EVA

EVA MEDIA INC

INVESTOR PRESENTATION

Q2 2020

ARTIFICIAL INTELLIGENCE

eva ai

LOGIC + EMOTION

INVESTOR PRESETATION

EVA MEDIA INC

Q2 2020

The most effective advertising balances logic and emotion. That's why Eva AI doesn't just think, she feels.

Eva is the next generation of digital media, with a deeper contextual and predictive understanding of each consumer. Eva's smarter AI continually learns, eliminating human ad fraud, lag, and error to produce unmatched digital advertising optimization and results.

FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements which may constitute "forward-looking statements" within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. The forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements to be materially different from any future results, performances or achievements expressed or implied by the forward-looking statements.

Forward-looking statements include statements about: our estimates of product sales, future costs and expenses, revenue and profitability; trends affecting marketing and advertising spends; trends affecting our financial condition and results of operations; our ability to attract and retain customers or achieve our targeted customer capacity; the availability and terms of capital financing; our ability to deliver our products and/or services on schedule; development of new product initiatives to enhance our brand; industry trends and the competitive environment; the impact of losing one or more senior executive and/or failing to attract additional key personnel; and other factors referenced in this document. In some cases, you can identify forward-looking statements by terms such as "anticipates," "believes," "could," "estimates," "expects," "intends," "may," "plans," "potential," "predicts," "projects," "should," "will," "would," and similar expressions intended to identify forward-looking statements. Forward-looking statements reflect our current views with respect to future events are based on assumptions and are subject to risks and uncertainties. Given these uncertainties, you should not place undue reliance on these forward-looking statements.

Also, forward-looking statements represent our estimates and assumptions only as of the date of this document. You should read this document and the documents that we reference completely and with the understanding that our actual future results may be materially different from what we expect. Additional factors that may cause actual results to differ from those anticipated are discussed throughout the Company's SEC Form S1 filed December 2019, with the Securities and Exchange Commission and should be reviewed and considered carefully as well as the Company's other reports filed with the United States Securities and Exchange Commission and are available at http://www.sec.gov/ as well as the Company's web site at www.eva.live. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. All forward-looking statements are qualified in their entirety by this cautionary statement. The Company undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results. No securities regulatory authority has expressed an opinion about Eva's securities and it is an offense to claim otherwise. This document does not constitute a public offering of Eva Media Corp. securities. Last updated December 16, 2019.

CONTENT
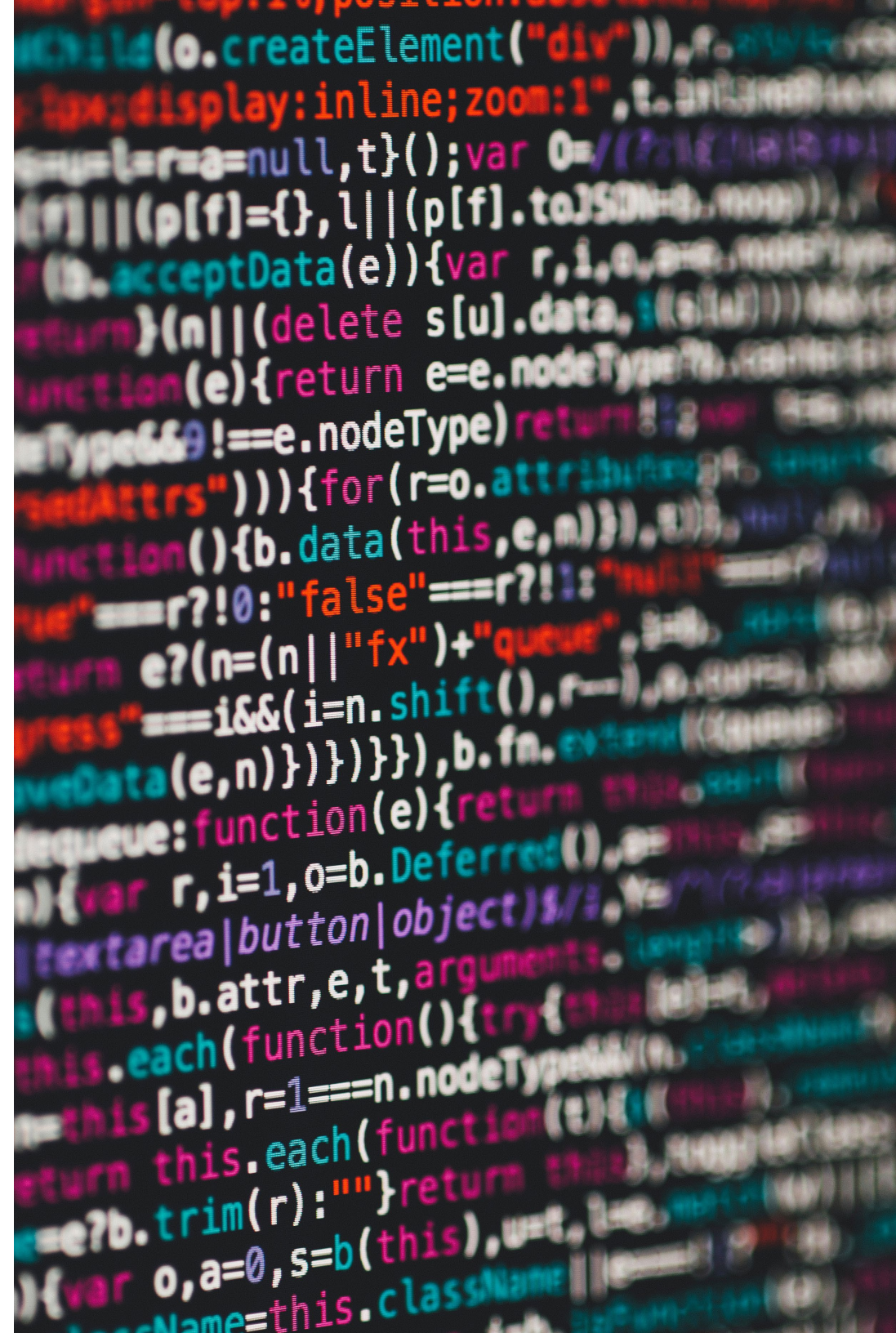
Eva AI is designed to address the needs of markets in which the volume and speed of information render real-time human analysis infeasible.

We are focused on the large and growing digital advertising market that faces these challenges.

Our AI system autonomously purchases ads, or impressions, one at a time, on digital advertising exchanges to create portfolios of impressions designed to optimize hard ROI goals of advertisers, such as increased sales, heightened brand awareness, and decreased cost per customer acquisition.

We have rapidly grown our business, building a diversified customer base that includes over 70 of Advertising Age's 100 Leading National Advertisers and over 40 Fortune 100 companies.

Global media spending is a $618 billion dollar a year industry.[1] Digital is the fastest growing category at $333 billion dollars.[2]

According to Juniper Research, ad fraud will cost the industry $42 billion in 2019.[3] Last year, Adobe concluded that 28% of all web traffic could be non-human or fake.[4]

By solving critical industry problems such as the above, our goal is to become a global leader through AI driven digital media buying.

