

Privacy Policy

Last Modified: September 30, 2024

This Privacy Policy applies to the processing of Personal Information, as this term is defined below, by **Datagen - FZCO** (“Company”, “we”, “our”, “us”). We respect your privacy rights and are committed to safeguarding them through our compliance with this Privacy Policy and applicable laws. In light of our global outreach, we strive to provide our privacy related disclosures and safeguards pertinent to the processing of Personal Information from diverse regions of the world. You may send us your feedback, comment, requests for support and compliance with our legal obligations, questions and other communications related to data privacy to info@selectaapp.ai.

I. Summary

The processing of Personal Information underpins the very essence of our services which are comprised of choosing, selecting, and assembling varied information of interest for delivery, by way of the sifting and prioritizing of information flows, in form of reports or otherwise, to our customers based on the criteria developed by us per each individual customer as a result of customer profiling (collectively, “Services”).

While sifting and prioritizing information flows, we employ certain profiling techniques stemming from our expertise in psychology and behavioral sciences and apply them to the Personal Information that we collect from you or obtain from third parties with your consent. For the most part, this Personal Information is collected directly from you but may also be collected, subject to your consent set out in this Privacy Policy, from public sources (e.g. Internet search engines) or semi-public sources (e.g., social media profiles). We never rely on information which existence might not be known to you or which processing is not ordinarily expected from a service provider like us.

We strive to keep and process your Personal Information and our profiles of you in the form which does not require data protection compliance on our part (e.g., when the Personal Information is anonymous, deidentified, or aggregated). Whenever, we process the Personal Information in the form that requires compliance, we do so in accordance with this Privacy Policy and applicable laws. We never sell your Personal Information to anyone or otherwise share it with anyone for commercial purposes, nor do we do something beyond what can be reasonably expected from a service provider like us.

II. Scope

This Privacy Policy applies to the processing of Personal Information which is defined as personal data, personal information, personally identifiable information (PII), or any other equivalent term under any data privacy or data protection law applicable to our processing of Personal Information. Unless otherwise limited or qualified by the applicable law, the term “Personal Information” includes any information that relates to an identified or identifiable individual.

In general, we process Personal Information that is provided by our customers, either directly or by way of consent to collection by us of the information about the customer available online, including on social media platforms. The definition of Personal Information excludes data which are exempt from protection requirements or do not constitute a protectable category of Personal Information (e.g., in anonymous, deidentified, or aggregated form).

We also collect information about visitors on our Website via cookies and similar technologies. Nonetheless, this information is never combined with any other identifying Personal Information, such as names, user names, and emails, except stated below.

III. Changes to Policy

We reserve the right to change, including to amend or modify, this Privacy Policy at all times by posting its updated version on our website at selectaapp.ai ("Website"). For this reason, you are expected to check this page frequently enough to be aware of any changes.

However, in case of a material change bearing on rights of Data Subjects or our obligations, we will notify our customers about such changes by e-mail providing an advance notice and, where applicable, with a reasonable opportunity to request that any processing of the Personal Information be stopped.

Any change to this Privacy Policy applies to all processing of the Personal Information after the effective date of the change or delivery of the e-mail notification, whichever is later. Your continued use of our Services following the posting of a revised Privacy Policy means that you accept and agree to the changes, amendments or modifications, to this Privacy Policy.

IV. Data Subjects

We collect, use, and otherwise process Personal Information of our current customers who are individuals ordering and purchasing our Services. We may also keep Personal Information of our former customers, that is those individuals who ordered and purchased in the past but no longer do it and keep their online accounts on the Website. Both current and former customers comprise the category of Data Subjects.

As we process certain information relating to visitors of our Website, whether or not they are our customers, these visitors may also be deemed as Data Subjects -- but only insofar as the data we process may be considered Personal Information under any applicable law.

