. Administrative Purposes**

We use your information for various administrative purposes, such as:

- Pursuing our legitimate interests such as direct marketing, research and development (including marketing research), network and information security, and fraud prevention;
- Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity;
- Measuring interest and engagement in our Services;
- Short-term, transient use, such as contextual customization of ads;
- Improving, upgrading, or enhancing our Services;
- Developing new products and services;
- Ensuring internal quality control and safety;

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- Authenticating and verifying individual identities, including requests to exercise your rights under this Privacy Policy;
- Debugging to identify and repair errors with our Services;
- Auditing relating to interactions, transactions, and other compliance activities;
- Sharing personal information with third parties as needed to provide the Services;
- Enforcing our agreements and policies; and
- Carrying out activities that are required to comply with our legal obligations.

We may use your information for other legitimate business purposes as permitted by law.

### **C. Marketing and Advertising our Products and Services**

We may use personal information to tailor and provide you with content and advertisements. We may provide you with these materials as permitted by applicable law.

Some of the ways we market to you include email campaigns, custom audiences advertising, and “interest-based” or “personalized advertising,” including through cross-device tracking.

If you have any questions about our marketing practices or if you would like to opt out of the use of your personal information for marketing purposes, you may contact us at any time as set forth in “[Contact Us](#)” below.

### **D. With Your Consent**

We may use personal information for other purposes that are clearly disclosed to you at the time you provide personal information or with your consent.

### **E. Other Purposes**

We also use your personal information for other purposes as you request or as permitted by applicable law.

- **De-identified and Aggregated Information.** We may use personal information to create de-identified and/or aggregated information, such as analyses we create about the total number of users in a location or how users interact with our Services.

## **4. HOW WE DISCLOSE YOUR PERSONAL INFORMATION**

We disclose your personal information to third parties for a variety of business purposes, including to provide our Services, to protect us or others, or in the event of a major business transaction such as a merger, sale, or asset transfer, as described below.

### **A. Disclosures to Provide our Services**

The categories of third parties with whom we may disclose your personal information are described below.

- **Service Providers.** We may disclose your personal information to our third-party service providers and vendors that assist us with the provision of our Services. This includes service providers and vendors that provide us with IT support, hosting, payment processing, customer service, and related services.

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- **Business Partners.** We may disclose your personal information to business partners to provide you with a product or service you have requested. We may also disclose your personal information to business partners with whom we jointly offer products or services.
- **Affiliates.** We may disclose your personal information to our company affiliates, for example, for our administrative purposes, IT management, or for them to provide services to you or support and supplement the Services we provide.
- **Other Users or Third Parties You Share or Interact With.** As described above in “Personal Information We Collect,” our Services may allow you to share personal information or interact with individuals and third parties who do not use our Services and the general public.
- **Advertising Partners.** We may disclose your personal information to third-party advertising partners. These third-party advertising partners may set Technologies and other tracking tools on our Services to collect information regarding your activities and your device (*e.g.*, your IP address, cookie identifiers, page(s) visited, location, time of day). These advertising partners may use this information (and similar information collected from other services) for purposes of delivering personalized advertisements to you when you visit digital properties within their networks. This practice is commonly referred to as “interest-based advertising,” “cross-context behavioral advertising,” “targeted advertising,” or “personalized advertising.”
- **APIs/SDKs.** We may use third-party application program interfaces (“**APIs**”) and software development kits (“**SDKs**”) as part of the functionality of our Services. If you have questions about our use of APIs and SDKs, please contact us as set forth in “Contact Us” below.

We may also disclose your information to third parties as appropriate and permitted by law. The privacy choices you may have about your personal information are determined by applicable law and are described in Section 5 below.

### B. Disclosures to Protect Us or Others

We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to: comply with law enforcement or national security requests and legal process, such as a court order or subpoena; protect your, our, or others’ rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity.

### C. Disclosure in the Event of Merger, Sale, or Other Asset Transfers

If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another provider, your information may be sold or transferred as part of such a transaction, as permitted by law and/or contract.

## 5. YOUR PRIVACY CHOICES AND RIGHTS

**Your Privacy Choices.** The privacy choices you may have about your personal information are determined by applicable law and are described below.

- **Email Communications.** If you receive an unwanted email from us, you can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails. Note that you will



continue to receive transaction-related emails regarding products or Services you have requested. We may also send you certain non-promotional communications regarding us and our Services, and you will not be able to opt out of those communications (*e.g.*, communications regarding our Services or updates to our Terms or this Privacy Policy).

- **Push Notifications.** We may send you push notifications through our mobile application. You may opt out of receiving these push notifications by changing the settings on your mobile device.
- **Phone calls.** If you receive an unwanted phone call from us, you may opt out of receiving future phone calls from us by following the instructions which may be available on the call or by otherwise contacting us as set forth in “[Contact Us](#)” below.
- **“Do Not Track.”** Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals; however, we do honor the Global Privacy Consent (“GPC”) where required by applicable law.