Eva Media Inc. is headquartered in Los Angeles, California, and in process to file Form S1 with the Securities and Exchange commission to list on the Over the Counter (OTCQB) public markets.
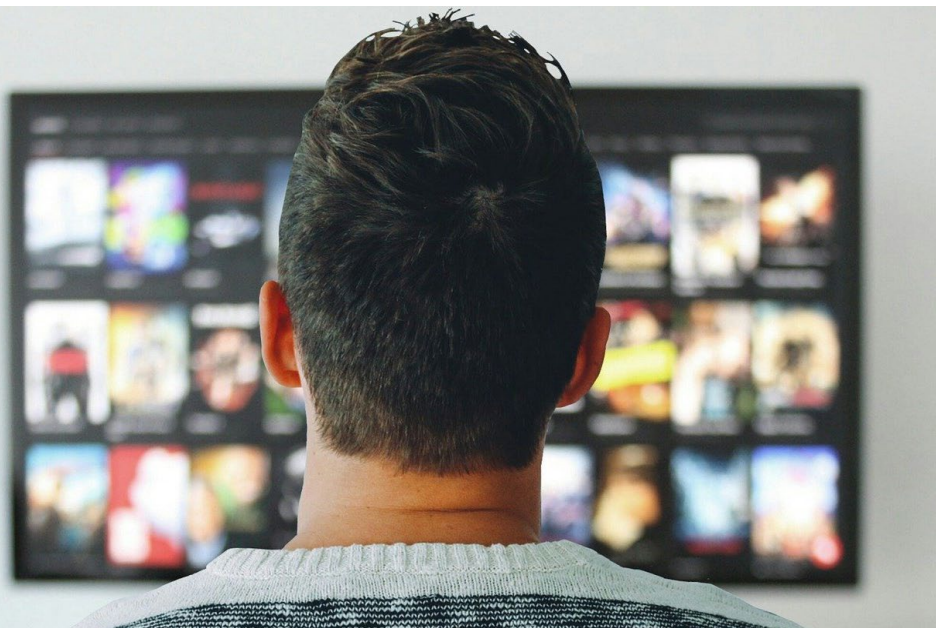
"Half the money I spend on advertising is wasted. The trouble is I don't know which half." — John Wanamaker (1838 - 1922)

With ad fraud, lack of transparency, and inefficiencies, the same can be said today with regards to digital media buying.

Eva's purpose is to make the process and execution more truthful, transparent, and trusted using Artificial Intelligence to deliver superior ROI by better understanding consumer data, and eliminating ad fraud and human lag and error.

Eva addresses these critical problems and thereby contributes to the near impossible ideal of honesty in advertising. At least on the media side.

We have a zero tolerance policy for ad fraud.

We support brand safety protection. Viewability standards. Supply chain and data transparency. As well as third party verification and measurement.

A deeper understanding of each buyer, honesty, and increasing speed and efficiency is a better experience for everybody.
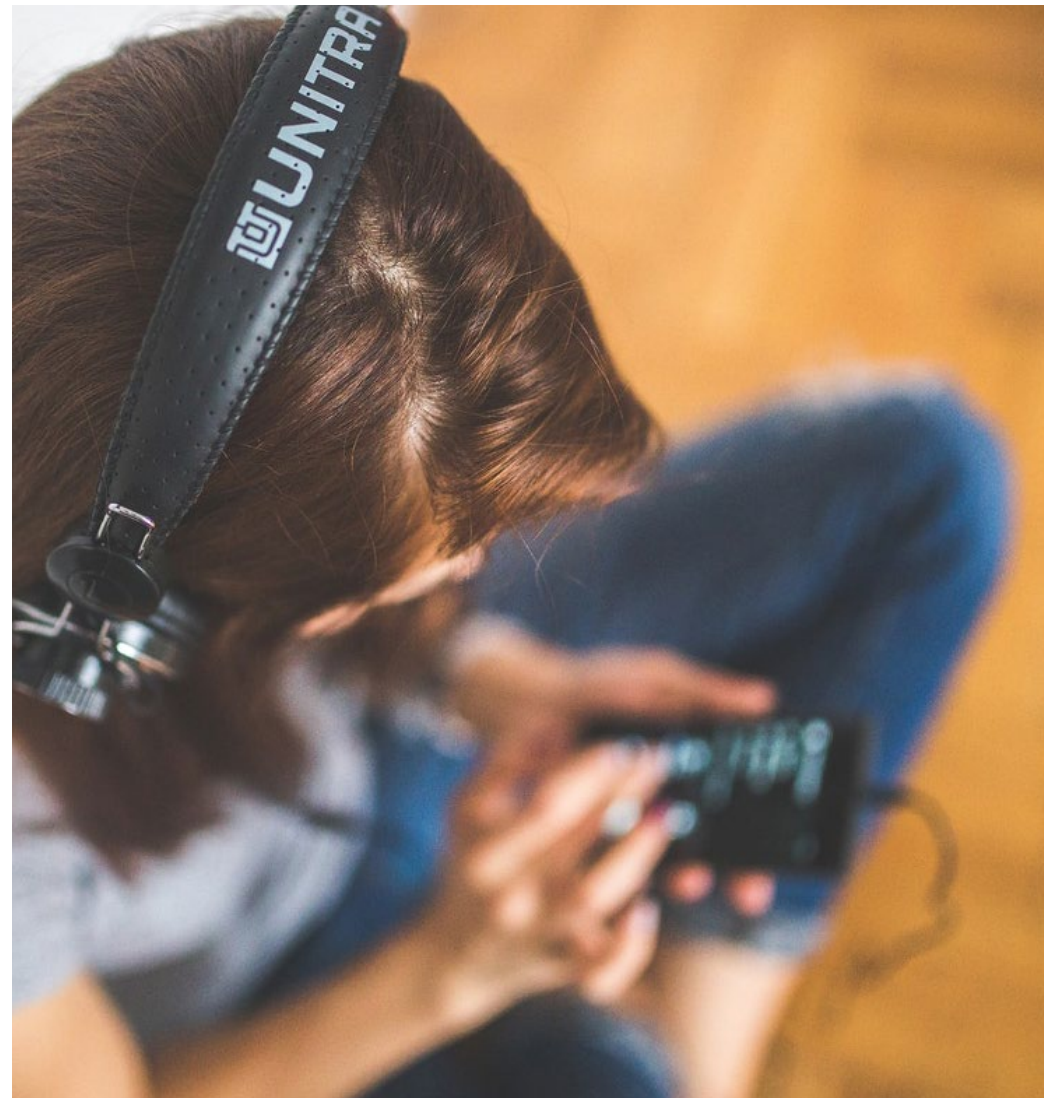
5 critical problems Eva addresses:

1. Ad fraud. According to Juniper Research, advertisers are losing $42 billion a year globally on digital ad spend to fraudulent users and inventory. Fake and ineffective ad placements include ad stacking, domain spoofing, bots, rotating ads, and ad stuffing. Another major problem is ads that are not even seen. For example ads that pop under (under the user's browser) and ads that are down the page, requiring scrolling to be viewed. Sophisticated scammers continue to adopt new techniques presenting an ongoing challenge to marketers.

