

Privacy Policy

Continent Post Inc.

Covering All Operations of Continent Post Inc. and Its Subsidiaries, Including Continent
Post Español

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Headquartered in New York, New York, United States

<https://continentpost.com>

This Privacy Policy ("Policy") is issued by Continent Post Inc., a corporation headquartered in New York, New York, United States, and governs the collection, use, storage, disclosure, and protection of personal information obtained through the online news publication and related digital services operated by Continent Post Inc. and its subsidiaries. This Policy reflects Continent Post Inc.'s commitment to transparency, user privacy, and compliance with applicable federal and state privacy laws of the United States. Users are encouraged to read this Policy carefully in its entirety before using any services provided by Continent Post Inc.

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1. Introduction & Scope

1.1 Who We Are

Continent Post Inc. ("Continent Post," "we," "us," or "our") is a digital news media corporation incorporated and headquartered in New York, New York, United States. Continent Post Inc. operates the online news publication available at <https://continentpost.com> (the "Site"), which provides national and international coverage across a broad range of subject matter including, but not limited to, politics, business, financial news, and general news reporting. Continent Post Inc. operates its publishing and digital services through its corporate entity and through one or more wholly owned or affiliated subsidiaries, including, without limitation, Continent Post Español, which provides Spanish-language news content to users across the United States and beyond.

1.2 Scope of This Policy

This Privacy Policy applies to all personal information collected, received, stored, processed, and used by Continent Post Inc. and its subsidiaries in connection with any of the following: (a) your access to or use of the Site located at

<https://continentpost.com>; (b) any mobile applications, newsletters, RSS feeds, social media channels, or other digital platforms operated by Continent Post Inc. or any of its subsidiaries; (c) any subscription services, user account registrations, or commercial transactions conducted through the Site or affiliated platforms; and (d) any communications you initiate with Continent Post Inc., including through contact forms, email correspondence, or SMS text messaging programs.

The services of Continent Post Inc. are available to users located across all fifty (50) states of the United States of America and are offered primarily in the English language through the principal Site, with additional Spanish-language services offered through Continent Post Español. References herein to the "Site" shall be construed to encompass all digital properties operated by Continent Post Inc. and its subsidiaries unless otherwise specified.

1.3 What This Policy Does Not Cover

This Privacy Policy does not apply to: (a) any information you provide to, or that is collected by, Continent Post Inc. in an offline context, including through print publications, in-person events, or telephone calls not connected to an SMS opt-in program operated by Continent Post Inc.; (b) any third-party websites, platforms, services, or advertisers that may be linked to from the Site, even where such links are embedded within editorial content published by Continent Post Inc.; or (c) the data practices of any third-party social media platforms, advertising networks, or analytics providers, each of which operates under its own independent privacy policies and data practices. Continent Post Inc. expressly disclaims any responsibility for the privacy practices of any such third parties.

1.4 User Consent

By accessing or using the Site in any manner — including by reading editorial content, creating a user account, submitting information through any form on the Site, subscribing to any newsletter or alert service, or interacting with any advertisement served on the Site — you acknowledge that you have read, understood, and agreed to be bound by this Privacy Policy in its entirety. If you do

not agree to the terms of this Privacy Policy, you must discontinue use of the Site immediately.

1.5 Relationship to Terms and Conditions

This Privacy Policy is incorporated by reference into, and forms an integral part of, the Terms and Conditions of Continent Post Inc. (the "Terms"), which govern the overall use of the Site and the services offered therein. In the event of any conflict between this Privacy Policy and the Terms with respect to privacy-related matters, this Privacy Policy shall control. Users are strongly encouraged to review the Terms in conjunction with this Privacy Policy to obtain a complete understanding of the rights and obligations applicable to their use of the Site. The Terms are available on the Site and may be updated from time to time in accordance with the procedures described therein.

2. Information We Collect

Continent Post Inc. collects personal information through several distinct channels and mechanisms in the ordinary course of operating its digital news publication and related services. The categories of information we collect are described in detail below. Where applicable, we identify the specific types of data collected under each category and the general means by which such data is obtained.

2.1 Information You Provide Directly

Continent Post Inc. collects information that you voluntarily provide to us when you interact with the Site or any of our services. The categories of personal information that you may submit directly include, but are not limited to, the following:

- **Identification and Contact Information:** Your full name, email address, telephone number (including wireless phone numbers), company or organization name, job title, and mailing or billing address, as submitted when creating a user account, registering for a

subscription, submitting a contact or inquiry form, or otherwise communicating with our editorial or customer support teams.

- **Account Registration and Subscription Data:** Username, password, subscription tier, payment method information (processed through our third-party payment processors), billing cycle preferences, and any other details you provide in the course of establishing or managing a user account or paid subscription with Continent Post Inc.
- **Messages, Communications, and Attachments:** Any text, documents, images, or other materials you submit through the Site's contact form, feedback form, tip submission form, letters-to-the-editor form, or any other interactive feature that accepts user-submitted content. This includes the content of messages sent directly to editorial, advertising, or customer service departments via the contact page located at <https://continentpost.com/contact-us/>.
- **Wireless Phone Numbers for SMS Communications:** Telephone numbers submitted voluntarily through any contact form, subscription enrollment, or opt-in mechanism on the Site for the purpose of receiving SMS text message communications from Continent Post Inc. The specific terms governing the use of wireless phone numbers for text messaging purposes are set forth in detail in Section 3 of this Policy (SMS Communications & Text Messaging).
- **Survey and Research Responses:** Any responses you provide if you choose to participate in optional surveys, reader polls, market research initiatives, or reader feedback programs operated by or on behalf of Continent Post Inc.

2.2 Information Collected Automatically

When you access or use the Site, Continent Post Inc. and its third-party service providers automatically collect certain technical and behavioral data about your device, your browser, and your interactions with the Site. This information is

collected without any direct action on your part and is typically gathered through log files, cookies, web beacons, pixel tags, and similar tracking technologies. The categories of automatically collected information include, but are not limited to, the following:

- **Log File Data:** Internet Protocol (IP) addresses assigned to your device at the time of your visit, the type and version of the web browser you use, the name of your Internet Service Provider (ISP), the date and time of each page request, the referring URL (i.e., the web page from which you navigated to the Site), exit page data, and the number of clicks you make within the Site. Please refer to Section 6 of this Policy for a detailed discussion of our log file data practices.
- **Cookies and Persistent Identifiers:** Session cookies, persistent cookies, and similar browser-based identifiers that allow us to recognize your browser across multiple visits and to maintain state information during your session. The specific types and uses of cookies are described in detail in Section 5 of this Policy (Cookies & Tracking Technologies).
- **Web Beacons and Pixel Tags:** Small, transparent graphic image files or code snippets embedded in web pages or email messages that are used to confirm that a page or message has been viewed, to count visitors, and to measure the effectiveness of advertising campaigns. Web beacons and pixel tags are typically deployed by our advertising partners and analytics service providers.
- **Device and Hardware Information:** Unique device identifiers (such as device ID or advertising ID), the type of device you use (desktop, mobile, tablet), your operating system name and version, screen resolution, and general hardware characteristics to the extent detectable by standard web technologies.
- **Behavioral and Usage Data:** Information about the specific pages of the Site you visit, the articles or content sections you read, the duration

of your visit to each page, the time elapsed between page loads, the search queries you submit within the Site's internal search function, and other interactions with content elements on the Site.