**Cookies and Personalized Advertising.** You can control the use of certain cookies and Technologies on our Services in the following ways:

- **Website Cookie Controls.** When you first visit our website, you will be presented with a banner that informs you about the categories of cookies and other tracking technologies (“Technologies”) used on that site and your options for controlling those technologies based on the jurisdiction applicable to your use of the website. Depending on the laws applicable in your jurisdiction, you will have a choice about whether to accept or opt-out of certain cookies and technologies, the use of which may constitute a “sale” or “share” of personal information under applicable law and may be used for targeted advertising. Please note that cookies are browser and device-specific. Your request to opt-out or reject the use of these Technologies will be linked to your browser identifier only. If you use a different computer, mobile device, or Internet browser to access our sites, you will need to renew your cookie management choices. [[Where available, you can do so by clicking on the cookie icon that appears when you return to our Services or the [“Your Privacy Choices” link] at any time to manage your preferences.]]
- **Browser and Device Controls.** You may also stop or restrict the placement of Technologies on your device or remove them by adjusting your preferences, as your browser or device permits. However, if you adjust your preferences, our Services may not work properly. Please note that cookie-based opt-outs are not effective on mobile applications. However, you may opt-out of personalized advertisements on some mobile applications by following the instructions for [Android](#), [iOS](#), and [others](#).
- **Ad Industry Opt-outs.** In addition, the online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can access these websites and learn more about targeted advertising, consumer choice, and privacy by visiting the [Network Advertising Initiative](#), [the Digital Advertising Alliance](#), [the European Digital Advertising Alliance](#), and [the Digital Advertising Alliance of Canada](#). Please note you must separately opt out in each browser and on each device.
- **Global Privacy Control.** You may exercise your opt-out right by broadcasting an opt-out preference signal, called the Global Privacy Control (GPC), on the browsers and/or browser extensions that support such a signal. You can learn more about the Global Privacy Control [here](#).



Please note that your request to opt-out of sale/sharing will be linked to your browser identifier only. If you use a different computer or Internet browser to access our sites, you will need to renew your opt-out request.

## **6. SECURITY OF YOUR INFORMATION**

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, no system is 100% secure, and we cannot ensure or warrant the security of any information you provide to us. To the fullest extent permitted by applicable law, we do not accept liability for unauthorized access, use, disclosure, or loss of personal information.

By using our Services or providing personal information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of our Services. If we learn of a security system's breach, we may attempt to notify you electronically by posting a notice on our Services, by mail, or by sending an email to you.

## **7. INTERNATIONAL DATA TRANSFERS**

All information we process may be transferred, processed, and stored anywhere in the world, including, but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live. We endeavor to safeguard your information consistent with the requirements of applicable laws.

If we transfer personal information that originates in the United Kingdom to a country that has not been found to provide an adequate level of protection under applicable data protection laws, one of the safeguards we may use to support such transfer is the [EU Standard Contractual Clauses](#).

For more information about the safeguards we use for international transfers of your personal information, please contact us as set forth below.

## **8. RETENTION OF PERSONAL INFORMATION**

We store the personal information we collect as described in this Privacy Policy for as long as you use our Services, or as necessary to fulfill the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws, or based upon other criteria, including, but not limited to, the sensitivity and volume of such data. Additionally, we endeavor to retain all such personal information in accordance with legal requirements.

### **Sources of Personal Information We Collect**

As more fully described in the section titled [Personal Information We Collect](#), the sources from which we collect personal information include directly from you when you interact with us, automatically from you when you use our sites and services (for example through cookies and other online technologies), from third parties (for example, from providers of government contractor contact information) and through referrals from others.

### **Purposes for Which We May Use the Information We Collect**

The business purposes for which we collect personal information are described in more detail in the section titled, [How We Use Your Personal Information](#), and include:

- To provide our Services to you;
- For our administrative purposes (including security, fraud detection and protection, and improving our Services);
- To process your requests (including providing customer service to you);
- To advertise and market our products and Services to you;
- With your consent; and,
- To comply with the law and enforce our rights and the rights of others.

### **Retention of Personal Information.**

We store the personal information we collect as described in this Privacy Policy for as long as you use our Services, or as necessary to fulfill the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws, or based upon other criteria, including, but not limited to, the sensitivity and volume of such data. Additionally, we endeavor to retain all such personal information in accordance with legal requirements.

### **Processing Sensitive Information.**

We do not process sensitive personal information.

**California Shine the Light.** The California “Shine the Light” law permits users who are California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed their personal information (if any) for their direct marketing purposes in the prior calendar year, as well as the type of personal information disclosed to those parties.

## **9. CHILDREN’S INFORMATION**

The Services are not directed to children under 13 (or other age as required by local law), and we do not knowingly collect personal information from children under 13.

If you are a parent or guardian and believe your child has uploaded personal information to our site without your consent, wish to review information collected from your child, or have that information modified or deleted, you may contact us as described in the “[Contact Us](#)” section below. If we become aware that a child has provided us with personal information in violation of applicable law, we will delete any personal information we have collected, unless we have a legal obligation to keep it, and terminate the child’s account.

## **10. OTHER PROVISIONS**

**Third-Party Websites/Applications.** The Services may contain links to other websites/applications, and other websites/applications may reference or link to our Services. These third-party services are not controlled by us. We encourage our users to read the privacy policies of each website and application with which they interact. We do not endorse, screen, or approve, and we are not responsible for the privacy practices or content of such other websites or applications. Providing personal information to third-party websites or applications is at your own risk.

**Supervisory Authority.** If your personal information is subject to the applicable data protection laws of Australia or the United Kingdom, you have the right to lodge a complaint with the competent supervisory

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authority or attorney general if you believe our processing of your personal information violates applicable law.

- [Office of the Australian Information Commissioner](#)
- [UK Information Commissioner's Office \(ICO\)](#)

## **11. CONTACT US**

Dynamic Learning is the controller of the personal information we process under this Privacy Policy.

If you have any questions about our privacy practices or this Privacy Policy, please contact us at:

Dynamic Learning Experiences, LLC (d/b/a Drone Legends)  
Attn: Patrick Champion  
1000 Lenola Road, Building One, Suite 104B, Maple Shade, NJ 08052  
866-376-6338  
info@dronelegends.com