

# MRBEASTYOUTUBE, LLC PRIVACY POLICY

## Your Privacy Rights

**EFFECTIVE DATE / LAST UPDATED: October 30, 2025**

**THIS PRIVACY POLICY APPLIES TO THE PLATFORMS WHERE IT APPEARS.** This Policy describes how we treat information we collect from or about you where it is posted. By interacting with us, you acknowledge these practices.

You can find our Notice at Collection in the [“Your U.S. State Privacy Rights”](#) section.

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### 1. We collect and use information from and about you.

We (and our vendors and service providers) collect, receive, and develop several categories of personal information about you depending on the nature of your interactions with us:

**We collect contact information.** We collect your name, email address, phone number, and mailing address.

**We collect identifiers.** Depending on how you interact with us, you may provide us with online identifiers associated with you, such as your social media ID or we may add in an identifier when you visit our page.

**We collect demographic information.** We may collect information like your gender and age.

**We collect information you submit or post.** We collect content that you post or send to us, and your responses to our communications. We collect information from you when you participate in

a promotion. We also collect information when you contact us and record interactions with our customer service team. If you win a prize in one of our sweepstakes, contests or other promotions, we may collect a Social Security Number or other tax ID number, as well as your name, photograph, voice, biographical information, statements and address (city and state).

**We collect social media information.** We may collect personal information you post on our social media pages. We may also collect your social media profile information and personal information posted on your page.

**We collect audio, visual, or similar information.** We collect photos and videos you submit to us in connection with a review, a customer service request, or promotion, or that you send to us.

**We collect Internet and network activity information.** We may collect information about your device, browser, network connection, and your IP address. We might also collect device IDs and other unique identifiers. We might look at what site you came from, or what site you visit when you leave us. We collect this information using the tracking tools described below. Third parties help us collect information this way. For more information about controlling those tools, please read [Section 5](#) below.

**We collect location information.** We also collect information about your general location, using your ZIP code/postal code and IP address.

**We collect and develop inferences.** Using the other pieces of personal information collected about you, we draw inferences about you, reflecting what we believe to be your preferences, characteristics, predispositions, and attitudes.

**Sensitive information.** Some of the information described above may be considered “sensitive” under the laws of certain jurisdictions. Whether information is “sensitive” information will depend on the laws of your jurisdiction.

## **2. We use information as disclosed and described here.**

We use the categories of personal information described above for the following purposes:

**We use information for marketing purposes, including for targeted advertising.** For example, we might provide you with information about special promotions or offers. We (and our third-party advertising partners) might also use your information to serve you ads about our products and offers in connection with targeted advertising, cross-context behavioral advertising, and interest-based advertising activities. We use device, network, and other activity information, general location information, and inferences from cookies and tracking tools gathered over time and across websites, apps, and platforms for these purposes. We might do this to tell you about new features, content, products, or services. These might be our own offers or products, or third-party offers or products we think you might find interesting. We may also use your data in order

to build profiles and infer what advertising may be of interest to you. Our third-party partners may link your name, email address, or phone number to other information they collect. You can also opt-in to receive our emails. To learn more about our third-party partners, read [Section 4 below](#). To learn about your choices for these communications, including opt-out rights, read [Section 5 below](#).

**We use information to provide support and communicate with you.** We use information to contact you in response to your feedback, your requests, or other matters related to our relationship with you (such as about this Policy). We use your information to fulfill and respond to your requests. We also use your information to evaluate and to detect fraud.

**We use information to administer sweepstakes, contests, and other promotions.** We use your information in order for you to participate in sweepstakes, contests, and other promotions and to administer these activities such as contact you if you win a prize. We may use a prize winner's name, photograph, voice, biographical information, statements and address (city and state) and any other likeness for advertising. Some sweepstakes, contests, and other promotions have additional rules, which could contain additional information about how we use and disclose your personal information.

**We use information to test, develop, analyze, and improve our products and services.** We may use your information to make our content, promotions, services, and products better. We might use your information to customize your experience with us and to conduct research and analysis.

**We use information to comply with our obligations, and administer our services.** This might include troubleshooting and data analysis, or testing. We use personal information when onboarding vendors. We might also use information for statistical and survey purposes.

**We use information for safety, security, compliance, and due diligence purposes.** We may use information to protect our company or others, including customers or business partners. We also may use information to protect our sites or our services, as well as to detect and investigate activities that may be illegal, fraudulent, or prohibited. This may include use of information to investigate fraud in connection with a sweepstakes, contest or other promotion. We will use certain pieces of personal information to verify your identity if you make requests pursuant to this Policy. The verification steps and the pieces of personal information that we request may vary depending on the sensitivity and nature of your request.