2.3 Information Received from Third Parties

Continent Post Inc. may, from time to time, receive information about you from third-party sources in connection with our advertising, analytics, and editorial operations. The categories of third-party sourced information include, but are not limited to, the following:

- **Advertising and Marketing Partners:** Third-party advertising networks and demand-side platforms with which Continent Post Inc. has a business relationship may share aggregated audience data, behavioral segmentation data, or anonymized demographic information with us for the purpose of serving targeted advertisements on the Site and measuring the performance of advertising campaigns. Such data may be linked or linkable to data we have collected independently about you.
- **Analytics Service Providers:** Third-party analytics platforms, including but not limited to web analytics and audience measurement tools, may provide us with aggregated or de-identified reports about how users interact with the Site, including traffic volume, referral sources, audience demographics, and content performance metrics.
- **Social Media Platforms:** If you interact with social sharing buttons, embedded social media content, or social sign-on features on the Site, the relevant social media platform (such as Meta, X (formerly Twitter), LinkedIn, or similar platforms) may transmit to us certain information associated with your profile on that platform, subject to your privacy settings on the applicable platform and the terms of that platform's data-sharing agreements. The scope of data shared in this manner is determined by the social media platform, and Continent Post Inc.

encourages users to review the privacy policies of each social media platform they use.

- **Business Partners and Data Enrichment Providers:** In limited circumstances, Continent Post Inc. may receive contact information or demographic data from business partners for the purpose of delivering newsletters or editorial content to audiences that have opted in to receive such communications through a co-registration or content partnership arrangement.

3. SMS Communications & Text Messaging

3.1 Program Description and Consent

Continent Post Inc. operates an SMS text message communication program through which it may send text messages to wireless telephone numbers that users have voluntarily submitted to Continent Post Inc. through any contact form, subscription enrollment page, alert sign-up feature, or other opt-in mechanism available on the Site or through any subsidiary platform, including Continent Post Español. By providing your wireless telephone number to Continent Post Inc. through any such channel, you expressly agree and acknowledge that Continent Post Inc. may send text messages to your wireless device for any lawful purpose, including but not limited to: breaking news alerts and editorial notifications; subscription status updates and billing reminders; promotional communications regarding new features, editorial products, or subscriber benefits; customer service and support communications; and any other communications reasonably related to the operation of the Site or its services.

3.2 Message Frequency and Rates

Message frequency will vary based on the nature of the news cycle, the categories of alerts for which you have registered, and the operational needs of Continent Post Inc.'s communications programs. Message and data rates may

apply depending on the terms of your wireless carrier plan. Continent Post Inc. is not responsible for any charges imposed by your wireless carrier in connection with text messages sent or received through our SMS program. You are solely responsible for reviewing the terms of your wireless carrier plan to determine whether standard message and data rates, per-message fees, or other carrier charges may apply.

3.3 Opt-Out Procedure

You may opt out of receiving SMS text messages from Continent Post Inc. at any time and without penalty by replying "STOP" to any text message you receive from Continent Post Inc. Upon receipt of your STOP reply, Continent Post Inc. will process your opt-out request and cease sending text messages to your wireless number, subject to any technical processing delays. You will receive a single confirmation message acknowledging that your opt-out has been processed. Following the opt-out confirmation, no further marketing or promotional text messages will be sent to your wireless number unless you subsequently re-enroll in the SMS program.

3.4 Help and Support for SMS

If you require assistance with the SMS program, including help with opt-out procedures, questions about message content, or technical issues related to text message delivery, you may obtain help in either of the following ways: (a) reply "HELP" to any text message received from Continent Post Inc., which will trigger an automated response providing contact information and opt-out instructions; or (b) contact Continent Post Inc. directly via email at support@continentpost.com with the subject line "SMS Opt-Out" or "SMS Help." Our customer support team will respond to your inquiry in accordance with our standard response times.

3.5 Prohibition on Third-Party Sharing of Phone Numbers

Continent Post Inc. does not sell, rent, transfer, or otherwise disclose wireless phone numbers submitted through its SMS opt-in programs to any third party for the purpose of that third party's own marketing, promotional, or commercial

messaging activities. Phone numbers collected through our SMS program are used solely for the internal purposes of Continent Post Inc. and its subsidiaries as described in this Section, and are subject to the data protection measures described in Section 12 of this Policy (Data Security).

3.6 Applicability to Subsidiaries

This SMS Communications program, including all opt-in rights, opt-out rights, and the prohibition on third-party sharing of phone numbers described in this Section, applies to all SMS communications sent by Continent Post Inc. and any of its subsidiaries, including Continent Post Español. Users who have provided wireless phone numbers through any subsidiary platform are subject to the same rights and obligations described in this Section 3.

Notice

To stop receiving text messages from Continent Post Inc. at any time, simply reply **STOP** to any text message. For help, reply **HELP** or email support@continentpost.com.

4. How We Use Your Information

Continent Post Inc. uses the personal information it collects for a range of operational, editorial, commercial, legal, and administrative purposes. All uses of personal information by Continent Post Inc. are grounded in one or more of the following lawful bases: (a) the performance of a contract or the provision of services requested by you; (b) our legitimate business interests in operating a national digital news publication; (c) your explicit consent, where required by applicable law; or (d) compliance with a legal obligation. The specific purposes for which we use your information are set forth below:

- **Providing, Operating, and Maintaining the Site and Services:** We use your information to deliver the core functions of the Site, including serving editorial content, managing user accounts and subscriptions, processing payments, fulfilling newsletter deliveries, and providing customer support and technical assistance.
- **Improving, Personalizing, and Expanding the Site:** We use usage data, behavioral data, and demographic information to improve the quality and relevance of the content and features available on the Site, to personalize the editorial experience for registered users, and to develop new editorial features, product offerings, and digital services that better serve our readership.
- **Analyzing Usage Patterns and Site Performance:** We use automatically collected data, including log file data, cookie data, and analytics reports, to understand how users navigate and interact with the Site, to identify popular and underperforming content, to monitor technical performance and uptime, and to make data-informed decisions about editorial and product strategy.
- **Developing New Products and Editorial Features:** Aggregate usage data and reader feedback may be used to research and develop new subscription products, editorial series, interactive features, multimedia content formats, and other innovations intended to enhance the reader experience on the Site and on affiliated platforms.
- **Communicating with Users:** We use contact information you provide to communicate with you directly or through authorized service providers for purposes including: customer care and support, account and subscription management, editorial correspondence, responses to inquiries and requests submitted through the Site, and the delivery of transactional messages such as receipt confirmations, subscription renewal notices, and password reset communications.

- **Sending Newsletters, Promotional Content, and News Alerts:** With your consent where required by applicable law, we use your email address to deliver editorial newsletters, curated news alert digests, and promotional communications regarding special editorial products, subscriber benefits, events, or other offerings from Continent Post Inc. You may opt out of receiving marketing communications from us at any time by following the unsubscribe instructions included in each email or by contacting us directly at support@continentpost.com.
- **Sending SMS Text Messages:** We use wireless phone numbers you have submitted to us through the Site's SMS opt-in program to send text message communications as described in full in Section 3 of this Policy (SMS Communications & Text Messaging).
- **Detecting, Investigating, and Preventing Fraudulent Activity and Security Breaches:** We use technical data, including IP addresses, device identifiers, and behavioral signals, to monitor the Site for indicators of fraudulent activity, abuse, unauthorized access, or other security threats, and to investigate and respond to any such incidents in a timely and effective manner.
- **Complying with Legal Obligations and Enforcing Our Terms:** We may use your information as necessary to comply with applicable federal and state laws, regulations, court orders, subpoenas, or other legal process, and to enforce our Terms and Conditions, including investigating potential violations of our acceptable use standards or other applicable policies.
- **Business Operations and Strategic Planning:** We may use aggregated, de-identified data for internal business analysis, financial reporting, strategic planning, and investor or partner reporting purposes, in a manner that does not identify any individual user.

