

## PRIVACY POLICY

Last Modified: July 22, 2025

We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who we are and our information practices, meaning how and why we collect, use, disclose, sell, share, store, and retain your personal information in connection with [www.stayandplayvr.com](http://www.stayandplayvr.com). It also explains your rights in relation to your personal information and how to contact us or supervisory authorities in the event you have a complaint or request.

We collect, use, and are responsible for certain personal information about you. For California consumers, we are subject to the California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act of 2020 (CPRA). We are responsible for your personal information as a “business” under the CCPA/CPRA. For consumers in Colorado, Connecticut, Delaware, Maryland, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, and Virginia, we are subject to relevant privacy laws of those states respectively (see Consumers in other States: Your Rights). For European customers, we are subject to the General Data Protection Regulation (GDPR) Regulation (EU) 2016/679. Differences in privacy laws will be illustrated throughout.

**1. Key Terms.** It would be helpful to start by explaining some key terms used in this policy:

We, us, our	PMC Group, LLC
Our website	<a href="http://www.stayandplayvr.com">www.stayandplayvr.com</a>
Personal information	Any information relating to an identified or identifiable individual
Sensitive Personal Information	Personal information revealing a consumer's social security number, driver's license and passport numbers, account numbers and credentials, precise geolocation, racial or ethnic origin, religious beliefs, or union membership, personal information concerning a consumer's health, sex life, or sexual orientation, contents of a consumer's mail, email and text messages where the business is not the intended recipient, genetic data, biometric information, or citizenship and immigration status
Our Products and Services	We provide information about our short-term rental properties available for booking. We provide the ability to book and inquire about booking these short-term rental properties through our website using a third party partner for reservation and payment. We provide Wi-Fi internet access through a third party partner for guests renting our short-term rental properties.

**2. Personal Information We Collect About You.** We may collect and use the following personal information, including sensitive personal information, that identifies, relates to, describes, is reasonable capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household:

Categories of Personal Information	Specific Types of Personal Information Collected
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Identifiers (e.g., a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver's license number, passport number, or other similar identifiers)	We may collect information such as your name, telephone number, and email address.
Information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, their name, signature, social security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information	We may collect information such as your name, age, telephone number, and email address from you when you start the booking or inquiry process for our properties on our website.
Account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account	To book a stay at one of our short-term rental properties, after filing out an information sheet on our website, you will be redirected to our third-party provider, OwnerRez, Inc., who will collect financial information on our behalf including a financial account, a debit card, or a credit card number for you to make a reservation. OwnerRez, Inc. may share this information with us and with third parties in accordance with OwnerRez's privacy policy (link included below).
Characteristics of protected classifications under California or federal law	None
Commercial information (e.g., records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies)	We may collect information on your usage of our platform including booking history with our short-term rental properties.
Biometric information	None
Internet or other electronic network activity information (e.g., browsing history, search history, and information regarding a consumer's interaction with an internet website, application, or advertisement)	None
Geolocation data	None
Audio, electronic, visual, thermal, olfactory, or similar information	In the event you contact us with a customer service or other matter, your telephone call or email message may be recorded, and any other method of contact may be archived, for quality assurance purposes.
Professional or employment-related information	None

Education information, defined as information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (FERPA)	None
Inferences drawn from any of the information identified above to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes	We may collect information about your preferences.
Racial or ethnic origin, religious or philosophical beliefs, union membership, or citizenship or immigration status	None
Contents of a consumer's mail, email, and text messages unless the business is the intended recipient of the communication	None
Genetic data	None
Processing of biometric information to uniquely identifying a consumer	None
Health information	None
Sex life or sexual orientation	None

If you do not provide personal information required to provide Our Products and Services to you, it may delay or prevent us from providing Our Products and Services to you.