2. Transparency. A report, prepared by K2 Intelligence for the ANA, found that "non-transparent business practices" were "pervasive" in media buying agencies.[5] It called out programmatic advertising for "black box procedures" that consumed as much as 90% of media spend and did little or nothing to aid ROI.

3. Brand safety. With social, mobile and video ad spend approaching $100 billion[6] and 90% of mobile video ads alone being transacted programmatically,[7] the rapidly expanding digital ad world is a hazard for anyone without a safety plan in place. Brand safety refers to the tools and strategies that ensure an online ad does not appear in a context that could damage the advertiser's brand.

4. Optimization. There are tens of billions of daily trades across all digital advertising exchanges, thousands of times more than the number of daily trades executed by NASDAQ and the NYSE combined. This involves constantly monitoring and changing creative, bid price and size, and frequency shifting, amongst other time and labor intensive processes prone to human lag and error.

5. Audience commoditisation. Brands with unique first party data (proprietary information about their customers) struggle to use the data within a standard DSP (demand side platform). Programmatic has tended towards audience commoditisation, which is no longer good enough.

Eva makes the ad buying process truthful, transparent, and trusted by using AI, big data-driven predictive modeling and automated decision making for continual optimization.

Eva represents the next generation of AI driven digital marketing optimization, instantly analysing trends and making decisions to deliver superior return on ad spend with every dollar invested.

Eva's Artificial Intelligence has a deeper contextual and therefore predictive understanding of each consumer. This provides her with a unique understanding of real time consumer behavior, to make optimization decisions autonomously.

The benefit of a platform that autonomously adapts and learns while solving multiple problems instead of solving one specific problem at a time is that, with very little manual configuration, our platform simultaneously runs over 10,000 campaigns for advertisers with highly diverse goals and often with their own proprietary first party data.

Eva's continual optimization ensures KPIs are not only met but exceeded, often with an up to 40% better performance increase, and at more competitive rates, versus our competition.

The unparalleled speed at which Eva produces and understands (how many bits of data) has three key benefits.

1. Eva can optimize instantly, removing the danger of human lag on underpreforming campaigns.

2. Eva continues to learn and adapt autonomously, eradicating human error in campaign development.

3. Eva's Fraud Fence algorithm and logic eliminates ad fraud. Ads are seen by the right audience and it ensures brand safety and transparency.

Eva conceived 2015, Los Angeles, California.

As Eva enters her sixth year of operations, she has grown from a start-up in Los Angeles, to an international powerhouse of the digital advertising world. She has grown to cover 192 countries with her unique platform, processing 29 billion US searches per month, and over 11 billion local searches. The beauty of the Eva platform is in her ability to scale for the needs of each client. Right now, Eva is managing over 100 million display impressions every day, and over 90 million opt-in emails. Each campaign currently running in constantly optimized and evolving with every single consumer interaction.

Over the past 5 years, Eva has also grown into a leading partner for every large publisher in the world. Her partnership and full platform integration with key industry leaders such as Google, Facebook and Amazon allows for seamless ad management, while our relationship with over 20,000 vertical private publishing partners together forms an impressive footprint in North America, Europe, and Latin America – estimated to cover approximately 20% of the Internet.

Finally, she currently serves 40 of Fortune's top 100 companies, 70 of Advertising Age's 100 leading national advertisers, and 10,000 local as well as 5,000 national ad agencies as customers, providing advertisers with a single, managed platform to deliver all forms of text, display, and CTV/video ads across all devices and through all channels including Google, Facebook, Amazon, AOL, and MSN, but also through our relationships with a host of online publishers.

Eva doesn't just think, she feels.

"Eva is a custom built Artificial Neural Network, ANN for short. This ANN not only lets Eva think, but feel. She incorporates billions of pieces of information about individuals, such as a their website views, browser history, click history, browsing content patterns, online shopping, likes, screen time — everything.

She uses this data to learn and define advanced predictive patterns of what each person does online. This also allows her to determine what they might need to solve a problem or need.

However, Eva doesn't stop there. She then includes information to determine the feelings or potential mood of that person.

Eva includes context, such as the weather they're experiencing, stock market information that affects them, national and local news headlines, for example, and assigns that person a 'precog rating.' This combined evaluation then influences the type of ads Eva determines will convert for each particular person.

Artificial intelligence allows us to understand sales cycles better and correlate our client's strategies and spending to achieve the results they expect."

— David Boulette, Founder, Chief Science Officer
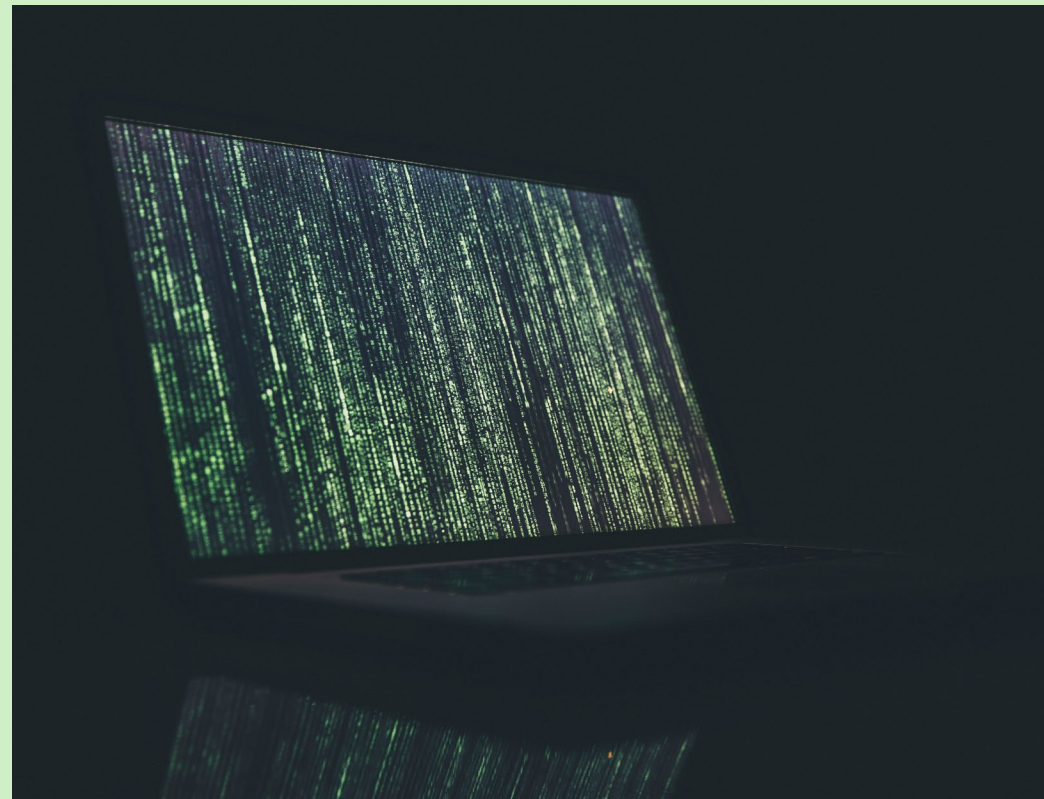
Our infrastructure supports over 25,000 CPU cores in eight data centers and houses 15 petabytes of data.

