

MeasurAI/DeepMetrica Privacy Policy

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Version 1.0

This Privacy Policy explains how MeasurAI (“MeasurAI”, “we”, “us”, “our”) and its brand and service DeepMetrica (“DeepMetrica”) uses the Personal Data we collect from you and applies to the Personal Data processed by MeasurAI/DeepMetrica when you use and visit Our Website, located at www.deepmetrica.com, and/or use of MeasurAI/DeepMetrica’s software and the Services.

When we use the terms 'us', or 'our', we refer to DeepMetrica or MeasurAI and affiliated divisions of our organization. DeepMetrica, our brand and service, and MeasurAI (“we”) will be used interchangeably in this Privacy Policy.

We may revise this Privacy Policy from time to time; however, we will continue complying with the applicable law on the Personal Data protection and respecting to the privacy of individuals. We will provide you with any material changes or modifications to the Privacy Policy via e-mail. If you continue use and access to Our Website and the Services following the effective date of any changes or modifications, you shall be deemed to accept the changed or modified Agreement (including the Terms of Use, this Privacy Policy and other applicable policies).

All capitalized terms in this Privacy Policy have the same meaning as defined in the Terms of Use and the applicable law explained therein.

What Personal Data do we collect, and

How do we collect your Personal Data?

The Personal Data we collect includes (i) the Personal Data from the individuals visiting our Website and (ii) the Personal Data we collect from our Clients.

Personal Data we collect from a visitor of our Website:

When someone visits our Website, we will store the name of his internet service provider, the website he visited us from, the parts of our Website they visit, the date and duration of the visit, and information from the device (e.g. device type, operating system, screen resolution, language, country you are located in, and web browser type) used during his visit. We process this usage Personal Data to facilitate access to Our Website (e.g. to adjust our Website to the devices that are used).

We temporarily store IP addresses of visitors to our Website for associated performance metrics (i.e. data related to how well our Services performs on our Website) and to monitor and track application errors. We will never access these IP addresses without any operational or security need. We automatically delete these IP addresses within 30 calendar days. The legal basis for this personal data processing is Article 6(1)(f) of the GDPR.

We also process usage Personal Data in an aggregated or de-identified form for statistical purposes and to improve our Website.

Personal Data we collect from our Clients:

We will only process the Personal Data you provide us while setting up your user account, when using our Website, or when you, as the account owner, will be setting up your access to the user account, it being understood that in this context, the Controller will specifically process the following Personal Data concerning you: name and surname, address, job title, phone number, e-mail address, invoicing details (name of entity, tax number), IP address, activity and movement at website.

This section applies to Personal Data we collect from our Clients and the users of our Services and software.

As otherwise detailed in this Privacy Policy, we will solely process this Personal Data to provide the Services and our software in accordance with Article 6(1)(b) of the GDPR. As a user of the Services or our software on behalf of our Client that has concluded the Agreement with MeasurAI/DeepMetrica, the legal basis for MeasurAI/DeepMetrica to process your Personal Data is Article 6(1)(f) of the GDPR.

We temporarily store IP addresses of our Clients for associated performance metrics (i.e. data related to how well the Services and our software performs) and to monitor and track application errors. We will never access these IP addresses without any operational or security need. We automatically delete these IP addresses within 30 calendar days. The legal basis for this data processing is Article 6(1)(f) of the GDPR.

A Client may delete his DeepMetrica account at any time. After account deletion, we may retain Personal Data (in part or in whole) associated with the Client in order to meet any regulatory and reporting requirements for the timeframes stipulated by law and in order to be able to address Client service issues. Any other Personal Data we were processing relating to our Client of that MeasureAI account will be deleted permanently within 30 calendar days.

We may use Personal Data and other data about our Clients (including demographic information, location information, information about the computer or device from which they access the Services and/or our software) to create de-identified and aggregated information and analytics. The legal basis for this data processing is Article 6(1)(f) of the GDPR.

The information we collect from our Clients is disclosed only in accordance with the Agreement and the applicable law.

How and for what purposes will we use your Personal data?

General:

MeasurAI/DeepMetrica collects your Personal Data so that we can mainly process your order and manage your account; and e-mail you with special offers on other products and services we think you might like. We will also share your data with our partner companies and third parties so that they may offer you their products and services. When MeasurAI/DeepMetrica processes your order, we may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases. The other purposes of MeasurAI/DeepMetrica's uses and process of Personal Data and their legal basis are below:

Purpose of Contract Performance:

Purpose and legal basis of the processing of the following Personal Data: name and surname, address, job title, phone number, e-mail address, invoicing details (name of entity, tax number). We need to process these Personal Data concerning you in order to fulfill the Agreement you are entering into with DeepMetrica by registering and setting up your user account at our Website. The legal basis for such processing is Article 6(1)(b) of the GDPR. The processing of your Personal Data, which is necessary for the performance of the Agreement will be done in the following manner.