**3. How Your Personal Information is Collected.** We collect personal information from the following categories of sources:

- You, directly in person, by telephone, text, or email and/or via our website
- Third party with your consent (e.g., your bank)
- Our third-party partners (e.g., Stayfi, Inc., OwnerRez, Inc., etc.)
- Advertising networks
- Internet service providers
- Data analytics providers
- Government entities
- Operating systems and platforms
- Publicly accessible sources (e.g., property records)
- Cookies on our website placed by our third-parties, see OwnerRez privacy policy (<https://www.ownerrez.com/support/articles/privacy-security-privacy-policy>), and
- Our IT and security systems, including:

- Automated monitoring of our websites and other technical systems, such as our computer networks and connections, CCTV and access control systems, communications systems, email, and instant messaging systems

**4. How and Why We Use Your Personal Information.** Under data protection laws, we can only use your personal information if we have a proper reason for doing so. As described further in Section 5 below, when we need to share your personal information for limited reasons described in this Section 4, we only share your personal information (as necessary) with the third parties specified in Section 5. Finally, we might process the data of European customers for the performance of contract (e.g. in connection with products purchased on our website) and transfer the data to the US. Some examples of how we use your personal information are as follows:

- To comply with our legal and regulatory obligations
- For the performance of our contract (e.g., during booking a reservation or sending an inquiry) with you or to take steps at your request before entering into a contract (e.g., providing information to you on our short-term rental properties prior to booking a reservation or sending an inquiry)
- For our legitimate interests or those of a third party –or–
- Where you have given consent

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

The table below explains what we use (process) your personal information for and our reasons for doing so:

What we use your personal information for	Our reasons
To prevent and detect fraud against you or PMC Group, LLC	For our legitimate interests or those of a third party, i.e., to minimize fraud that could be damaging for us and for you  (Legal basis: art. 6 (1) (f) GDPR)
Gathering and providing information required by or relating to audits, inquiries, or investigations by regulatory bodies	To comply with our legal and regulatory obligations  (Legal basis: art. 6 (1) (c) or (f) GDPR)
Ensuring business policies are adhered to, e.g., policies covering security and internet use	For our legitimate interests or those of a third party, i.e., to make sure we are following our own internal procedures so we can deliver the best service to you  (Legal basis: art. 6 (1) (f) GDPR)
Operational reasons, such as improving efficiency, training, and quality control	For our legitimate interests or those of a third party, i.e., to be as efficient as we can so we can deliver the best service for you at the best price  (Legal basis: art. 6 (1) (f) GDPR)
Ensuring the confidentiality of commercially sensitive information	For our legitimate interests or those of a third party, i.e., to protect trade secrets and other commercially valuable information  To comply with our legal and regulatory obligations  (Legal basis: art. 6 (1) (f) GDPR)

Statistical analysis to help us manage our business, e.g., in relation to our financial performance, customer base, product range or other efficiency measures	For our legitimate interests or those of a third party, i.e., to be as efficient as we can so we can deliver the best service for you at the best price  (Legal basis: art. 6 (1) (f) GDPR)
Preventing unauthorized access and modifications to systems	For our legitimate interests or those of a third party, i.e., to prevent and detect criminal activity that could be damaging for us and for you  To comply with our legal and regulatory obligations (Legal basis: art. 6 (1) (c) or (f) GDPR)
Updating and enhancing customer records	To comply with our legal and regulatory obligations  For our legitimate interests or those of a third party, e.g., making sure that we can keep in touch with our customers about existing orders and new products (Legal basis: art. 6 (1) (c) or (f) GDPR)
Marketing our services and those of selected third parties to: <ul style="list-style-type: none"> <li>Existing and former customers</li> <li>Third parties who have previously expressed an interest in our services</li> <li>Third parties with whom we have had no previous dealings</li> </ul>	For our legitimate interests or those of a third party, i.e., to promote our business to existing and former customers as far as legally permitted. Otherwise, we only process your data if we have your consent.  To send you personalized promotions and special offers  To communicate with you about services, accounts, programs, contests, and sweepstakes  To post your comments or statements on our websites  To send you personalized promotions and special offers (Legal basis: art. 6 (1) (a) or (f) GDPR)

**5. Who We Share Your Personal Information With.** We routinely share personal information with:

- Our affiliates
- Other third parties we use to help us run our business, such as marketing agencies or website hosts
- Third parties approved by you, including social media sites you choose to link your account to or third-party payment providers

We only allow our service providers to handle your personal information if we are satisfied they take appropriate measures to protect your personal information. We also impose contractual obligations on service providers relating to ensure they can only use your personal information to provide services to us and to you.