Eva AI is a differentiated solution that's simple, powerful, scalable, and extensible across geographies, industry verticals and the display, mobile, social and video digital advertising channels.

Eva responds to each bid request within 100 miliseconds.

She currently handles 300,000 bid requests a second.

We build user profile matrix trees to feed Eva realtime data.

Eva is completely dockerized and is horizontally scaleable.

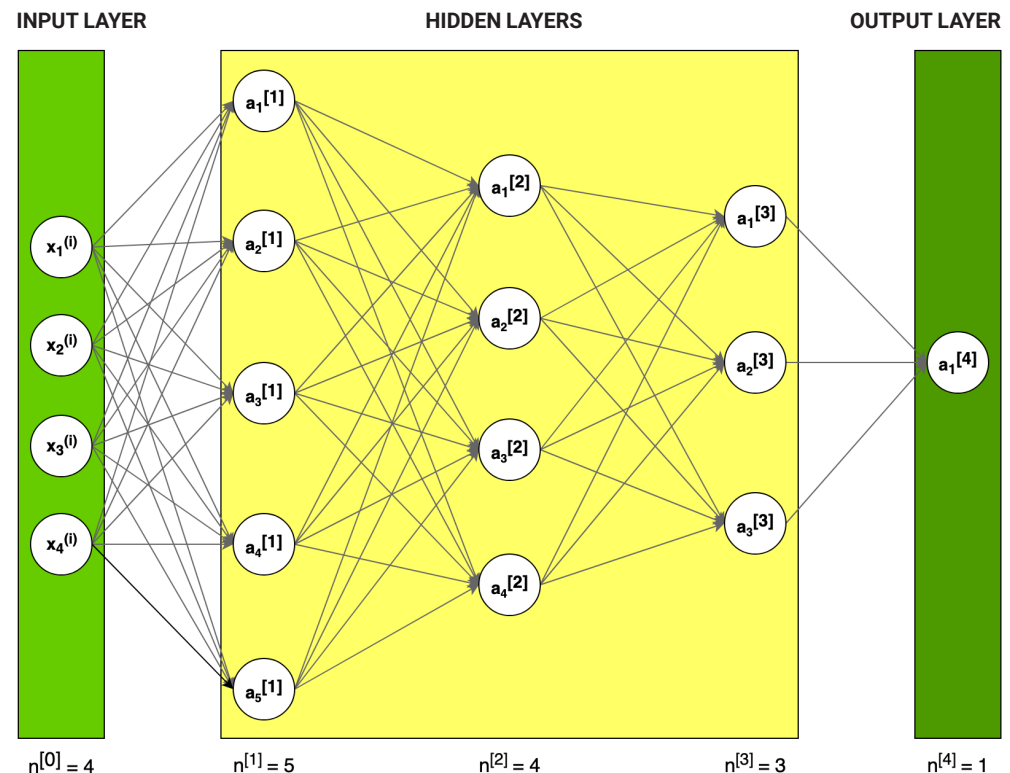Backend was written in Java and our AI layer is in Python.

Our Fraud Fence algorithm and logic prevents ad fraud. If a publisher wants to show our ad, they need to implement our Private Key on their domain. If the Eva platform doesn't receive a call from a verified Private Key, Eva doesn't return an ad, thus the ads running on Eva can only be seen on sites that have been verified.

Artificial Neural Network (ANN) Architecture

Superscript [l] denotes a quantity associated with the lth layer.
Superscript (i) denotes a quantity associated with the ith example.
Lowerscript i denotes the ith entry of a vector.

INPUT LAYER   **HIDDEN LAYERS**   **OUTPUT LAYER**

$n^{[0]} = 4$ $n^{[1]} = 5$ $n^{[2]} = 4$ $n^{[3]} = 3$ $n^{[4]} = 1$

EVA

$520 Billion

Just over 52% of small businesses with sales of $25 million or less are using AI for predictive analytics and customer insights.[9]

At $333.25 billion, online advertising will exceed half of global ad spend for the first time in 2019.[2]

22% of marketers currently are using AI-based applications with an additional 57% planning to use AI-based apps in the next two years.[10]

75%

Digital advertising will reach $520 billion by 2023. This is an average annual growth of 15% over the next 5 years; driven by the use of AI-based programmatic advertising.[8]

$333 Billion

By 2023, 75% of all online and mobile ads will be delivered by way of AI-based programmatic advertising.[8]

Top-performing companies are more than twice as likely to be using AI for marketing (28% vs. 12%) according to Adobe's latest Digital Intelligence Briefing.[10]

81% of marketers are planning to or have already adopted the use of AI for audience targeting this year.[10]

81%

Eva has 4 primary marketing audiences:

1. Consumers. Consumers, end users, everyone that surfs the web and appreciates relevant, properly targeted ads. Ads that are useful, desirable, and not annoying.

2. Publishers. Publishers with high quality content traffic who are looking to monetize it to generate better revenue. Eva offers the highest Cost Per Thousand (CPM) rates.

3. Advertisers. Advertising agencies as well as big brands. We partner with agencies fulfilling their clients' online media buy. Eva also facilitates larger corporate brands who are increasingly moving their media buying in-house.

4. Game Developers. For game developers such as Electronic Arts and Super Cell, Eva offers a unique in-game SDK that allows programmers to put ads in their games that can be tracked on the Eva platform and generate new revenue.

