

Privacy Policy

Effective Date:4/26/2026]

Subtext Media LLC ("Subtext," "we," "us," or "our") respects your privacy. This Privacy Policy explains how we collect, use, share, and protect information when you visit our websites, including any sites we operate to promote our films and content (collectively, the "Sites").

By using our Sites, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use the Sites.

1. Information We Collect

We collect the following categories of information:

Information you provide to us directly. This includes information you submit when you sign up for our newsletter, contact us, enter a sweepstakes or promotion, RSVP for a screening, or otherwise interact with our Sites. This may include your name, email address, postal code, phone number, and any other information you choose to share.

Information collected automatically. When you visit our Sites, we and our service providers may automatically collect certain information about your device and usage, including IP address, browser type, operating system, referring URLs, pages viewed, time spent on pages, click activity, device identifiers, and approximate location. We collect this information using cookies, pixels, web beacons, and similar tracking technologies.

Information from third parties. We may receive information about you from analytics providers, advertising partners, social media platforms, ticketing partners, and other third parties consistent with their own privacy policies.

2. How We Use Your Information

We use your information to:

- Operate, maintain, and improve our Sites and services
- Promote our films, including sending marketing communications where permitted
- Respond to your questions, comments, or requests
- Administer sweepstakes, promotions, and screening events
- Measure and analyze the performance of our Sites and marketing campaigns
- Personalize content and advertising you see on our Sites and on third-party platforms
- Detect, investigate, and prevent fraudulent or unauthorized activity

- Comply with legal obligations and enforce our Terms and Conditions

3. How We Share Your Information

We may share your information with:

Service providers. Companies that perform services on our behalf, such as website hosting, analytics, email delivery, advertising, payment processing, and customer support.

Marketing and advertising partners. Including platforms like Meta, Google, TikTok, YouTube, and connected TV partners (such as Roku, Hulu, and Amazon) for the purpose of delivering and measuring advertising campaigns.

Distribution and exhibition partners. Including theatrical exhibitors, ticketing platforms, streaming services, and home entertainment partners for the purpose of promoting and distributing our films.

Legal and safety reasons. When required by law, subpoena, or legal process, or when we believe disclosure is necessary to protect our rights, property, or safety, or that of others.

Business transfers. In connection with a merger, acquisition, financing, or sale of all or a portion of our assets.

With your consent. With your consent or at your direction.

We do not sell your personal information for monetary consideration. Some of our advertising and analytics activities may qualify as a "sale" or "sharing" of personal information under certain state laws. See Section 7 for your rights and how to opt out.

4. Cookies and Tracking Technologies

We use cookies, pixels, and similar technologies to operate our Sites, analyze usage, and deliver targeted advertising. This includes tools such as Google Analytics, Meta Pixel, and similar advertising and measurement tools.

You can control cookies through your browser settings. Disabling cookies may affect the functionality of our Sites. You can also opt out of certain interest-based advertising through industry tools such as the Digital Advertising Alliance (optout.aboutads.info) and the Network Advertising Initiative (optout.networkadvertising.org).

5. Third-Party Links and Services

Our Sites may contain links to third-party websites, services, or content, including ticketing platforms, social media, and streaming services. We are not responsible for the privacy practices of those third parties. Please review their privacy policies before sharing any information with them.

6. Children's Privacy

Our Sites are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe we have collected information from a child under 13, please contact us so we can delete it.

7. Your Rights and Choices

Depending on where you live, you may have rights to:

- Access the personal information we hold about you
- Request correction or deletion of your personal information
- Opt out of certain marketing communications
- Opt out of the sale or sharing of personal information for targeted advertising
- Limit the use of sensitive personal information
- Appeal a decision we make regarding your request

To exercise these rights, contact us at the email address in Section 11. We will respond within the time required by applicable law. We will not discriminate against you for exercising your rights.

California, Colorado, Connecticut, Virginia, Utah, and other state residents: You have specific rights under your state's privacy laws. We honor these rights consistent with applicable law.

EU/UK residents: If you are located in the European Economic Area or the United Kingdom, you have rights under the GDPR or UK GDPR. The legal bases on which we rely include consent, contract, legal obligation, and our legitimate interests in operating and promoting our business.

8. Data Retention

We retain your information for as long as necessary to fulfill the purposes described in this Privacy Policy, comply with our legal obligations, resolve disputes, and enforce our agreements.

9. Data Security

We implement reasonable technical and organizational measures designed to protect your information. No method of transmission over the internet or electronic storage is fully secure, and we cannot guarantee absolute security.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be indicated by a revised "Last Updated" date and will be effective when posted. We encourage you to review this Privacy Policy periodically.

11. Contact Us

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

Subtext Media LLC privacy@subtextmedia.com

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