

Appendix 1 – Privacy Policy

Privacy Policy

Privacy Policy of Otakada Inc

Information we receive about you:

We collect the name, e-mail address, location information of visitors to our Web page or app, the e-mail addresses of those who communicate with us via e-mail, aggregate information on what pages consumers access or visit, information volunteered by the consumer, such as survey information and/or site registrations.

How we use the information we receive about you:

The information we collect is used, in some instances, for internal review, analyzed to improve the content of our Web page or app and used to notify consumers about updates to our Web site and app.

Consumer complaints or purchases filed by visitors to our site or app are retained indefinitely in a database intended to assist us in analyzing the performance of commercial vendors. Consumer complaints or purchases are sometimes shared with expert consultants, regulatory and law enforcement authorities and responsible members of the news media. Also, the information the consumer reports to us may be reviewed by attorneys at no cost to the consumer and can be used in the course of prosecuting claims and therefore may become a part of an official court record and/or proceeding.

Consumer complaints or purchases may be forwarded to the companies about which the consumer is complaining or from whom consumer purchased. To receive such information, companies must agree that they will use the information only in an attempt to resolve the complaint and/or improve their practices, not for marketing purposes. They must also agree not to use the information for litigation purposes.

Information provided to us may be subpoenaed by courts of law and in most instances we will be obligated to honor lawful court orders. We may also disclose information we collect to protect the safety of any person; to address fraud, security or technical issues, or to protect our rights and property.

By providing us with information, you understand and waive any right to anonymity that you might otherwise have and consent to our disclosure of your information as set forth in this privacy policy.

What we don't do with the information we receive about you:

We do not make the e-mail addresses of those who access our site available to commercial organizations for marketing purposes except in the case of companies wishing to resolve consumer complaints or purchases or those who have partner to provide our platform.

If you supply us with your postal address on-line you will only receive the information for which you provided us your address.

Persons who supply us with their telephone numbers on-line will only receive telephone contact from us or third parties with information regarding their consumer complaint or inquiry. Some of the information would be used for marketing purposes.

Other ways we gather information about you:

We use third-party advertising companies to serve ads when you visit our Web

or apps site. Otakada Inc does not evaluate or endorse the products and services advertised. These companies may use information about your visits to this and other Web sites in order to provide advertisements about goods and services of interest to you.

In the course of serving advertisements to this site, a third-party advertiser may place or recognize a unique “cookie” on your computer. A cookie is a data file that is installed on your computer’s hard disk. We may also place a “cookie” on your computer in order to track your web browsing or to provide information to other companies about your web browsing. You can instruct your browser not to accept cookies, although some services may not function properly if you disable cookies.

This site implements Google Analytics features based on Display Advertising data, including Google Analytics Demographics and Interest Reporting. Using Google Ad Settings, visitors can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads. We use data from Google’s Interest-based advertising or third party audience data (such as age, gender, and interests) to help improve the site and user experience.

Other things you should know:

From time to time, we may use information you provide us for new, unanticipated uses not previously disclosed in our privacy policy, without direct advance notice to you. If our information practices change at some time in the future we will post the changes here. If you are concerned about how your information is used, you should check this page periodically. By continuing to use this site or app, you consent to any changes that have been made to our policy. If we are involved in a bankruptcy, merger, acquisition, reorganization, or sale of assets, your information may be sold or transferred as part of that transaction. In that case, the terms of this privacy policy may no longer apply. Your use of this site constitutes acceptance of the

The information on this Web site is general in nature and is not intended as a substitute for competent legal advice. Otakada Inc makes no representation as to the accuracy of the information herein provided and assumes no liability for any damages or loss arising from the use thereof.

Appendix 2 – FAQ

1) I am an author, what can Otakada.org do for me?

Otakada.org has a wide range of services to help the Christian author publish and sell their content in the form of eBooks and audio books, music and video to a global audience.

2) How much do you charge authors and other content providers? Do you have a pricing package?

Yes. We have different packages to choose from. The packages range from a Basic option and Higher packages ; It all depends on the services you want Otakada.org to undertake and how much of the income from your content you wish to share.

3) Where do I see my sales?

We'll help you track sales and author earning information in the online Sales Activity, Quarterly Author Earnings, and Payment Remediation reports in your email once you have accrued \$100 due to you in royalties.

4) How much in author earnings will I receive for each digital content sold?

Depending on the package you selected, you will earn the percentage of revenue indicated for the selected package, after retailer commission of between 30% to 70% has been deducted by online retailers.

Example:

A common sales transaction if you publish your content with Otakada.

- The List Price for your book is \$4.99.
- Retailer/Transaction Fee varies from vendor to vendor.
- If after retailer commission, we have 2.99 on account.

You get \$1.49.

5) My friend said he ordered my digital content. Why don't I see this sale listed in my Sales Activity Report?

If ordered from otakada.org site, the order will appear within a month of the sale being processed.

If ordered from another digital store or retailer, the order will appear as soon as we receive monthly sales reports from our partners.