EVA
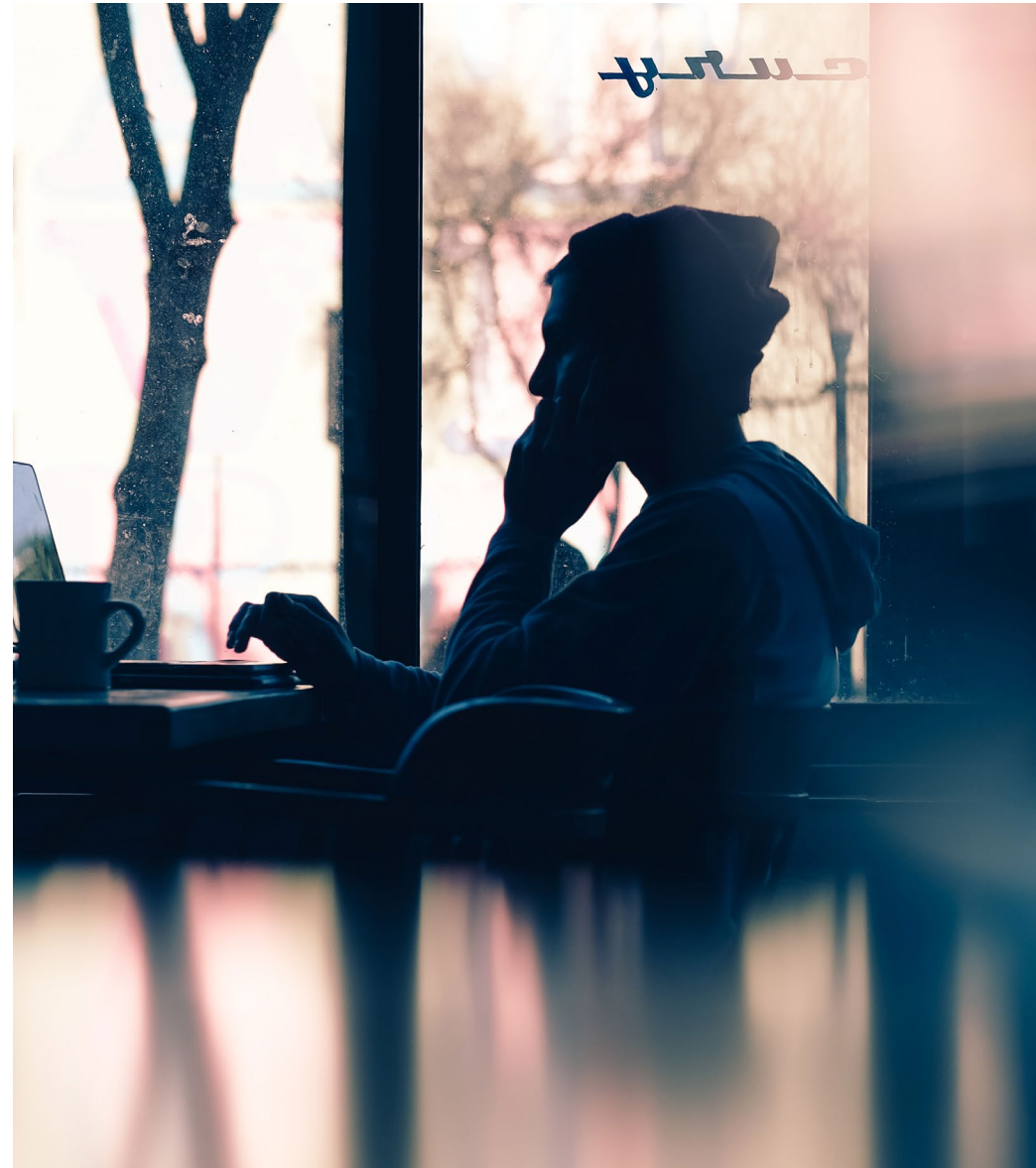
"Artificial Intelligence and digital marketing are beginning to go hand-in-hand. With the ability to collect data, analyze it, apply it and then learn from it – AI is transforming digital strategy." — Forbes, AI & Big Data

Artificial intelligence is not only the current innovation in this space, but the new necessity for campaign success. It's The future of ad tech and represents a significant opportunity. Eva is one of the few DSPs built from the ground up with AI capabilities, and now represents one of the most advances platforms in ad tech today.

22%

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Eva vs the competition. A $25,000 monthly spend case study.

SEARCH   DISPLAY   EMAIL   MOBILE   SOCIAL
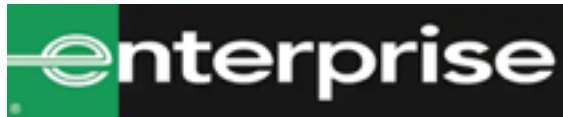
Incumberent Tier 1 DSP provider
• Generates 18,182 engagements
• Resulting in 104 leads
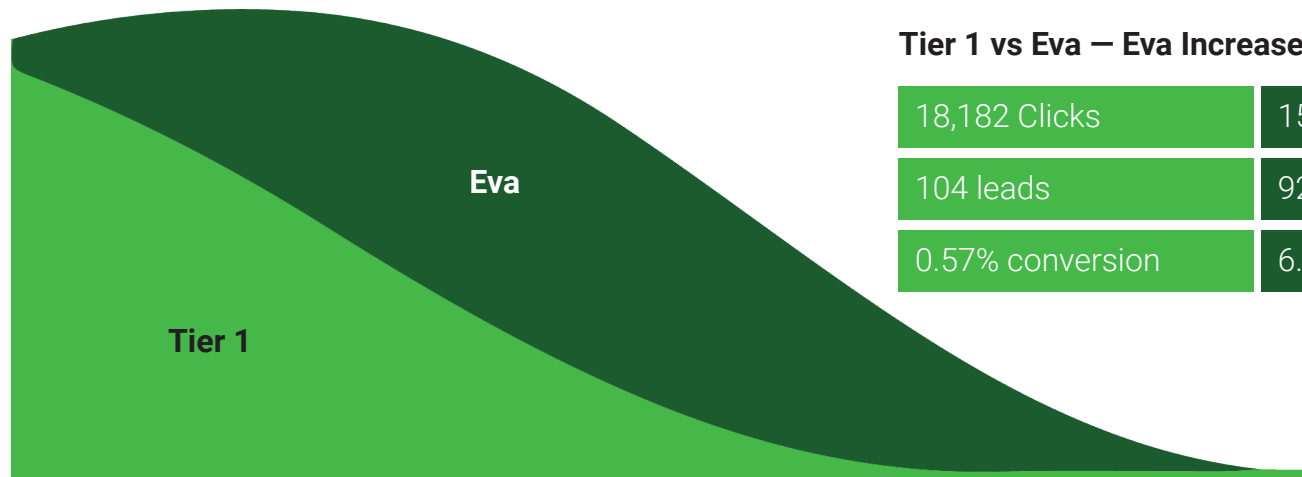• Conversion rate 0.57%
$240.34 per lead