**We use sensitive information for necessary or reasonably expected purposes.** Specifically, to provide you with services, for tax purposes, and as authorized by law.

**We use information as otherwise disclosed or permitted by law, or as we may notify you from time to time.** For example, we use your personal information for purposes we describe when you enter a contest or sweepstakes.

### **3. We collect information in different ways.**

We and our vendors collect personal information about you from various sources, directly and indirectly, including from the following:

**We collect information directly from you.** For example, we collect information if you contact us or sign up for our emails. We also collect information if you post a review, enter a promotion, make a request, or complete a survey.

**We collect information from your devices.** We use tracking tools like browser cookies, pixels, tags, and web beacons to collect information from and about you. We collect information when you interact with our content, our ads, and our emails that we or our vendors send to you. We may collect information about users over time and across devices. We may have other parties collect personal information this way. Learn more about these tools, how we use them and how you can control them below in [Section 5](#).

**We get information about you from vendors working on our behalf and from other partners or third parties.** Other parties may give us information about you. These other parties might include business and marketing partners and social media platforms that give us information they have collected either directly or indirectly from you. Vendors that host or maintain our content or pages, help administer sweepstakes, and send promotional emails for us may also give us information. Our marketing agencies, advertising technology vendors, and analytics providers may also provide us with information.

**We combine information.** For example, we may combine information that we have collected offline with information we collect online. Or we may combine information we get from another party with information we already have. We may also aggregate your information with other consumers' information to understand preferences and trends over time.

### **4. We share your information with others.**

**We will share information within the MrBeast family of companies.** This includes MrBeast entities, companies, subsidiaries and affiliates. We share information within the MrBeast family of companies for the purposes described in this Policy.

**We will share your information with vendors and service providers who perform services on our behalf.** For example, we share information with vendors who send emails for us. We also share information with companies that help us manage and operate our content and pages. We may also share information with service providers that help us investigate and prevent data incidents or audit our business and financial statements.

**We may share your information with our business partners, including for marketing**

**purposes and targeted advertising.** For example, we might share information with other parties who co-sponsor a promotion or our content. Some of these partners may send you information about products or services by mail or email. We also share information with third-party advertising partners through tracking tools. We may also share email addresses or other contact information with third-party partners so they can serve our advertising on their platform. These third-party partners include business and marketing partners, advertising networks, data analytics providers, social media platforms, analytics companies, data brokers, and third-party advertisers. Personal information received by these companies may also be subject to their privacy policies. These third parties may also share your information with others. These third parties may use the information for their own marketing purposes or the marketing purposes of others. This may include the delivery of targeted advertising, cross-context behavioral advertising, and interest-based advertising. Learn more about these tools, how we use them and how you can control them below in [Section 5](#).

**We will share your information if we think we have to in order to comply with the law or to protect ourselves, our customers and others.** For example, we may share information to respond to a court order or subpoena. We may also share information if a government agency or investigatory body requests it. We might also share your information in order to enforce our agreements, and to protect the rights of others. We might also share information when we are investigating potential fraud. This might include fraud we think has happened during a promotion. If you are the winner of a sweepstakes or contest, we may also share your information with anyone who requests a winner's list.

**We may share your information with a successor to all or part of our business.** For example, if all or part of our business is sold, we may include customer information as part of that transaction. We may share your information if there is a change to our corporate structure, a merger or consolidation, or in bankruptcy. We may also share your information with others as they conduct diligence as part of our corporate changes.

**We may share information for other reasons we may describe to you from time to time as permitted by law.**

## **5. You have certain choices about how we use your information and targeted advertising.**

**You can opt out of receiving our marketing emails or texts.** To stop receiving our promotional emails, you can follow the instructions in any promotional message you get from us.

**You can control certain cookies and tracking tools.** We collect information about users over time and across different websites and devices. We also have third parties that collect personal information this way. To do this, we use several tracking tools. The tracking tools we use may

include browser cookies and pixels. We may also use web beacons, flash cookies, tags, and similar technologies. Our vendors may also use these tools.

Other Advertising and Analytics tracking tools are used to analyze use of content and pages; to integrate with third party social media platforms; to serve you with interest-based or targeted advertising; to observe your behaviors and browsing activities over time across multiple websites or other platforms; to better understand the interests of our consumers; and to improve and enable our marketing.