5. Cookies & Tracking Technologies

5.1 What Are Cookies?

Cookies are small text files that are placed on your computer, smartphone, tablet, or other internet-connected device by a web server when you visit a website. Cookies are widely used by website operators to make websites function more efficiently, to provide session management capabilities, to remember user preferences, and to compile aggregate analytical data about website usage. Cookies do not typically contain personally identifiable information on their own; however, personal information that Continent Post Inc. holds about you may be linked to information stored in or obtained from cookies, enabling us to recognize your browser or device across multiple sessions and over time.

5.2 Types of Cookies Used by Continent Post Inc.

Continent Post Inc. uses the following categories of cookies in connection with the operation of the Site:

- **Session Cookies:** Session cookies are temporary cookies that are placed on your device when you visit the Site and are automatically deleted when you close your browser. Session cookies are essential to the basic functionality of the Site and are used to maintain your session state, remember items in your reading list or content queue, and facilitate navigation between pages without requiring repeated authentication.
- **Persistent Cookies:** Persistent cookies remain on your device for a specified period of time after you close your browser, or until you manually delete them. Continent Post Inc. uses persistent cookies to remember your preferences and settings (such as language preferences), to recognize returning users, and to enable certain personalization features for registered subscribers.
- **First-Party Cookies:** First-party cookies are cookies set directly by Continent Post Inc. when you visit the Site. These cookies are used

exclusively by Continent Post Inc. to support the operational, analytical, and personalization functions described in this Section.

- **Third-Party Cookies:** Third-party cookies are cookies placed on your device by parties other than Continent Post Inc., typically advertising networks, analytics providers, or social media platforms, when their code or content is loaded in connection with your visit to the Site. Continent Post Inc. does not have direct access to or control over the content of third-party cookies placed on your device by these parties. Users are encouraged to review the privacy and cookie policies of each third-party service provider whose cookies may be present on the Site.

5.3 Web Beacons and Pixel Tags

In addition to cookies, Continent Post Inc. and its advertising partners use web beacons (also known as "clear GIFs," "action tags," or "pixel tags") in connection with the Site and its email communications. Web beacons are small, transparent images or JavaScript code snippets that are embedded in web pages or HTML-formatted emails. They are used to: confirm that a web page has been loaded by a specific browser; track whether an email has been opened and whether any links within the email have been clicked; verify the delivery of advertisements and measure impressions; and compile aggregate data about reader behavior for internal analytics and reporting purposes. Web beacons used by advertising partners automatically transmit certain technical data, including your IP address, browser type, and timestamp, to those advertising partners when you view content containing a beacon.

5.4 Use of Cookies by Advertising Partners

Continent Post Inc. permits third-party advertising partners, including but not limited to Google AdSense and other demand-side advertising platforms with which the Site has a contractual relationship, to place their own cookies and tracking technologies on your device when advertisements are served on the Site. These advertising partners use such technologies to serve advertisements that may be tailored to your browsing interests based on your prior activity

across various websites (a practice commonly referred to as "interest-based advertising" or "behavioral advertising"). Continent Post Inc. has no ability to access, read, or control the cookies placed by third-party advertising partners, and the use of such cookies is governed exclusively by the privacy and cookie policies of the respective advertising partners. Users who wish to opt out of interest-based advertising served by Google may visit the Google Ads Settings page or the Network Advertising Initiative opt-out page.

5.5 Managing and Disabling Cookies

You have the ability to control the placement and retention of cookies on your device through the settings of your web browser. Most modern web browsers allow you to: view the cookies currently stored on your device; delete cookies that have already been placed on your device; block all cookies from being placed on your device; or selectively block third-party cookies while allowing first-party cookies. The specific steps required to manage cookies vary depending on the browser you use. General guidance for the most commonly used browsers is as follows:

- **Google Chrome:** Navigate to Settings > Privacy and Security > Cookies and other site data to manage your cookie preferences.
- **Mozilla Firefox:** Navigate to Settings > Privacy & Security > Cookies and Site Data to view, delete, or block cookies.
- **Apple Safari:** Navigate to Preferences > Privacy to manage website tracking and cookie settings.
- **Microsoft Edge:** Navigate to Settings > Privacy, search, and services > Cookies and site permissions to configure your cookie preferences.

Please be aware that disabling some or all cookies may adversely affect the functionality of the Site. Certain features of the Site — including but not limited to subscriber account login, personalized content delivery, and saved reading preferences — depend on the proper functioning of session and persistent cookies and may not be available to you if cookies are disabled. Continent Post

Inc. is not responsible for reduced functionality of the Site resulting from a user's decision to disable cookies in their browser settings.

6. Log Files

6.1 Standard Log File Data Collection

Continent Post Inc. follows standard industry practice with respect to the use of server-side log files in connection with the operation of the Site. When you access the Site, our web hosting infrastructure automatically records certain technical data about your request in log files maintained on our servers. This practice is common to virtually all commercially operated websites and is employed by Continent Post Inc. to ensure the stability, security, and performance of the Site and its underlying technical infrastructure.

6.2 Categories of Data Recorded in Log Files

The categories of data that are automatically recorded in Continent Post Inc.'s server log files include the following:

- Your Internet Protocol (IP) address at the time of your visit to the Site;
- The type and version of the web browser software you used to access the Site (e.g., Chrome 125, Safari 17, Firefox 128);
- The name of your Internet Service Provider (ISP), as determinable from your IP address;
- The date and timestamp of each request made to the Site's servers, recorded in Coordinated Universal Time (UTC) or Eastern Time, as applicable to our server configuration;
- The URL of the referring page (i.e., the web page, search engine results page, or other source from which you navigated to the Site), to the extent that such information is transmitted by your browser;
- The URL of the exit page (i.e., the last page of the Site you visited before navigating away from the Site or closing your browser);

- The total number of clicks made during your session on the Site and the specific page elements or links upon which those clicks were registered; and
- HTTP status codes returned by the server in response to your requests (e.g., 200 OK, 404 Not Found), for the purpose of identifying and resolving technical errors.

6.3 Linkage of Log File Data to Personal Information

Log file data collected by Continent Post Inc. is not linked to personally identifiable information in the ordinary course of our operations. That is, Continent Post Inc. does not, as a standard practice, associate the IP addresses or other technical identifiers recorded in server log files with the names, email addresses, or other personally identifying information of individual users. However, in extraordinary circumstances — such as the investigation of a credible security threat, fraudulent activity, or in response to a lawful legal process — Continent Post Inc. reserves the right to attempt to correlate log file data with other available information for the limited purpose of identifying or responding to such threats, fraud, or legal demands.

6.4 Purposes for Which Log File Data Is Used

Continent Post Inc. uses log file data for the following purposes: (a) trend analysis and editorial planning, including identifying the most-read sections and articles on the Site; (b) administering and optimizing the technical infrastructure of the Site, including diagnosing server errors and improving page load performance; (c) tracking user movements in aggregate to understand navigation patterns and improve site architecture; and (d) aggregated demographic research about the composition of our readership, including the geographic distribution of our users at a regional or national level, without identifying individual users.

7. Advertising Partners & Third-Party Data Sharing

7.1 Third-Party Advertising Networks

Continent Post Inc. partners with third-party advertising networks, ad exchanges, and demand-side platforms to serve display advertisements, native advertising content, and sponsored content on the Site. These advertising partners may use cookies, JavaScript code snippets, web beacons, and similar tracking technologies to collect data about your visits to the Site and to other websites across the internet for the purpose of delivering advertisements that are relevant to your browsing interests and demographic profile. When advertisements served by these partners are displayed to you on the Site, those advertising partners automatically receive your Internet Protocol (IP) address and certain other technical data about your device and browser, as a necessary function of delivering the advertisement to your screen.