Enterprise Rent a Car tests Eva
• Generates 5,000,000 impressions and 15,104 engagements
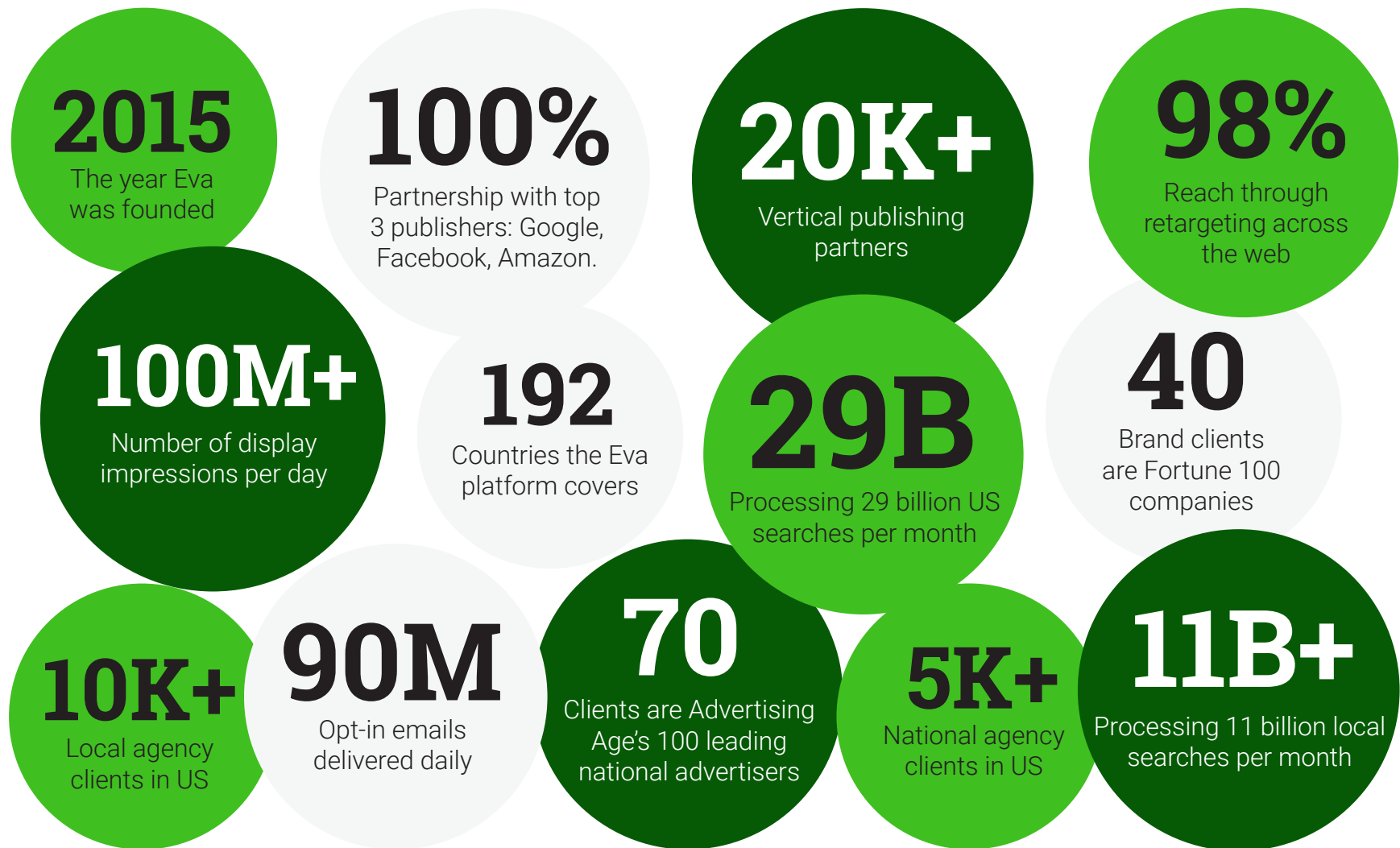• Resulting in 942 leads
• Conversion rate 6.28%
$26.54 per lead

Eva

Tier 1

Tier 1 vs Eva — Eva Increases ROI 788%

18,182 Clicks	15,014 Clicks
104 leads	924 leads
0.57% conversion	6.28% conversion

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The sophistication of Eva's AI stands out in the market. At only 5 years old, Eva's numbers speak for themselves.

2015
The year Eva was founded

100%
Partnership with top 3 publishers: Google, Facebook, Amazon.

20K+
Vertical publishing partners

98%
Reach through retargeting across the web

100M+
Number of display impressions per day

192
Countries the Eva platform covers

29B
Processing 29 billion US searches per month

40
Brand clients are Fortune 100 companies

10K+
Local agency clients in US

90M
Opt-in emails delivered daily

70
Clients are Advertising Age's 100 leading national advertisers

5K+
National agency clients in US

11B+
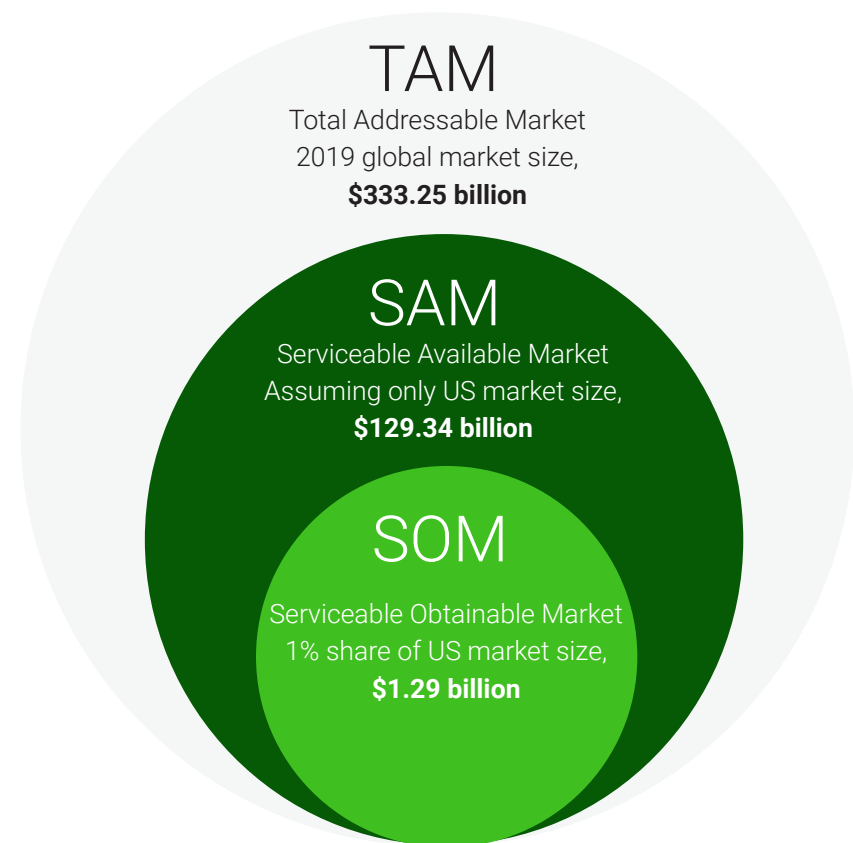Processing 11 billion local searches per month

By fully exploiting Eva's superior AI today, we are already where competitive DSPs are aiming to be tomorrow.

Eva's proprietary AI, with a deeper contextual and therefore predictive understanding of each consumer along with its ability to incorporate first party data and autonomous decision making is a unique differentiator amongst DSPs in the global digital media buying market.

This, along with the elimination of ad fraud, and human lag and error creates a more efficient, profitable, and competitive offering.

At $333.25 billion, online advertising will exceed half of global ad spend for the first time in 2019. Digital advertising will reach $520 billion by 2023. This is an average annual growth of 15% over the next 5 years; driven by the use of AI-based programmatic advertising.