MeasurAI/DeepMetrica provides you with the Services in accordance with the Terms o Use. In order for use to provide you with the Services, we need to know who the other party is and, if you use paid features, we also need to know your payment information. Please note that under the contract you may receive e-mails with technical and operational notices regarding the Services functionality. These notices are part of our communication with you as a party to the Agreement. The purpose and legal basis of the processing of your Personal Data in this case therefore involves performance of the Agreement.

Access and Disclosure to Third Parties:

We use a select number of trusted external service providers for certain technical data analysis, processing and/or storage offerings (e.g. IT and related services). These third-party service providers are carefully selected and meet high data protection and security standards. We only share data with them that is required for the services offered and we contractually bind them to keep any information we share with them as confidential and to process Personal Data only according to our instructions. The legal basis for such processing would be Article 6(1)(f) of the GDPR.

In addition to services providers, other categories of third parties may include:

- Vendor/public institutions. To the extent that this is necessary in order to make use of certain services requiring special expertise (such as legal, accounting or auditing services). We may share Personal Data with vendors of such services or public institutions that offer them (e.g. courts). The legal basis of this data processing is Article 6(1)(f) of the GDPR.
- Disclosure in the event of merger, sale or other asset transfers. If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another provider, then Data may be

sold or transferred as a part of such a transaction, as permitted by law and/or contract. The legal basis for such processing would be Article 6(1)(f) of the GDPR.

Other than the cases mentioned above, we will only transfer Personal Data to third parties without express consent in accordance with Article 6(1)(a) of the GDPR or if we are obliged to do so by statutory law or by instruction from a public authority or court.

Purposes of Communication:

We may occasionally send notification e-mails about updates to our product, legal documents, customer support or for marketing purposes. To the extent required by applicable law, we will only send such messages if we have obtained consent in accordance with Article 6(1)(a) of the GDPR. In all other cases, the legal basis of this data processing is Article 6(1)(f) of the GDPR.

Except for cases where we are required to do so by law (e.g. notification of a data breach), recipients of our communication shall have the opportunity to unsubscribe from receiving these messages free of charge. We process requests to be placed on do-not-contact lists as required by applicable law.

Purposes of Marketing:

Under the marketing purpose, we will process the following Personal Data: name and surname, e-mail address. We occasionally use Personal Data given to us by DeepMetrica's Clients and/or visitors to our Website to target advertisements to potential new clients and users that appear to have shared interests or similar demographics. The legal basis of this data processing is Article 6(1)(f) of the GDPR. The data processing based on our legitimate interest, specifically direct marketing, will be done in the following manner:

Your personal information will be stored in our electronic database kept with a company that provides us with a data repository, which, however, is managed directly and exclusively by us. Based on our legitimate interest, as specified above, your Personal Data will only be used through third-party services to send you product offerings, whether these involve new features or existing products and the Services extensions.

We do this by sharing Personal Data with third party marketing platforms that have high privacy and confidentiality standards and which have gone through a legal and security review by MeasurAI/DeepMetrica. This ensures that these third parties cannot do anything with the Personal Data we provide them other than use it for the express purpose of providing us with the marketing services we contract them for.

The Personal Data is only shared with these third parties through secure and encrypted means. If you wish to opt out of this processing activity, please contact us at support@deepmetrica.com with the subject line "Opt-Out of Marketing".

Purpose of Compliance, Protection and Improving Clients' Support:

We may use Personal Data, especially your IP address and activity and movement at our Website to (legal basis for the respective processing in parentheses):

- Protect our, our Clients' or visitors' to our Website or third parties' rights, privacy, safety or property including by making and defending legal claims (Article 6(1)(b), (c) or (f) of the GDPR);
- Audit our internal processes for compliance with legal and contractual requirements and internal policies (Article 6(1)(f) of the GDPR);
- Improve the efficiency of our Clients' support in the event you need any help or advice on using the Services (Article 6(1)(a) of the GDPR);
- Enforce the Terms of Use (Article 6(1)(b) of (f) of the GDPR);
- Protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft (Article 6(1)(f) of the GDPR); and
- Comply with the applicable law, lawful requests and legal process, such as to respond to subpoenas or requests from government authorities (Article 6(1)(c) or (f) of the GDPR).

For the purpose of improving the efficiency of our Clients' support, we will use the IP address through which you first accessed our Website when registering to determine which country you are from, so that we know the language you want us to use in communication with you. However, we will only detect and store your IP address once when you register at our Website. We will not detect your IP address at any other time when you access our Website. We track visitor activity and behavior at our Website every time you access the Website, and the resulting data allow us to provide more effective user support if you need any help or advice using our Website.