7.2 Limited Access to Third-Party Advertiser Cookies

Continent Post Inc. does not have access to the cookies placed on your device by third-party advertising partners, nor does it have the ability to control the content, placement, duration, or deletion of such cookies. Each third-party advertising partner operates under its own independent privacy and data use policies, which govern that partner's collection, use, and sharing of data obtained through the use of its cookies and tracking technologies on the Site. Continent Post Inc. strongly encourages you to review the privacy policies of any third-party advertising partners whose advertisements you encounter on the Site. Information about how to opt out of interest-based advertising from major advertising networks may be obtained through the Digital Advertising Alliance's opt-out portal at **optout.aboutads.info** or through the Network Advertising Initiative's opt-out portal at **optout.networkadvertising.org**.

7.3 Limitation on Sale of Personal Information

Continent Post Inc. does not sell, rent, or otherwise transfer personal information to unaffiliated third parties for those parties' own direct marketing or commercial purposes without first obtaining your explicit, informed consent. For the avoidance of doubt, the serving of interest-based advertisements through third-party advertising networks, as described in this Section, may in certain

jurisdictions (including California under the CPRA) be characterized as the "sharing" of personal information for cross-context behavioral advertising purposes. California residents wishing to opt out of such sharing may do so pursuant to the procedures described in Section 8.1 of this Policy.

7.4 Permitted Categories of Third-Party Data Sharing

Notwithstanding the limitation set forth in Section 7.3 above, Continent Post Inc. may share your personal information with third parties in the following specific and limited circumstances:

- **Service Providers and Vendors:** We share personal information with trusted third-party service providers who assist Continent Post Inc. in operating the Site and delivering its services, including but not limited to: web hosting and cloud infrastructure providers; email delivery platforms and marketing automation services; payment processors and billing management systems; analytics and audience measurement vendors; customer relationship management (CRM) software providers; and cybersecurity and fraud detection services. These service providers are permitted to use your personal information solely for the purpose of providing their contracted services to Continent Post Inc. and are contractually obligated to maintain the confidentiality and security of your information in accordance with applicable law and our data protection standards.
- **Legal Authorities and Law Enforcement:** We may disclose personal information to governmental authorities, law enforcement agencies, courts of competent jurisdiction, or other authorized parties when we are required to do so by applicable federal or state law, by a valid court order, subpoena, or legal process, or when we have a good-faith belief that such disclosure is necessary to: protect the safety of any person from imminent harm; investigate, prevent, or take action regarding alleged illegal activity, fraud, or violations of our Terms and Conditions;

or protect and defend the legal rights or property of Continent Post Inc. or its subsidiaries.

- **Business Successors and Corporate Transactions:** In the event that Continent Post Inc. undergoes a merger, acquisition, consolidation, sale of all or substantially all of its assets, corporate reorganization, or similar business transaction (a "Transaction"), personal information held by Continent Post Inc. may be transferred to, or reviewed by, the acquiring entity or successor company as part of that Transaction. Where practicable, Continent Post Inc. will provide users with notice of any such Transaction and any material changes to the privacy practices of any successor entity that may affect the processing of your personal information. Any successor entity will be bound to treat your personal information in a manner consistent with the commitments made in this Policy, or will provide you with notice and an opportunity to opt out prior to any materially different use of your information.
- **Affiliated Subsidiaries:** We may share personal information among Continent Post Inc. and its wholly owned or majority-controlled subsidiaries, including Continent Post Español, for purposes consistent with this Privacy Policy, including joint editorial operations, shared infrastructure, centralized customer support, and consolidated compliance functions.

8. Your Privacy Rights by State

Continent Post Inc. is committed to honoring the privacy rights of its users under applicable federal and state law. Depending on the state in which you reside, you may have specific legal rights with respect to the personal information that Continent Post Inc. holds about you. A description of the rights available to residents of specific states, and the procedures for exercising those rights, is set forth below.

8.1 California Residents — California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA)

Residents of the State of California have specific rights with respect to their personal information under the California Consumer Privacy Act of 2018 (CCPA), as amended and expanded by the California Privacy Rights Act of 2020 (CPRA), and the regulations promulgated thereunder. Continent Post Inc. recognizes and honors the following rights for California residents:

- **Right to Know:** You have the right to request that Continent Post Inc. disclose to you: (a) the specific pieces of personal information it has collected about you; (b) the categories of personal information it has collected about you; (c) the categories of sources from which that personal information was collected; (d) the business or commercial purposes for which the personal information was collected, used, or disclosed; and (e) the categories of third parties to whom your personal information has been disclosed or sold.
- **Right to Delete:** You have the right to request that Continent Post Inc. delete the personal information it has collected about you, subject to certain exceptions provided under the CCPA/CPRA, including but not limited to exceptions applicable where the retention of such information is necessary to complete a transaction, to comply with a legal obligation, or to detect and prevent fraudulent activity.
- **Right to Correct:** You have the right to request that Continent Post Inc. correct inaccurate personal information it holds about you, taking into account the nature of the personal information and the purposes for which it is processed.
- **Right to Opt Out of Sale or Sharing:** You have the right to direct Continent Post Inc. to cease the sale or sharing of your personal information for cross-context behavioral advertising purposes. Continent Post Inc. does not sell personal information for monetary consideration;

however, to the extent that the sharing of personal information with third-party advertising partners for the purpose of serving targeted advertisements constitutes "sharing" under the CPRA, you have the right to opt out of such sharing. To exercise this right, please contact us at support@continentpost.com with the subject line "CCPA Request."

- **Right to Limit Use and Disclosure of Sensitive Personal**

Information: To the extent that Continent Post Inc. collects and uses "sensitive personal information" as defined under the CPRA — including but not limited to government-issued identification numbers, financial account information, or precise geolocation data — you have the right to direct Continent Post Inc. to limit its use and disclosure of such sensitive personal information to only those purposes expressly authorized by the CPRA.

- **Right to Non-Discrimination:** Continent Post Inc. will not discriminate against you for exercising any of your CCPA/CPRA rights. We will not deny you services, charge you a different price, provide you with a lower quality of service, or suggest that exercising your privacy rights will result in any penalty or disadvantage in your relationship with Continent Post Inc.

How to Submit a California Privacy Request: To submit any CCPA or CPRA request, including requests to know, delete, correct, or opt out, please send an email to support@continentpost.com with the subject line "CCPA Request" and include a description of the specific right you wish to exercise and sufficient information for us to verify your identity. Continent Post Inc. will acknowledge receipt of your request promptly and will respond to verified requests within forty-five (45) calendar days of receipt. If additional time is required, we will notify you of the extension and the reason therefor within the initial forty-five (45) day period.

8.2 New York Residents — New York SHIELD Act and Applicable New York Privacy Law

As a corporation headquartered in New York, New York, Continent Post Inc. is fully subject to, and committed to compliance with, the Stop Hacks and Improve Electronic Data Security Act (the "SHIELD Act"), signed into law on July 25, 2019, and all other applicable privacy, data security, and consumer protection laws of the State of New York, including any regulations or guidance issued by the New York Attorney General or the New York State Department of Financial Services relating to the collection, use, and protection of personal information of New York residents.

In accordance with the New York SHIELD Act, Continent Post Inc. has implemented and maintains a comprehensive data security program that includes reasonable administrative, technical, and physical safeguards designed to protect the security, confidentiality, and integrity of personal information collected from New York residents. The specific security measures employed by Continent Post Inc. are described in Section 12 of this Policy (Data Security).

In the event of a security breach affecting the private information of New York residents — as defined under the SHIELD Act, which includes Social Security numbers, driver's license numbers, account numbers combined with access credentials, biometric information, and username or email address combined with a password — Continent Post Inc. will take all steps required by applicable New York law, including timely notification of affected individuals and, where required, notification of the New York Attorney General, the New York Department of State Division of Consumer Protection, and the applicable consumer reporting agencies, in accordance with the timelines and procedures specified in the SHIELD Act and any subsequent amendments thereto.