TAM
Total Addressable Market
2019 global market size,
$333.25 billion

SAM
Serviceable Available Market
Assuming only US market size,
$129.34 billion

SOM
Serviceable Obtainable Market
1% share of US market size,
$1.29 billion

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Our goal is to become a top brand within 24 months, achieving 1% to 2% US market share*

Target % of Market Share	Proforma Gross Revenue	Projected Net Revenue	Projected Share Value
0.5 %	$647 m	$ 64.67 m	$3.23
1.0 %	$1.29 b	$129.34 m	$6.47
1.5 %	$1.94 b	$194.01 m	$9.70
2.0 %	$2.58 b	$258.68 m	$12.94

* Our forecast assumptions are based on maintaining a 10% net profit, with 200m shares outstanding, and a 10x technology valuation multiple.

EVA

MediaMath

Raised $225 million in private equity from Searchlight Capital Partners in July 2018.

telaria

Almost tripled in value from below $3 to $8.32 as of December 2, 2019.

rubicon PROJECT

Started the year trading below $4 and is up to $7.73 as of December 2, 2019.

cardlytics

Started the year trading below $10 and is now $58.50 as of December 2, 2019.

theTradeDesk®

Priced below $50 before GDPR came into effect last May, jumped to $116 by the end of 2018 and is now at $242. With its market cap hovering near $11 billion, The Trade Desk has become the first publicly traded ad tech company (not counting the big platform players) to reach large-cap stock status.

The credentials of the computer scientists, marketers, and business specialists that created and continue to build Eva.

David Boulette
Founder, Chief Science Officer, Director

Extensive expertise in computer technology with a vast array of computer operating systems, software languages, and database development schemas.

Focused on artificial intelligence and artificial neural networks technologies.

Substantial experience in start-ups and launching IPOs in the media and digital marketing space.

Daryl Walser
Chief Executive Officer, Director

Extensive expertise in Operations and Business Development throughout a variety of Public, Government and Private sectors.

Focus on operational efficiency and excellence along with customer relations, sales and acquisitions.

Substantial experience with tech start-ups, Fortune 500 and manufacturing facilities.

Experienced in launching IPO's in the media and digital marketing space.

Mark Corrao
Chief Financial Officer, Director

Management and finance executive, with experience in financial and public company management, with a proven track record of raising capital and growing companies.

Vast experience in venture capital, public companies and SEC and FINRA governance.

Director/CFO StrikeForce (IT), CFO/Director The Mariner Group LLC / CFO Squad (finance); CFO New York Business Efficiency Experts, Inc.

Phil Aspin
Independent Director

'C' level business development strategist with substantial experience in winning and managing business at the executive level.

Deep understanding of online media across search, shopping, display, native, social, and related business models.

Worked for NASDAQ listed ValueClick Inc., building the partnership division for PriceRunner, one of the EU's largest price comparison engines.

Founder of 2 successful online media companies, Click.net and Adflare.

1. Pre-Financing

Common Shares	36,222,223
Management and Founders	28,000,000

2. Post Private Placement, USD $5 Million Financing

Common Shares	40,666,668
Fully Diluted	42,888,889
Total Authorized Shares	100,000,000

Eva's unique in-game SDK lets programmers put ads in their games that can be tracked on the Eva platform and generate new revenue.

By fully exploiting Eva AI, we can create significant returns. 6 reasons why the time to invest is now:

1. Eva is unique and differentiated. Eva AI solves critical problems and creates new opportunities within the digital media space. With smarter Artificial Intelligence, Eva is evolving digital media with a deeper contextual and therefore predictive understanding of each consumer. This along with the ability to incorporate first party data and automated decision making puts Eva ahead of the curve where 75% of competitive DSPs are aiming to be by 2023.[8]

2. Eva solves ad fraud. Advertisers will lose $42 billion to ad fraud in 2019. A 21% increase over the previous year. This is predicted to rise to $100 billion by 2023.[3] Eva's proprietary Fraud Fence algorithm and logic prevents ad fraud, potentially saving advertisers more than a quarter of their budget and buy.[4]

3. Eva delivers superior ROI. Given the above, Eva anticipates up to 40% better performance at more competitive rates versus competition.

4. Eva is not a startup. The company has been in revenue since 2015. We've secured partnerships with the big 3 publishers—Google, Facebook, and Amazon—as well as over 20,000 vertical publishers, all together covering 192 countries. We have 40 of Fortune's top 100 companies, 70 of Advertising Age's 100 leading national advertisers, and 10,000 local as well as 5,000 national ad agencies as customers. With a 98% reach through retargeting across the web, 100 million display impressions per day, and processing over 11 billion local searches per month, Eva is already a competitive threat and disruptor to the category.

5. A stellar team. The computer scientists, marketers, and business specialists that created Eva and founded the company, continue to improve the technology and are fully committed to growing the company exponentially.

6. AI valuations are higher. Unlike the competition, Eva is positioned as a superior AI-driven DSP. VCs plowed a record $9.3 billion into AI startups last year[11] with funding of AI companies soaring 72 percent, hitting a record according to a new report from PwC and CB Insights.[12] According to Gartner, global AI derived business value will reach nearly $3.9 trillion by 2022.[13] Clearly, AI is leading the pack in technology investment and valuation.

EVA

Thank you for your kind consideration to invest in Eva.

We hope you share our vision and the future of artificial intelligence. Our team believes AI has a unique and special role in reshaping global marketing and communications, providing a better future for all stakeholders.