Your browser may give you the ability to control cookies. How you do so depends on the type of cookie. Certain browsers can be set to reject browser cookies. To control flash cookies, which we may use from time to time, you can go [here](#). Why? Because flash cookies cannot be controlled through your browser settings. If you want to learn more about cookies or how to control, disable, or delete them, please visit <http://www.aboutcookies.org> for detailed guidance.

For more data about interest-based ads, including how to opt-out of having your web-browsing data used for behavioral advertising purposes, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices) and [optout.privacyrights.info](http://optout.privacyrights.info). Please note that this does not opt you out of being served ads. You may continue to receive generic ads on other sites and platforms. In addition, certain third party advertising networks, including Google, allow users to opt out of or customize preferences associated with your internet browsing. To learn more about this feature from Google, click [here](#), and for Google Analytics, [here](#).

Certain choices you make are browser-, site-, and device-specific. If you use a different device, change browsers, or clear cookies, you may need to opt out again.

**You can opt out of sale / targeted advertising and you can disable interest-based advertising.** We engage in targeted advertising, cross-context behavioral advertising, and interest-based advertising to deliver online advertising that may be more relevant to your interests. We permit third party online advertising networks, social media companies, and other third party services to collect information about your engagement with our content and use of our platform over time so that they may play or display ads on other websites, apps, or services you may use, and on other devices you may use. Typically, though not always, the information used for interest-based advertising is collected through cookies or similar tracking technologies. We may share a common account identifier (such as an email address or user ID) or hashed data with our third party advertising partners to help identify you across devices or serve you ads on social media or other sites you may use. We and our third party partners use this information to make the advertisements you see online more relevant to your interests, as well as to provide advertising-related services such as reporting, attribution, analytics, and market research. This may be a “sale” of personal information and “targeted advertising” as these terms are defined under applicable laws.

Again, certain choices you make are browser-, site-, and device-specific. If you use a different device, change browsers, or clear cookies, you may need to opt out again.

**Our Do Not Track Policy:** Some browsers have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals. If you block cookies, certain features on our sites may not work. If you block or reject cookies, not all of the tracking described here will stop.

## **6. Your U.S. State Privacy Rights.**

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please send us an email, or write to us at the address listed in Section 11 below. Indicate in your letter that you are a California resident making a “Shine the Light” inquiry.

You can also make certain requests regarding your “Personal Information.” (We use this term, and other terms in this section, as they are defined under applicable laws.) We honor requests in accordance with and to the extent required by applicable laws, which may vary depending on where you live.

- **Access / Know** – You can request that we disclose to you the categories of Personal Information we collected about you, the categories of sources from which we collected the Personal Information, the categories of Personal Information we sold or disclosed, our business or commercial purpose for collecting, selling, or sharing your Personal Information, the categories of third parties to whom we disclosed your Personal Information, and the specific pieces of Personal Information we collected about you. You can request to access or confirm the processing of your personal information, and you can request a list of the third parties to which we disclosed Personal Information (for Oregon, Connecticut, and Minnesota residents only). We will provide your information in a portable and (to the extent technically feasible) a readily usable format.
- **Deletion** – You can request that we delete your Personal Information that we maintain about you, subject to certain exceptions.
- **Correction** – You can request that we correct inaccurate personal information that we maintain about you.
- **Opt-out of sale / sharing / targeted advertising** – You can request that we not sell your Personal Information by emailing us at [privacy@mrbeastyoutube.com](mailto:privacy@mrbeastyoutube.com). For purposes of this Policy, “sell,” “sharing,” and “targeted advertising” have the meanings set forth under applicable law, and are subject to certain exceptions. You can also visit [www.aboutads.info/choices](http://www.aboutads.info/choices) and [optout.privacyrights.info](http://optout.privacyrights.info) to opt out of certain uses of cookies for advertising purposes. Your selections are specific to the device, website, and browser you are using. Your selections are deleted whenever you clear your cookies or browser’s cache. We don’t have actual knowledge that we’ve sold or shared the personal information of consumers under 16 years of age.

- **Appeal** – You can appeal our decision if you are not satisfied with the outcome of your request. Please send appeals directly to us by email with “Attention: Privacy Appeal” in the subject line.

You can make a request to access/know, delete, or correct your Personal Information by emailing us at [privacy@mrbeastyoutube.com](mailto:privacy@mrbeastyoutube.com). We will not discriminate against you because you made any of these requests. We will take reasonable steps to verify your identity prior to responding to certain requests. The verification steps may vary depending on the sensitivity of the Personal Information and whether you have an account with us. You may designate an authorized agent to make a request on their behalf. When submitting the request, please ensure the authorized agent is identified as an authorized agent. For certain requests, we may require written proof of the agent’s permission to make the request on your behalf, and we may need to verify your identity directly.