8.3 Virginia, Colorado, Connecticut, Utah, and Other State Residents

Residents of states that have enacted comprehensive consumer privacy legislation — including, without limitation, the Virginia Consumer Data Protection Act (VCDPA), the Colorado Privacy Act (CPA), the Connecticut Data

Privacy Act (CTDPA), and the Utah Consumer Privacy Act (UCPA) — may have rights with respect to their personal information under those laws. While the specific rights and applicable thresholds vary by state, the following rights are commonly recognized by these statutes and honored by Continent Post Inc. to the extent required by applicable law:

- **Right of Access:** The right to confirm whether Continent Post Inc. is processing your personal data and to obtain a copy of the personal data it holds about you in a portable format.
- **Right to Correction:** The right to request correction of inaccuracies in your personal data.
- **Right to Deletion:** The right to request deletion of personal data that Continent Post Inc. has collected from you, subject to applicable exceptions under your state's law.
- **Right to Data Portability:** The right to receive a copy of personal data you previously provided to us in a structured, commonly used, and machine-readable format, where technically feasible.
- **Right to Opt Out of Targeted Advertising and Profiling:** The right to opt out of the processing of your personal data for the purposes of targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects.

To submit a privacy request under any of the foregoing state laws, please contact Continent Post Inc. via email at support@continentpost.com with the subject line "Data Request" and include your state of residence, a description of the specific right you wish to exercise, and sufficient information for us to verify your identity and your residency. Continent Post Inc. will respond to verified requests within the timeframe required by your state's applicable privacy law. If you are dissatisfied with our response, you may have the right to appeal our decision; instructions for submitting an appeal will be provided in our response to your initial request.

8.4 General United States Privacy Rights (All States)

Regardless of the state in which you reside, Continent Post Inc. respects the following general privacy rights and provides the following mechanisms for all U.S.-based users to exercise those rights:

- **Right to Access:** You may contact us at any time to request information about what personal data Continent Post Inc. holds about you, the purposes for which it is processed, and the categories of third parties with whom it has been shared. We will respond to reasonable access requests to the extent practicable and as required by applicable law.
- **Right to Correct:** If you believe that any personal information Continent Post Inc. holds about you is inaccurate, incomplete, or out of date, you may request that we correct or update that information by contacting us at support@continentpost.com.
- **Right to Request Deletion:** You may request that Continent Post Inc. delete personal information it holds about you by submitting a written request to support@continentpost.com. We will honor such requests to the extent required by applicable law and subject to any retention obligations described in Section 11 of this Policy.
- **Right to Opt Out of Marketing Communications:** You may opt out of receiving marketing or promotional email communications from Continent Post Inc. at any time by: (a) clicking the "unsubscribe" link included in any marketing email; or (b) emailing support@continentpost.com with the subject line "Privacy Policy Inquiry" and a request to be removed from our marketing communications list. Please note that even after opting out of marketing communications, you may continue to receive transactional and service-related communications from us.

9. GDPR Data Protection Rights (European Users)

9.1 Applicability

This Section 9 applies to individuals located in the European Economic Area (EEA), which comprises the member states of the European Union, as well as Iceland, Liechtenstein, and Norway, and to individuals located in the United Kingdom, to the extent that the United Kingdom GDPR applies. The General Data Protection Regulation (EU) 2016/679 ("GDPR") and its implementing legislation establish a comprehensive framework for the protection of personal data of individuals located within the EEA. Continent Post Inc. acknowledges these rights and, to the extent that its processing of personal data falls within the territorial scope of the GDPR, commits to respecting and honoring the following rights of EEA and UK-based users.

9.2 Individual Rights Under the GDPR

- **Right to Access (Article 15 GDPR):** You have the right to obtain from Continent Post Inc. confirmation as to whether or not personal data concerning you is being processed, and, where that is the case, to receive access to the personal data and certain supplementary information, including the purposes of the processing, the categories of personal data concerned, and the recipients or categories of recipients to whom the data has been or will be disclosed. You may request a copy of the personal data undergoing processing.
- **Right to Rectification (Article 16 GDPR):** You have the right to obtain from Continent Post Inc., without undue delay, the rectification of inaccurate personal data concerning you. Taking into account the purposes of the processing, you also have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

- **Right to Erasure / Right to Be Forgotten (Article 17 GDPR):** Under certain conditions, you have the right to obtain from Continent Post Inc. the erasure of personal data concerning you without undue delay. Continent Post Inc. is obligated to erase personal data where: the data is no longer necessary in relation to the purposes for which it was collected; you withdraw consent on which the processing is based and there is no other legal ground for the processing; you object to the processing and there are no overriding legitimate grounds; the personal data has been unlawfully processed; or the personal data must be erased to comply with a legal obligation in Union or Member State law. This right is subject to applicable exceptions, including where processing is necessary for compliance with a legal obligation or for the establishment, exercise, or defense of legal claims.
- **Right to Restriction of Processing (Article 18 GDPR):** You have the right to obtain from Continent Post Inc. the restriction of processing of your personal data in certain circumstances, including where you contest the accuracy of the data, where the processing is unlawful, or where Continent Post Inc. no longer needs the data but you require it for the establishment, exercise, or defense of legal claims. Where processing has been restricted, such personal data shall, with the exception of storage, only be processed with your consent or for specific limited purposes.
- **Right to Object to Processing (Article 21 GDPR):** You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on legitimate interests (including profiling based on those provisions). Continent Post Inc. shall cease processing your personal data unless it can demonstrate compelling legitimate grounds for the processing which override your interests, rights, and freedoms, or where the processing is necessary for the establishment, exercise, or defense of legal claims. You have an unconditional right to object to processing for direct marketing purposes.

- **Right to Data Portability (Article 20 GDPR):** Where processing is based on your consent or on a contract and is carried out by automated means, you have the right to receive the personal data concerning you, which you have provided to Continent Post Inc., in a structured, commonly used, and machine-readable format, and to transmit that data to another controller without hindrance from Continent Post Inc. where technically feasible.
- **Right to Withdraw Consent:** Where the processing of your personal data is based on your consent, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing carried out based on consent prior to its withdrawal.
- **Right to Lodge a Complaint:** You have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work, or place of the alleged infringement, if you consider that the processing of personal data relating to you infringes the GDPR.

9.3 Response Timelines for GDPR Requests

Continent Post Inc. will respond to all verified GDPR data subject access requests, rectification requests, erasure requests, and other requests asserting rights under the GDPR within thirty (30) calendar days of receipt. Where the complexity or volume of requests requires additional time, Continent Post Inc. may extend this period by an additional sixty (60) days, provided that it notifies you of the extension, the reasons for it, and the expected timeline for a response within the initial thirty (30) day period. To submit a GDPR rights request, please contact us at support@continentpost.com with the subject line "Data Request."

10. Children's Privacy & Minors' Information

10.1 Age Restriction and Target Audience

The Site and all services operated by Continent Post Inc. are intended for use by individuals who are at least thirteen (13) years of age. The Site is designed and operated as a general-interest national news publication focused on political reporting, business and financial news, and other topics of public interest that are primarily oriented toward an adult readership. Continent Post Inc. does not direct its content, services, or marketing communications to children under the age of thirteen (13) and does not knowingly seek to collect personal information from any person under the age of thirteen (13).

10.2 Prohibition on Collection of Children's Personal Information

In compliance with the Children's Online Privacy Protection Act (COPPA), 15 U.S.C. § 6501 et seq., and the regulations promulgated thereunder by the Federal Trade Commission, Continent Post Inc. does not knowingly collect, solicit, receive, use, retain, or disclose personal information from children under the age of thirteen (13). No portion of the Site is directed to children under the age of thirteen (13), and Continent Post Inc. does not offer subscription products, newsletter services, or SMS communications programs designed for or targeted to minors.