We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal and regulatory obligations.

We may also need to share some personal information with other parties, such as potential buyers of some or all of our business or during a re-structuring. We will typically anonymize information, but this may not always be possible. The recipient of the information will be bound by confidentiality obligations.

- 6. Personal Information We Sold or Shared.** WE DO NOT SELL, RENT, OR TRADE YOUR PERSONAL INFORMATION TO THIRD PARTIES FOR THEIR COMMERCIAL PURPOSES.
- 7. Categories of Personal Information We Disclosed for a Business Purpose.** In the preceding 12 months, we have disclosed the following categories of personal information for a business purpose:
- Identifiers
  - Information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited to, their name, telephone, and email address
- 8. How Long Your Personal Information Will Be Kept.** We will keep your personal information while you have an account with us or while we are providing Our Products and Services to you. Thereafter, we will keep your personal information for as long as is necessary:
- To respond to any questions, complaints or claims made by you or on your behalf
  - To show that we treated you fairly –or–
  - To keep records required by applicable national laws and/or regulations include European Regulation

We will not retain your personal information for longer than necessary for the purposes set out in this policy. Different retention periods apply for different types of personal information.

When it is no longer necessary to retain your personal information, we will delete or anonymize it.

- 9. California Consumers: Your Rights Under the CCPA/CPRA.** You have the right under the California Consumer Privacy Act of 2018 (CCPA), as amended by the California Privacy Rights Act of 2020 (CPRA), and certain other privacy and data protection laws, as applicable, to exercise free of charge:

<p>Disclosure of Personal Information We Collect About You</p>	<p>You have the right to know, and request disclosure of:</p> <ul style="list-style-type: none"> <li>• The categories of personal information we have collected about you, including sensitive personal information</li> <li>• The categories of sources from which the personal information is collected</li> <li>• The categories of third parties to whom we disclose personal information, if any –and–</li> <li>• The specific pieces of personal information we have collected about you</li> </ul> <p>Please note that we are not required to:</p> <ul style="list-style-type: none"> <li>• Retain any personal information about you that was collected for a single one-time transaction if, in the ordinary course of business, that information about you is not retained</li> <li>• Reidentify or otherwise link any data that, in the ordinary course of business, is not maintained in a manner that would be considered personal information –or–</li> <li>• Provide the personal information to you more than twice in a 12-month period</li> </ul>
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<p>Disclosure of Personal Information Sold, Shared, or Disclosed for a Business Purpose</p>	<p>In connection with any personal information we may sell, share, or disclose to a third party for a business purpose, you have the right to know:</p> <ul style="list-style-type: none"> <li>• The categories of personal information about you that we sold or shared and the categories of third parties to whom the personal information was sold or shared –and–</li> <li>• The categories of personal information that we disclosed about you for a business purpose and the categories of persons to whom the personal information was disclosed for a business purpose</li> </ul> <p>You have the right to opt-out of the sale of your personal information or sharing of your personal information for the purpose of targeted behavioral advertising. If you exercise your right to opt-out of the sale or sharing of your personal information, we will refrain from selling or sharing your personal information, unless you subsequently provide express authorization for the sale or sharing of your personal information.</p>
<p>Right to Limit Use of Sensitive Personal Information</p>	<p>You have the right to limit the use and disclosure of your sensitive personal information to the use which is necessary to:</p> <ul style="list-style-type: none"> <li>• Perform the services or provide the goods reasonably expected by an average consumer who requests those goods or services</li> <li>• To perform the following services: (1) Helping to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for these purposes; (2) Short-term, transient use, including, but not limited to, non-personalized advertising shown as part of a consumer's current interaction with the business, if the consumer's personal information is not disclosed to another third party and is not used to build a profile about the consumer or otherwise alter the consumer's experience outside the current interaction with the business; (3) Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business; and (4) Undertaking activities to verify or maintain the quality or safety of a service or device that</li> </ul>