If you change your mind regarding the processing of these personal data, you can easily withdraw your consent at any time (by turning off IP address recording and visitor activity tracking at our Website) in your user account settings. In the same way, you can re-grant your consent to use after you withdraw it. In all cases, we will process your personal data manually and in electronic information systems. However, these systems are subject to consistent and ongoing physical and technical checks. All persons who, on our instruction and under our authority, come into contact with your Personal Data in the course of their work or as part of their contractual duties are bound by the confidentiality obligation.

Benchmarking:

MeasurAI/DeepMetrica reserves the right to use and retain Data in a de-identified and/or aggregated form to improve our Website and/or software and for statistical and benchmarking purposes, including enabling comparisons within the same industry to enhance the insights collected through our Website and software. Benchmarks look at all collected metrics and compare them to others of the same nature. These de-identified and/or aggregated benchmarks may be published and shared publicly within our software or in the form of other content we publish which may show a summary of results for a certain category or question type.

No data which can individually identify our Clients or their end-users will ever be shown in this statistical or benchmark data. The legal basis for aggregating/anonymizing this Personal Data is Article 6(1)(f) of the GDPR.

Other Purposes with your consent:

In some cases, we may ask you for consent to collect, use or share Personal Data for other purposes. For example, we may ask you for consent to send marketing e-mails where required by law or to post testimonials or endorsements. In such cases, there will always be the ability to deny or revoke consent if desired. The legal basis for the data processing is under Article 6(1)(a) of the GDPR.

How do we store your data?

MeasurAI/DeepMetrica securely stores your data mostly in the EU.

Unless a different timeframe has been specifically stated in the Agreement, Personal Data will be retained for as long as is necessary for the purpose(s) for which we originally collected it or to provide our Software, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, and enforce the Agreement. We may also retain information as required by applicable law.

How we conduct international Transfers of Personal Data?

In most cases, Personal Data we collect is stored in the EU. However, in some limited cases, customer information may be accessed from, or other Personal Data (e.g., e-mail) may be transferred, outside of the EU. These countries may have different data protection laws. MeasurAI/DeepMetrica endeavors to ensure appropriate safeguards are in place requiring that Personal Data will remain protected. MeasurAI/DeepMetrica has concluded Standard Contractual Clauses with entities who we share Personal Data with outside of the EU.

How we protect children's information?

MeasurAI/DeepMetrica software is not directed to children under 13 (or other age as required by local law), and we do not knowingly collect Personal Data from children. If you learn that your child has provided us with Personal Data without your consent, you may contact us through our Contact Details below. If we learn that we have collected a child's Personal Data in violation of applicable law, we will promptly take steps to investigate this, delete such information and terminate the child's account. We will also make sure to have preventive measures in place for this not to happen again in the future.

What are your Personal Data protection rights?

MeasurAI/DeepMetrica makes sure you are fully aware of all of your Personal Data protection rights. Every Clients and visitors to our Website is entitled to the following:

The right to access and to be informed about what Personal Data is processed by MeasurAI/DeepMetrica and for what purpose – You have the right to request MeasurAI/DeepMetrica for copies of your Personal Data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that MeasurAI/DeepMetrica correct any information you believe is inaccurate. You also have the right to request MeasurAI/DeepMetrica to complete the information you believe is incomplete.

The right to erasure and anonymization – You have the right to request that MeasurAI/DeepMetrica erase and/or anonymize your Personal Data, under certain conditions.

The right to restrict processing – You have the right to request that MeasurAI/DeepMetrica restrict the processing of your Personal Data, under certain conditions.

The right to object to processing – You have the right to object to MeasurAI/DeepMetrica’s processing of your Personal Data, under certain conditions. When you object to processing or withdraw your consent on it, you accept that this may have a negative influence on the quality of our Website and/or software. Please be aware that in such case, we may delete the Personal Data previously processed on the basis of your consent and will not be allowed to keep it further which will mean that it cannot be accessed, downloaded or otherwise secured by you. Please note that the right to object cannot be exercised to make us stop processing the personal data we necessarily need to perform the Agreement.

The right to data portability – You have the right to request that Our Company transfer the data that we have collected to another organization, or directly to you, under certain conditions.

In addition, you have the right to lodge a complaint with your respective data protection authority.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: support@deepmetrica.com.

Cookies

Cookies are small text files placed on your computer or devices to collect standard Internet log information and visitor behavior information and patterns. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information on the cookies we make use of, please visit our [Cookie Policy](#).

Privacy policies of other websites

Our Website may contain links to other websites. This Privacy Policy applies only to our Website, so if you click on a link to another website, you should read their privacy policy.

How to contact us

If you have any questions about this Privacy Policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us at support@deepmetrica.com.

When we ask for contact information, we will use this data solely in connection with answering the queries we receive. If a visitor to our Website receives an e-mail from us, we may use certain analytics tools, to capture data such as when the e-mail is opened or when any links or banners in the e-mail have been clicked. This data helps us to gauge the effectiveness of our communications and marketing campaigns. The legal basis for this processing is Article 6(1)(f) of the GDPR.