10.3 Discovery and Deletion of Minors' Data

If Continent Post Inc. becomes aware or discovers that it has inadvertently collected personal information from a child under the age of thirteen (13) — whether through an account registration, contact form submission, subscription enrollment, or any other mechanism — Continent Post Inc. will take prompt remedial action, including deletion of all personal information associated with that child from our active databases and records, to the extent technically feasible and required by applicable law. Continent Post Inc. will also take reasonable steps to cease any further collection or use of such information and to notify relevant internal stakeholders of the incident.

10.4 Parental and Guardian Responsibility

Parents and legal guardians are strongly encouraged to actively monitor and supervise the online activities of their minor children, including their use of news websites and other internet-based services. Continent Post Inc. recommends the use of parental control software and browser-based content filtering tools to limit minors' access to content that may not be appropriate for their age group. Parents or guardians who believe that their child under the age of thirteen (13) may have submitted personal information to the Site — or who become aware of any such submission — are encouraged to contact Continent Post Inc. immediately at support@continentpost.com with the subject line "Privacy Policy Inquiry" so that we can promptly investigate and take all appropriate remedial action.

11. Data Retention

11.1 General Retention Principle

Continent Post Inc. retains personal information only for as long as is reasonably necessary to fulfill the purposes for which it was collected, as described in this Privacy Policy, and in accordance with applicable legal, regulatory, and contractual obligations. When personal information is no longer needed for any legitimate purpose and is not subject to any legally mandated retention obligation, Continent Post Inc. will take reasonable steps to securely delete, de-identify, or otherwise render inaccessible such personal information from its active systems and records.

11.2 Specific Retention Periods

- **Account and Subscription Data:** Personal information collected in connection with user account registrations, subscription enrollments, and billing relationships will be retained for the duration of your active account or subscription relationship with Continent Post Inc. and for a reasonable period thereafter — generally not to exceed three (3) years

following the termination or expiration of the account or subscription — for purposes including resolving billing disputes, responding to inquiries, and maintaining audit records of completed transactions.

- **Contact Form and Correspondence Data:** Personal information submitted through contact forms, inquiry submissions, or other direct communications with Continent Post Inc. will be retained for the period necessary to resolve the inquiry or request to which the communication relates, and for a reasonable period thereafter for record-keeping purposes, generally not to exceed two (2) years from the date of the final communication in the relevant thread.
- **Log Files and Analytics Data:** Server log file data and web analytics data collected through the automated mechanisms described in Sections 2.2 and 6 of this Policy may be retained for a period of up to twenty-four (24) months from the date of collection, after which such data will be deleted or aggregated in a form that does not permit identification of individual users.
- **SMS Opt-In Records:** Records of your consent to receive SMS text messages from Continent Post Inc., including the date and method of opt-in and the date of any opt-out request, will be retained in compliance with the requirements of applicable wireless carrier regulations, the Telephone Consumer Protection Act (TCPA), and any applicable state laws governing electronic communications, for as long as necessary to demonstrate compliance with applicable law or to defend against any legal claims arising from our SMS communications program.
- **Advertising and Marketing Data:** Personal information used for marketing segmentation, newsletter delivery, and audience analytics may be retained for the duration of your active marketing relationship with Continent Post Inc. and for up to two (2) years following your opt-out

from all marketing communications, after which it will be deleted or de-identified.

11.3 Extended Retention for Legal and Compliance Purposes

Notwithstanding the retention periods specified in Section 11.2 above, Continent Post Inc. reserves the right to retain personal information for extended periods where such retention is: (a) required by applicable federal or state law, including but not limited to tax laws, financial record-keeping requirements, or applicable securities regulations; (b) necessary to comply with a legal hold, litigation preservation notice, regulatory investigation, or court order; (c) required to resolve an active dispute, claim, or complaint involving Continent Post Inc.; or (d) necessary to enforce or defend the rights and interests of Continent Post Inc. under applicable law. In such cases, personal information will be retained only for the duration necessary to fulfill the specific legal or compliance purpose and will be securely deleted or de-identified promptly upon the resolution of such purpose.

12. Data Security

12.1 Security Measures Implemented

Continent Post Inc. is deeply committed to protecting the personal information of its users and implements a comprehensive suite of industry-standard technical and organizational security measures designed to protect against the unauthorized access, acquisition, use, alteration, disclosure, or destruction of personal information in its possession or control. These measures include, without limitation, the following:

- **Encryption:** Sensitive personal information — including financial account data processed through our subscription services and personally identifiable contact information — is encrypted both in transit and at rest using industry-standard encryption protocols, including Transport Layer Security (TLS) for data transmitted over the public internet.

- **Firewalls and Network Security:** Continent Post Inc.'s server infrastructure is protected by network-layer and application-layer firewalls, intrusion detection and prevention systems (IDS/IPS), and continuous network monitoring to detect and block unauthorized access attempts.
- **Secure Server Infrastructure:** The Site and its associated databases are hosted on secure, professionally managed cloud or dedicated server infrastructure operated by reputable hosting providers that maintain their own comprehensive security programs and comply with applicable data protection standards.
- **Role-Based Access Controls:** Access to personal information held by Continent Post Inc. is restricted on a role-based access control (RBAC) basis, meaning that only those employees, contractors, and service providers who have a legitimate business need to access specific categories of personal information are authorized to do so. All personnel with access to personal information are subject to confidentiality obligations and receive appropriate data security training.
- **Periodic Security Assessments:** Continent Post Inc. conducts or commissions periodic assessments of its data security practices, including vulnerability scanning and, where appropriate, penetration testing, to identify and remediate potential security weaknesses before they can be exploited by malicious actors.

12.2 Inherent Limitations of Internet Security

Despite the foregoing security measures, no method of transmitting data over the internet, and no method of electronic data storage, is completely secure or free from the risk of interception, unauthorized access, or data loss. Continent Post Inc. cannot and does not represent, warrant, or guarantee that the personal information it collects and stores will be absolutely immune from unauthorized access by third parties. By using the Site and providing personal information to

Continent Post Inc., you acknowledge and accept this inherent limitation of internet-based data security.

12.3 User Responsibility for Account Credentials

Where you have created a registered user account on the Site, you are solely responsible for maintaining the confidentiality and security of your account credentials, including your username and password. You agree not to share your account credentials with any third party and to immediately notify Continent Post Inc. at support@continentpost.com if you become aware of or suspect any unauthorized access to or use of your account. Continent Post Inc. shall not be liable for any loss or damage arising from your failure to maintain the security of your account credentials.

12.4 Data Breach Notification

In the event of a security incident that constitutes a "breach" of personal information as defined under applicable law — including, without limitation, the New York SHIELD Act, the California Consumer Privacy Act (CCPA/CPRA), and any other applicable state data breach notification statutes — Continent Post Inc. will take prompt remedial action to contain and mitigate the breach and will provide timely notification to affected users and the relevant regulatory authorities (including the New York Attorney General and other required state agencies) in accordance with the timelines, content requirements, and procedures specified by each applicable law. The form and timing of breach notifications will be determined by the nature and scope of the incident and the requirements of applicable law, and Continent Post Inc. will prioritize the protection of affected users' interests in all breach response activities.

13. Third-Party Links & External Websites

13.1 Presence of Third-Party Links

The Site, including its editorial articles and news content, may contain hyperlinks, embedded content, social sharing buttons, and other references to

websites, applications, social media platforms, and online services that are owned, operated, or controlled by third parties unaffiliated with Continent Post Inc. (collectively, "Third-Party Sites"). Such links and references are included for editorial, informational, and navigational purposes and do not constitute an endorsement, sponsorship, affiliation, or recommendation by Continent Post Inc. of any Third-Party Site or any of the content, products, services, or privacy practices of any Third-Party Site.