As fellow Americans it's important for us to see this project through to scale, placing us on the world stage, making a distinct difference in our national economy, and in the lives of our neighbors and investors.
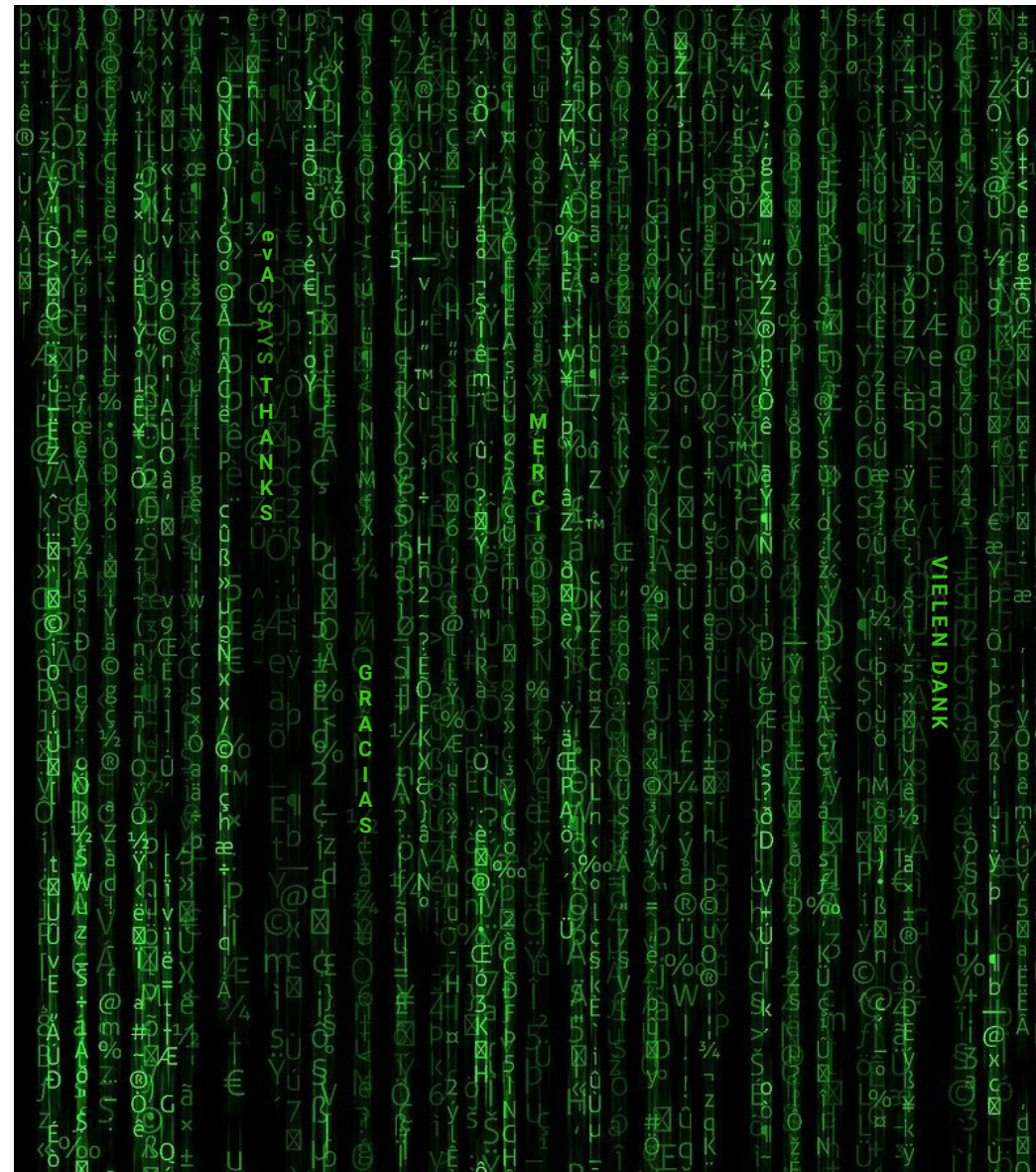
We are working hard to make sure Eva is well positioned to deliver AI to the world and returns to our shareholders.

We invite Accredited Investors to contact us for a copy of our Initial Private Offering Subscription Agreement.

Thank you.

Daryl Walser
Chief Executive Officer

T: 310.229.5981
Email: invest@eva.live

ENDNOTES

1 Global Ad Trends: Global ad investment forecast to grow 6% to $656 billion in 2020, World Advertising and Research Center (WARC) https://www.warc.com/newsandopinion/news/global_ad_trends_global_ad_investment_forecast_to_grow_6_to_656_billion_in_2020/42822

2 Global Digital Ad Spending 2019, marketer. https://www.emarketer.com/content/global-digital-ad-spending-2019

3 Advertising Fraud Losses to Reach $42 Billion in 2019, Juniper Research. https://www.juniperresearch.com/press/press-releases/advertising-fraud-losses-to-reach-42-bn-2019

4 "Adobe concluded that 28% of all web traffic could be non-human." WSJ. https://www.wsj.com/articles/fraudulent-web-traffic-continues-to-plague-advertisers-other-businesses-1522234801

5 ANA Independent Study Finds Rebates and Other Non-Transparent Practices to be Pervasive in U.S. Media Ad-Buying Ecosystem. https://www.ana.net/content/show/id/pr-media-transparency

6 IAB, Internet Ad Revenue Report Q3 2018/19. https://iab.com/wp-content/uploads/2019/02/IAB_Internet-Ad-Revenue-Report-Q3-2018_2019-02-14_FINAL-1.pdf

7 Mobile Video Advertising 2019, marketer. https://www.emarketer.com/content/mobile-video-advertising-2019

8 Digital Ad Spend to Reach $520 Billion by 2023, Juniper Research. https://www.juniperresearch.com/press/press-releases/digital-ad-spend-reach-520-billion-by-2023

9 10 Charts That Will Change Your Perspective Of Marketing Technology, Forbes. https://www.forbes.com/sites/louiscolumbus/2019/12/08/10-charts-that-will-change-your-perspective-of-marketing-technology/#6ff30b9b5c92

10 Mobile Video Advertising 2019, emarketer. https://www.emarketer.com/content/mobile-video-advertising-2019

11 VCs Plowed a Record $9.3 Billion Into AI Startups Last Year, Bloomberg. https://www.bloomberg.com/news/articles/2019-01-08/vcs-plowed-a-record-9-3-billion-into-ai-startups-last-year

12 Record Venture Investments of $9.3B In AI Startups During 2018, AI Business. https://aibusiness.com/record-vc-investments-ai-startups-2018/

13 Gartner Top 10 Trends Impacting Infrastructure & Operations for 2019. https://www.gartner.com/smarterwithgartner/top-10-trends-impacting-infrastructure-and-operations-for-2019/

DISCLAIMER

1) Various claims regarding the number of publishers, customers, agency partners are counted via our third party partnerships. We are in no way claiming that these customers have direct relationships with Eva. Our third party partnerships via Yahoo, Microsoft, and Google represent the majority of these claims.

2) Claims surrounding number of impressions per day or available inventory are counted by total amount of traffic available from all publishers assuming we were accepting the max queries per second they can provide.

3) When we claim to serve 40 fortune 500 companies this claim is made through various third party partnerships.

4) Our claim of 70 Advertising Age's top 100 national advertisers is made via an estimation of our third part partnerships.

5) *CHANGES TO THE TERMS OR SITE*

Eva may change or modify the Terms from time-to-time without notice other than posting the amended Terms on the Site. The amended Terms will automatically be effective when posted on our Site. Your continued use of our Site after any changes in these Terms shall constitute your consent to such changes. Eva reserves the right to change, modify or discontinue, temporarily or permanently, the Site (or any portion thereof), including any and all content contained on the Site, at any time without notice. You agree that Eva shall not be liable to you or to any third party for any modification, suspension or discontinuance of the Site (or any portion thereof).

6) *THIRD-PARTY PRODUCTS AND SERVICES*

Parties other than Eva may offer and provide products and services on or through the Site. Except for Eva branded information, products or services that are identified as being supplied by Eva, Eva does not operate, control, or endorse any information, products, or services on the Site or accessible through the Site in any way. Eva is not responsible for examining or evaluating, and Eva does not warrant the offerings of, any of these businesses or individuals or the content of their websites. Eva does not assume any responsibility or liability for the actions, product, and content of all these and any other third parties. You should carefully review their privacy statements and other conditions of use.