	<p>is owned, manufactured, manufactured for, or controlled by the business, and to improve, upgrade, or enhance the service or device that is owned, manufactured, manufactured for, or controlled by the business –and–</p> <ul style="list-style-type: none"> <li>• As authorized by further regulations</li> </ul> <p>You have a right to know if your sensitive personal information may be used, or disclosed to a service provider or contractor, for additional, specified purposes.</p>
Right to Deletion	<p>Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:</p> <ul style="list-style-type: none"> <li>• Delete your personal information from our records –and–</li> <li>• Delete your personal information from our records –and–</li> <li>• Direct third parties to whom the business has sold or shared your personal information to delete your personal information unless this proves impossible or involves disproportionate effort</li> </ul> <p>Please note that we may not delete your personal information if it is reasonably necessary to:</p> <ul style="list-style-type: none"> <li>• Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us</li> <li>• Help to ensure security and integrity to the extent the use of the consumer's personal information is reasonably necessary and proportionate for those purposes</li> <li>• Debug to identify and repair errors that impair existing intended functionality</li> <li>• Exercise free speech, ensure the right of another consumer to exercise their right of free speech, or exercise another right provided for by law</li> <li>• Comply with the California Electronic Communications Privacy Act</li> <li>• Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of</li> </ul>



	<p>the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent</p> <ul style="list-style-type: none"> <li>• Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us</li> <li>• Comply with an existing legal obligation –or–</li> <li>• Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information</li> </ul>
Right of Correction	<p>If we maintain inaccurate personal information about you, you have the right to request us to correct that inaccurate personal information. Upon receipt of a verifiable request from you, we will use commercially reasonable efforts to correct the inaccurate personal information.</p>
Protection Against Retaliation	<p>You have the right to not be retaliated against by us because you exercised any of your rights under the CCPA/CPRA. This means we cannot, among other things:</p> <ul style="list-style-type: none"> <li>• Deny goods or services to you</li> <li>• Charge different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties</li> <li>• Provide a different level or quality of goods or services to you –or–</li> <li>• Suggest that you will receive a different price or rate for goods or services or a different level or quality of goods or services</li> </ul> <p>Please note that we may charge a different price or rate or provide a different level or quality of Our Products and Services to you, if that difference is reasonably related to the value provided to our business by your personal information. We may also offer loyalty, rewards, premium features, discounts, or club card programs consistent with these rights or payments as compensation, for the collection of personal information, the sale of personal information, or the retention of personal information.</p>

**10. Consumers in other States: Your Rights.** Residents of the following states have similar rights as California Residents with differences highlighted below.

Colorado	Residents of Colorado are covered by the Colorado Privacy Act. The Colorado Privacy Act includes the rights under the CCPA/CPRA with the following differences. The right to opt-out of certain processing is limited to processing data for profiling and targeted advertising purposes. Consumers will be asked to opt-in prior to processing of sensitive data.
Connecticut	Residents of Connecticut are covered by the Connecticut Data Privacy Act, which tracks the Colorado Privacy Act.
Delaware	Residents of Delaware are covered by the Delaware Personal Data Privacy Act, which tracks the Colorado Privacy Act.
Iowa	Residents of Iowa are covered by the Iowa Consumer Data Protection Act, which tracks the Colorado Privacy Act without the Right to Correct, the right to opt-out of certain processing, and the right to opt-in for sensitive data processing.
Maryland	Residents of Maryland are covered by the Maryland Online Data Privacy Act, which is effective 1 October 2025. The Maryland Online Data Privacy Act tracks the Colorado Privacy Act.
Minnesota	Residents of Minnesota are covered by the Minnesota Consumer Data Privacy Act, which tracks the Colorado Privacy Act.
Montana	Residents of Montana are covered by the Montana Consumer Data Privacy Act, which tracks the Colorado Privacy Act.
Nebraska	Residents of Nebraska are covered by the Nebraska Data Privacy Act, which tracks the Colorado Privacy Act.
New Hampshire	Residents of New Hampshire are covered by the New Hampshire Senate Bill 255, which tracks the Colorado Privacy Act.
New Jersey	Residents of New Jersey are covered by the New Jersey Senate Bill 332, which tracks the Colorado Privacy Act.
Oregon	Residents of Oregon are covered by the Oregon Consumer Privacy Act, which tracks the Colorado Privacy Act.
Tennessee	Residents of Tennessee are covered by the Tennessee Information Protection Act which is effective 1 July