13.2 No Responsibility for Third-Party Privacy Practices

Continent Post Inc. has no responsibility for, and exercises no control over, the content, functionality, security, or privacy and data collection practices of any Third-Party Site. When you click on a link to a Third-Party Site, you leave the Site and are subject to the terms of service, privacy policy, cookie policy, and other applicable rules of that Third-Party Site. Continent Post Inc. expressly disclaims any and all liability arising from your interaction with any Third-Party Site, including any loss or damage resulting from the collection, use, or disclosure of your personal information by the operator of any Third-Party Site.

13.3 Recommendation to Review Third-Party Privacy Policies

Continent Post Inc. strongly encourages all users to review the privacy policies and terms of service of every third-party website or application they visit or use, including those accessible through links on the Site, before submitting any personal information to those sites or services. Because the privacy practices of Third-Party Sites are entirely outside the control of Continent Post Inc. and may change at any time without notice to us, we are unable to make any representations about the adequacy, accuracy, or currency of the privacy protections offered by any Third-Party Site.

14. Dispute Resolution — Mediation First, Then Binding Arbitration

OVERVIEW

Any dispute, claim, or controversy arising out of or relating to this Privacy Policy, or the breach, termination, enforcement, interpretation, or validity thereof, including the determination of the scope or applicability of this agreement to arbitrate (collectively, "Disputes"), shall be resolved exclusively through the tiered dispute resolution process set forth in this Section 14. Litigation in any court of law — whether state, federal, or otherwise — is expressly prohibited with respect to all Disputes except as provided in the Emergency Injunctive Relief subsection below. The parties acknowledge that this agreement to resolve Disputes through the tiered process described herein is a material term of this Privacy Policy and a significant inducement to Continent Post Inc.'s agreement to provide services to users. This Section shall survive the termination or expiration of this Privacy Policy and any user's cessation of use of the Site.

STEP 1 — MANDATORY INFORMAL NOTICE (30 DAYS)

Before initiating any formal dispute resolution process — including mediation or arbitration — the aggrieved party ("Claimant") must first provide written notice of the Dispute to Continent Post Inc. The notice must be sent to Continent Post Inc. via electronic mail to support@continentpost.com with the subject line "Dispute Notice." The Dispute Notice must describe in reasonable detail: (a) the nature of the Dispute and the specific factual and legal basis for the Claimant's grievance; (b) the specific relief sought, including any monetary amount claimed and the basis for such amount; and (c) the relevant factual background, including dates, events, and any prior communications between the parties relating to the Dispute. The parties shall have thirty (30) calendar days from the date of Continent Post Inc.'s confirmed receipt of the Dispute Notice to attempt to negotiate and resolve the Dispute informally and in good faith, without the involvement of a third-party mediator or arbitrator. During this thirty (30) day period, both parties agree to designate representatives with authority to bind their respective principals for purposes of resolving the Dispute and to engage in at least one substantive good-faith discussion — whether by telephone, videoconference, or written correspondence — regarding the merits of the Dispute and the possibility of informal resolution. Completion of this Step 1

informal notice and negotiation period is a mandatory prerequisite to the initiation of mediation or arbitration and shall not be waived by either party.

STEP 2 — NON-BINDING MEDIATION

If the Dispute is not fully and finally resolved through the informal negotiation process described in Step 1 within the thirty (30) day period provided therefor, either party may initiate non-binding mediation by providing written notice of its intent to mediate to the other party. The mediation shall be administered by a single, mutually agreed-upon professional mediator who is experienced in commercial and technology disputes. If the parties are unable to agree upon a mediator within fifteen (15) calendar days of the non-binding mediation notice, either party may request that the American Arbitration Association (AAA) appoint a qualified mediator pursuant to its then-current mediation procedures, and the parties agree to be bound by such appointment. The mediation shall take place in person in New York, New York, unless both parties expressly agree in writing to conduct the mediation proceedings via videoconference platform, in which case the proceedings may be conducted remotely. The mediation shall be conducted in the English language unless both parties agree otherwise in writing. Each party shall bear its own attorneys' fees, legal costs, and other expenses in connection with the mediation proceedings. The fees and costs of the mediator shall be split equally between the parties, with each party responsible for one-half (1/2) of the mediator's fees. All oral and written communications, positions, proposals, and statements made or presented during or in connection with the mediation proceedings — and all information exchanged between the parties during mediation solely for the purpose of attempting to resolve the Dispute — shall be strictly confidential and shall not be used, disclosed, or introduced as evidence in any subsequent arbitration, litigation, or other proceeding, except to the extent such information would otherwise be independently admissible or discoverable in such proceedings.

STEP 3 — BINDING ARBITRATION (ONLY IF MEDIATION FAILS)

If and only if the Dispute is not fully and finally resolved through the non-binding mediation process described in Step 2 within sixty (60) calendar days of the formal commencement of the mediation process — or such longer period as the parties may expressly agree in writing — then either party shall have the right to submit the Dispute to final and binding arbitration in accordance with the procedures described herein. The arbitration shall be administered by the American Arbitration Association (AAA) in accordance with its Consumer Arbitration Rules then in effect at the time of the demand for arbitration, which Rules are hereby incorporated by reference, except to the extent modified by any express provision of this Section 14. The arbitration shall be conducted before a single neutral arbitrator in New York, New York, unless the Consumer Arbitration Rules require otherwise or the parties agree in writing to a different venue or format. The arbitrator shall be a retired judge or a licensed attorney with experience in commercial disputes and shall be selected in accordance with the AAA's Consumer Arbitration Rules. The arbitrator shall have full authority to award any remedy available at law or in equity — including monetary damages, declaratory relief, and injunctive relief on an individual basis — subject to the limitations set forth in this Section 14. The arbitrator shall not have the authority to award any remedy that would not be available in a court of competent jurisdiction. The arbitrator shall issue a reasoned written award that explains the basis for the arbitrator's decision and any award of damages. The arbitrator's award shall be final and binding upon both parties and shall not be subject to appeal except on the grounds specified in the Federal Arbitration Act, 9 U.S.C. § 1 et seq. The arbitrator's award may be entered as a judgment in any court of competent jurisdiction. The costs of the arbitration proceedings, including the arbitrator's fees and AAA administrative fees, shall be allocated in accordance with the AAA Consumer Arbitration Rules, except that Continent Post Inc. shall bear any costs it is required to bear under applicable law.

CLASS ACTION WAIVER

ALL DISPUTES BETWEEN YOU AND CONTINENT POST INC. SHALL BE RESOLVED ON AN INDIVIDUAL BASIS ONLY, AND NOT AS PART OF ANY

PURPORTED CLASS, COLLECTIVE, CONSOLIDATED, OR REPRESENTATIVE PROCEEDING. NEITHER YOU NOR CONTINENT POST INC. SHALL HAVE THE RIGHT TO PARTICIPATE AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS ACTION LAWSUIT, CLASS-WIDE ARBITRATION, PRIVATE ATTORNEY GENERAL ACTION, OR ANY OTHER REPRESENTATIVE OR CONSOLIDATED PROCEEDING. THE ARBITRATOR SHALL HAVE NO AUTHORITY WHATSOEVER TO: (A) CONSOLIDATE MORE THAN ONE PERSON'S CLAIMS; (B) PRESIDE OVER ANY CLASS, COLLECTIVE, OR REPRESENTATIVE PROCEEDING; OR (C) AWARD RELIEF TO ANY PERSON OR ENTITY OTHER THAN THE INDIVIDUAL CLAIMANT. If a court of competent jurisdiction or the arbitrator determines that this Class Action Waiver is invalid, unenforceable, or void in whole or in part with respect to any particular claim or class of claims, then the entirety of the arbitration agreement set forth in this Section 14 shall be null and void with respect to that claim or class of claims only, and such claim or class of claims shall proceed exclusively in a court of competent jurisdiction located in New York, New York, subject to the Governing Law provisions below.