Please note that because each retail partner operates under their own schedules, we cannot control when we receive this information from them. Amazon for instance provide reports after 3 months if the content is not returned by customer then that revenue is end

6) Can you provide me with the names of customers who

bought my digital content?

Industry practice, consumer privacy rules and Otakada business policy do not allow us to provide this information to you or anyone else.

While we and our retail partners protect the identities of individual customers, we do provide you with as many details as we can in your Sales Activity Report.

7) When will my digital content show up in online stores?

Your content will appear on Otakada site within 72 hours after approval. However, we have seen content appear on online retailer's sites in as little as one day, but it will likely take approximately two to four weeks after your content is formatted for it to appear on retail websites.

Each retailer operates on a different schedule, which we do not control. Your content could show up a little sooner, or it could take a little longer.

8) Can I make changes to my digital marketing copy?

Yes. You can update your content and we will resubmit for distribution at no cost to you- Upto 2 revisions max. Afterwards, there will be charges.

9) What is the difference between a channel or retail sale and an Otakada sale?

Sales on otakada.org are more profitable for the author than sales on third-party retail partner sites. When content is sold through the otakada.org website, it is considered an 'otakada.org sale' and not distribution charges accrue.

A retail, or 'channel sale,' is when the content is sold through any retailer other than otakada.org (like Amazon.com or BarnesandNoble.com).

The per-copy amount you earn will vary depending on where each of your sales take place.

10) Who sets the price of my content?

We both do! When we offer your content for sale to our retailers, you will decide on minimum amount you will want to earn in your order submission email. This range ensures that your digital content will be eligible for sale at the widest possible array of digital retailers.

Note: Apple requires all book prices end in \$.99. If you price your book differently, we will submit the closest price to Apple to ensure your book is not rejected. For example, if you set your book price at \$2.00, we will need to submit it to Apple at \$1.99

11) How do I know the best price for my content?

Anywhere between \$0.99 and \$9.99 is considered an acceptable price.

Research has shown that customers are more willing to purchase a digital content if priced significantly lower than a paperback or hardcover book. We will do the research for you

12) What's the minimum and maximum I can charge for my content?

Our retail partners' policies are different. The table will give you an idea:

RETAILER	MINIMUM	MAXIMUM
Scribd	\$1.00	none
Kobo	\$1.99	\$12.99
Barnes & Noble	\$0.99	\$199.00
Amazon	\$0.99	\$200
Sony	\$0.99	none
Apple	\$0.99	\$39.99
Google	\$0.99	80% of lowest price

Please note: Some retailers will offer lower percentage of net for lower-priced books. For example, Amazon and Barnes & Noble pay a smaller percentage for books priced under \$2.99

13) Why is a retailer selling my digital content at a lower price?

The actual customer price a reader pays for your content may vary if retailers opt to discount your digital list price.

Most will follow the suggested digital list price that you set.

Otakada.org does not control this, as it is at the retailer's discretion.

14) Can I change the price of my digital content later?

Once your content is published, you can change the price.

The price change will show up in online stores in one day to four weeks, depending on the retailer.

But, we recommend you do not change the price of your content more than once every 60 days

15) When am I paid Author Earnings?

You are paid for digital content sold each quarter after that quarter ends.*

- 1st Quarter: January 1 to March 31 (payments in late May)
- 2nd Quarter: April 1 to June 30 (payments in late August)
- 3rd Quarter: July 1 to September 30 (payments in late November)
- 4th Quarter: October 1 to December 31 (payments in late February)

* You are paid for the content sold in the given quarter time frame once you reach the threshold of **\$100.00** or more for payments by western Union, PayPal or bank transfer, depending on the lowest transfer fee which will be charged to you.

16) How long does it take to receive payment?

It takes about two – three months after the quarter closes until the Author Earnings are sent to you.

We do not receive the reporting sales information until 30 days after the close of the quarter. We then need additional time to verify, compile, and send the information to you; hence, the two-month time-frame.

17) Can I arrange for someone else to receive my Author Earnings?

Only if you transfer the entire rights of your agreement with otakada.org to that person.

That person would then also hold the copyright for the book. If you would like to arrange this, please contact us.

18) Do I get Author Earnings when I purchase copies of my own content?

Any purchases you make of your own content, whether through a retailer or our website will be treated as any other sale of your content.

Thus, you will most certainly receive Author Earnings for each copy that you buy. In the end, it's basically like you're receiving an author discount

19) Can I cancel my digital content after it's published? Will it be removed from retail sites?

Yes and yes. Should you decide to cancel your digital content, contact the Otakada team at info@otakada.org, and we'll cancel it for you. Once we cancel your title, the content will be removed from the otakada.org store within 72 hours and taken off other retailer sites within three weeks

20) Why isn't my digital content in Apple's iBookstore?

It can take up to three months for your book to appear in the iBookstore.

If your content is still not available after that period, it is possible that Apple did not accept your content.

Apple may choose to deny content due to subject matter, typos, poor editing, or poor formatting.

Any other question, please send to info@otakada.org

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