	2025. The Tennessee Information Protection Act tracks the Colorado Privacy Act.
Texas	Residents of Texas are covered by the Texas Data Privacy and Security Act, which tracks the Colorado Privacy Act.
Utah	Residents of Utah are covered by the Utah Consumer Privacy Act, which tracks the Colorado Privacy Act with a few exceptions. The Utah Consumer Privacy Act does not have a Right of Correction or an opt-in prior to processing of sensitive data.
Virginia	Residents of Virginia are covered by the Virginia Consumer Data Protection Act, which tracks the Colorado Privacy Act.

**11. How to Exercise Your Rights.** If you would like to exercise any of your rights as described in this Privacy Policy you may also call us at toll-free phone number: (888) 869-5256, or email us at [support@stayandplayvr.com](mailto:support@stayandplayvr.com).

- Please note that you may only make a CCPA/CPRA-related data access or data portability disclosure request twice within a 12-month period. For other jurisdictions in the United States as listed above, the consumer has a right to request personal information be disclosed in a common file format at least once within the 12-month period.
- If you choose to contact us directly by website/email/phone/in writing, you will need to provide us with:
  - Enough information to identify you (e.g., your full name, address and customer or matter reference number)
  - Proof of your identity and address (e.g., a copy of your driving license or passport and a recent utility or credit card bill) –and–
  - A description of what right you want to exercise and the information to which your request relates
- We are not obligated to make a data access or data portability disclosure if we cannot verify that the person making the request is the person about whom we collected information or is someone authorized to act on such person's behalf.
- Any personal information we collect from you to verify your identity in connection with you request will be used solely for the purposes of verification.

**12. Keeping Your Personal Information Secure.** We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorized way. We limit access to your personal information to those who have a genuine business need to access it. Those processing your information will do so only in an authorized manner and are subject to a duty of confidentiality (e.g., processing according to Article 28 GDPR). We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so. When you transmit highly sensitive information (such as a credit card number) through our website or in one of our mobile applications, we encrypt the transmission of that information using

the Secure Sockets Layer (SSL) protocol. While we have employed security technologies and procedures to assist safeguarding your personal information, no system or network can be guaranteed to be 100% secure.

- 13. Changes to This Privacy Policy.** This privacy policy was published on July 21, 2025, and last updated on July 21, 2025.

We may change this privacy policy from time to time—when we do, we will inform you via our website by updating the privacy policy on this page and change the data at the top of this page.

- 14. Third-Party Partners Privacy Policies.** This privacy policy covers your use of our website, in the course of using our website (e.g., booking a reservation) you will be redirected to our third-party partner, OwnerRez, Inc. and will be subject to their privacy policy (<https://www.ownerrez.com/support/articles/privacy-security-privacy-policy>) when on their website. During a stay at one of our short-term rental properties, should you choose to use the Wi-Fi you will be subject to the Stayfi, Inc. privacy policy (<https://stayfi.com/privacy-policy/>) and terms of service (<https://stayfi.com/terms-of-service/>).

- 15. How to Contact Us.** Please contact us by post, email, or telephone if you have any questions about this privacy policy or the information we hold about you.

Our contact details are shown below:

Our contact details:
support@stayandplayvr.com
(888) 869-5256

- 16. Do You Need Extra Help?** If you would like this notice in another format (for example: audio, large print, braille) please contact us (see “How to contact us” above).