WAIVER OF JURY TRIAL

BY ACCESSING OR USING THE SITE AND BY AGREEING TO THIS PRIVACY POLICY, BOTH YOU AND CONTINENT POST INC. EXPRESSLY AND IRREVOCABLY WAIVE ANY AND ALL CONSTITUTIONAL AND STATUTORY RIGHTS TO A TRIAL BY JURY WITH RESPECT TO ANY AND ALL DISPUTES ARISING OUT OF OR RELATING TO THIS PRIVACY POLICY, THE SITE, OR ANY SERVICES PROVIDED BY CONTINENT POST INC. OR ITS SUBSIDIARIES. THIS JURY TRIAL WAIVER IS INTENDED TO BE BROADLY CONSTRUED AND SHALL APPLY TO ALL CLAIMS, WHETHER SOUNDING IN CONTRACT, TORT, STATUTE, OR ANY OTHER LEGAL THEORY.

EMERGENCY INJUNCTIVE RELIEF (EXCEPTION TO ARBITRATION)

Notwithstanding any other provision of this Section 14 or any other provision of this Privacy Policy, either party shall retain the right to seek emergency injunctive relief, a temporary restraining order, or other provisional equitable

relief from a state or federal court of competent jurisdiction located in the State of New York, solely to prevent or mitigate irreparable harm pending the commencement, conduct, or conclusion of the dispute resolution process described in this Section 14. The seeking or obtaining of such emergency or provisional equitable relief shall not be deemed or construed as a waiver of, or election against, the right or obligation of any party to submit a Dispute to mediation and binding arbitration pursuant to this Section 14, and neither party shall assert that the other party's invocation of its right to seek emergency equitable relief constitutes a waiver of arbitration. Any such emergency proceeding shall be governed by the laws of the State of New York and shall be conducted before the courts of New York, New York, as provided in the Governing Law section below.

GOVERNING LAW

This Privacy Policy, and all Disputes arising out of or relating hereto, shall be governed by, and construed and enforced in accordance with, the laws of the State of New York, including its statutes, common law, and applicable regulations, without regard to any conflict of law rules or principles that would otherwise require or permit the application of the laws of any other jurisdiction. To the extent that any Dispute is not subject to arbitration under this Section 14 — including but not limited to Disputes in which the Class Action Waiver has been found unenforceable — the parties irrevocably consent to the exclusive personal jurisdiction and venue of the state and federal courts located in the County of New York, State of New York, for the resolution of all such Disputes, and waive any objection to the laying of venue of any such proceeding in such courts, and any claim that any such proceeding brought in such courts has been brought in an inconvenient forum.

SEVERABILITY OF ARBITRATION CLAUSE

If any individual provision or sub-provision of this Dispute Resolution section — other than the Class Action Waiver, the enforceability of which is governed by the Class Action Waiver provision above — is found by a court of competent

jurisdiction or an arbitrator to be invalid, illegal, or unenforceable for any reason, such finding shall not affect the validity or enforceability of any other provision or sub-provision of this Section 14. All remaining provisions of this Section 14 shall continue in full force and effect and shall be interpreted and applied to the maximum extent permitted by applicable law so as to give effect to the intent of the parties as expressed herein.

15. Changes to This Privacy Policy

15.1 Right to Modify This Policy

Continent Post Inc. reserves the right, in its sole discretion, to update, modify, revise, supplement, or otherwise change any provision of this Privacy Policy at any time and for any reason, including to reflect changes in applicable law, regulatory guidance, judicial decisions, industry standards, business practices, or the features and functionality of the Site and its associated services. Any changes to this Privacy Policy will become effective upon posting of the revised Policy on this page of the Site, unless a different effective date is specified in the revised Policy.

15.2 Notice of Changes

Each time this Privacy Policy is updated or modified, the "Last Updated" date appearing at the top of the document will be revised to reflect the date on which the revised Policy was posted. For changes that Continent Post Inc. determines, in its reasonable judgment, to constitute a "material change" to this Privacy Policy — including changes that would materially affect the collection, use, or sharing of personal information in ways that differ significantly from what was previously disclosed — Continent Post Inc. will use commercially reasonable efforts to provide users with additional advance notice of such changes. Such notice may take the form of: (a) a prominent banner or interstitial notice displayed on the Site's homepage or other high-traffic pages; (b) an email notification sent to the email address associated with your registered user account, if applicable; or (c) such other means of notification as Continent Post

Inc. determines to be reasonably calculated to bring the material change to the attention of its users.

15.3 Continued Use as Acceptance

Your continued access to or use of the Site following the posting of any updated or revised Privacy Policy — including but not limited to reading editorial content, logging into a registered user account, or submitting any information through any form on the Site — shall constitute your acknowledgment of the updated Policy and your agreement to be bound by its terms as of the effective date of the update. If you do not agree to the terms of any updated or revised Privacy Policy, you must immediately discontinue your use of the Site and, if applicable, cancel your subscription or close your registered user account.

15.4 User Responsibility to Stay Informed

Users are strongly encouraged to review this Privacy Policy periodically — and in any event, no less frequently than once every six (6) months — to remain informed about Continent Post Inc.'s current data collection, use, and sharing practices and to understand any changes that may affect their rights and obligations. The most current version of this Privacy Policy will always be available at the Site's privacy policy page. Continent Post Inc. will not retroactively apply any revised Policy to personal information collected under a prior version of the Policy in a manner that would materially disadvantage users who had no prior notice of the change, except as required by applicable law.

16. Contact Information

For any questions, concerns, or requests regarding this Privacy Policy, the data practices of Continent Post Inc. or any of its subsidiaries, privacy rights requests (including under the CCPA/CPRA, GDPR, or applicable state law), SMS opt-out assistance, or legal and dispute-related notices, please contact Continent Post Inc. using the information set forth below. Continent Post Inc. is committed to

responding to all legitimate privacy inquiries promptly and in accordance with the timelines required by applicable law.

Continent Post Inc.

New York, New York, United States

Email: support@continentpost.com

Contact Page: <https://continentpost.com/contact-us/>

Website: <https://continentpost.com>

To ensure that your inquiry is routed to the appropriate department and receives timely attention, please use the following subject lines when contacting us by email:

Purpose of Inquiry	Email Subject Line to Use
General privacy questions or concerns	"Privacy Policy Inquiry"
Data access, correction, or deletion requests	"Data Request"
California CCPA or CPRA requests	"CCPA Request"
SMS opt-out assistance or text messaging inquiries	"SMS Opt-Out"
Legal notices or formal Dispute Notice (Step 1)	"Dispute Notice"
GDPR rights requests (EEA/UK users)	"Data Request"
Reports of suspected collection of minors' data	"Privacy Policy Inquiry"

This Privacy Policy covers all personal information collected and processed by Continent Post Inc. and its subsidiaries, including Continent Post Español. Users who have interacted with, subscribed to, or submitted personal information through any subsidiary platform, product, or service — including through any Spanish-language services operated under the Continent Post Español brand — may direct all privacy inquiries, data requests, and legal notices to the contact

information set forth above. Continent Post Inc. accepts full responsibility for the privacy practices of all of its subsidiaries and affiliated digital properties with respect to personal information governed by this Policy.

A Note on Response Times

Continent Post Inc. will acknowledge receipt of all privacy-related email inquiries within five (5) business days and will provide a substantive response within the timeframe required by applicable law — generally thirty (30) days for GDPR requests, forty-five (45) days for CCPA/CPRA requests, and forty-five (45) days for requests under other state privacy laws, subject to any permitted extensions as described in this Policy. Requests submitted without a complete description of the nature of the inquiry or without sufficient information to verify the identity of the requestor may be subject to a delay in processing pending receipt of additional clarifying information.

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