We may deny certain requests, or fulfill a request only in part, based on our legal rights and obligations. For example, we may retain Personal Information as permitted by law, such as for tax or other record keeping purposes, to maintain an active account, and to process transactions and facilitate customer requests.

Please note the following regarding how we collect and use your Personal Information as described in this Policy, including in the previous 12 months:

- We collect, use, and disclose for our business and commercial purposes certain categories of Personal Information, including: identifiers; characteristics of protected classifications under California or federal law (such as demographic information like age and gender); commercial information; Internet or other electronic network activity information; geolocation data (IP address); audio, visual, or similar information; and inferences. See [Section 1](#) for additional detail. We collect and use these categories of Personal Information for the business and commercial purposes described in [Section 2](#) of this Policy. We collect these categories of Personal Information from the sources described in [Section 3](#), above. We may disclose each of these categories of Personal Information for our business and commercial purposes described in [Section 3](#), and to the categories of third parties described in [Section 4](#) of this Policy, in each case to the extent permitted by applicable law.
- We may “sell” or “share” the following categories of Personal Information in connection with cross-context behavioral advertising: identifiers; commercial information; Internet or other electronic network activity; geolocation data (IP address); and inferences. We may “sell” or “share” these categories of Personal Information to the categories of third parties described in [Section 4](#) and [Section 5](#) of this Policy, which may include advertising partners, advertising networks, data analytics providers, social media platforms, analytics companies, data brokers, and third-party advertisers (to the extent permitted by applicable law).



**Notice of Financial Incentive:** From time to time, we may offer financial incentives in connection with the collection or use of Personal Information. The material terms of the financial incentive will generally be presented to you at the time you sign up. You may withdraw from any financial incentive at any time by emailing us at [privacy@mrbeastyoutube.com](mailto:privacy@mrbeastyoutube.com).

## **7. Transferring your personal information.**

We may transfer information that we collect about you, including personal information, to affiliates, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world that have different privacy laws that may or may not be as comprehensive as the country you reside in. In these circumstances, the governments, courts, law enforcement, or regulatory agencies of that country may be able to obtain access to your personal information through the laws of the foreign country. By submitting your personal information or engaging with our content, you consent to this transfer, storage, or processing.

## **8. We use standard security measures and keep information as needed.**

We use physical, electronic, and administrative measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The Internet is not 100% secure. We cannot promise that your use of our sites or services will be completely safe. Any transmission of your data to our site is at your own risk. We encourage you to use caution when using the Internet. This includes not sharing your passwords.

We keep personal information as long as it is necessary to fulfill the purposes we collected it for or relevant for the practices described in this Policy. We also keep information as otherwise required by law. The criteria we use to determine our retention policies include the length of our relationship with you, your requests, your continued use of our sites, ongoing obligations such as contracts and services, and our legal obligations.

## **9. Our content is not intended for children.**

Our content and promotions are generally meant for adults. We do not knowingly collect personally identifiable information from children or any individuals under 13 without permission from a parent or guardian. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you are a parent or legal guardian and think your child has given us information, you can contact us at [privacy@mrbeastyoutube.com](mailto:privacy@mrbeastyoutube.com). Please mark your inquiries “Children’s Information Request.” Parents can learn more about how to protect children's privacy on-line [here](#).

## **10. We may link to third party sites or services we don’t control.**

If you click on a link to a third party site or app, you will be taken to a website or app we do not control. This Policy does not apply to the privacy practices of that website, app, or service, which may collect information from you. Read the privacy policy of other websites, apps, and services carefully. We are not responsible for these third parties or their policies.

#### **11. Feel free to contact us.**

If you have any questions about this Policy, please email us at [privacy@mrbeastyoutube.com](mailto:privacy@mrbeastyoutube.com). You can also write to us at MrBeastYouTube, LLC, 740 Greenville Blvd., Greenville, NC 27858, USA.

#### **12. We may update this Policy.**

From time to time we may change our privacy practices. We will notify you of any material changes to our Policy to the extent required by law. We will also post an updated copy on our sites. Please check our site periodically for updates. Your continued engagement with us means that you consent to the collection, use and disclosure of your personal information as set out in the updated Policy.

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740 Greenville Blvd., Greenville, NC 27858, USA.