V. Data Processing Role and Responsibility

We serve as a data controller with regards to the Personal Information processed pursuant to this Privacy Policy. For this reason, Datagen - FZCO., a company incorporated in the United Arab Emirates, and having its address at address: United Arab Emirates, Dubai Silicon Oasis. IFZA Business Park, DDP, premises 001 — 35435, is the entity that acts as the data controller for the purposes of this Privacy Policy. All questions, comments, requests for support and compliance with obligations, and other communications related to data privacy can be sent to info@selectaapp.ai.

VI. Sources of Data

Data Sources. We collect or obtain Personal Information from a limited number of sources.

- When you provide us with your Personal Information by a conscious affirmative action, for example, when you choose to use your data in relevant parts of your personal account or when you intentionally submit your bio to us;
- When you reply to our questionnaires or answer questions that we may send you from time to time -- in this case, we collect your Personal Information derived from the replies and answers by implication;
- When we observe or access your social media profiles and feeds in which case you hereby grant us consent to the use of any Personal Information available to us at that part of the social media profile or feed to which you grant us access and, in case of publicly available profiles, at any part of such profiles or feeds;
- When we search information about you in the public domain, for example, through search engines;
- When you use your online account with us -- in this case, we collect information about your activity and interaction with our Website, its various features, and deliverables provided to you as part of our Services on or through the Website;

- When you comment or leave your feedback on the deliverables provided to you as part of our Services, or articulate your expectations or requests pertinent to the Services;
- When you interact with us during in-person or online meetings and conferences, or communicate with us via electronic communication means such as email, telephone, or through messages;
- When any Personal Information is obtained through cookies and similar technologies, as set out in detail below.

Third-Party Sources. We may obtain Personal Information from third-party sources as set out above. However, we never seek Personal Information from third-parties who sell or lease information on a commercial basis, such as data brokers, except for limited contact information in case of a legitimate business interest. In those cases, we may receive such contact information exclusively for business communication purposes regarding specific business transactions and subject to proper confidentiality and data protection restrictions.

Cookies and Similar Technologies. When you visit the Website, we usually place cookie files on your device, or read such files already on your device, as well as utilize similar technologies, subject always to obtaining your consent in an appropriate consent form on the Website. We use those technologies to record information about your device, your browser and, in some cases, your preferences and browsing habits without identifying you personally as a Data Subject. This information is never combined with any data available to us which may lead to identification of any particular individual, except for IP addresses which we may combine with the data pertinent to access to your online accounts with us only with a view to maintain safety and integrity of the account and the Website as a whole. We always request your consent for cookies to be properly placed and read on your device.

Third Party Behavioral Tracking on Website. We do not allow online third-party behavioral tracking across our Website except for purposes of Google Analytics and AdSense, as described below. However, our Website does not respond to do-not-track signals or other mechanisms that allow you to exercise choice regarding the collection of your Personal Information over time and across third-party websites or online services.

VII. Categories of Personal Information

We process the following categories of Personal Information:

- *Identification:* name, general location, email address, telephone number and other contacts;
- *Demographics:* date of birth, gender, occupation, and professional interests;
- *Social Media:* social media profile identifiers and information obtained as a result of access to or observation of relevant parts of your social media profiles and feeds;
- *Our Services:* our communications with you, whether written, by voice or video, including e-mails, messages, call and chat transcripts and recordings; preferred methods of Service delivery and online account settings; deliverables provided as part of our Services if they contain your Personal Information;
- *Financial Data:* payment details and history (but not payment card details);
- *Your Account on a Website:* account identifier (e.g., username), password, session information such as an IP address, browser used, time and date of logins, logs of actions; data derived from your usage of the Website;
- *Online Identifiers:* mobile device identifiers and cookie IDs; IP addresses and information that may be derived from IP addresses, such as a geographic location;
- *Administrative Data:* consents and other administrative records together with the date and time, means of consent and any related information, if such consent is the legal basis for the processing;

- Any other information voluntarily transmitted to us by your conscious affirmative action or legitimately obtained by us from third parties.

Customer Profiles. As we employ certain profiling techniques stemming from our expertise in psychology and behavioral sciences and apply them to your Personal Information, we generate certain limited profiles of you. We use these profiles solely for the purposes of providing our Services to you. Even though these profiles may contain our inferences about your preferences, characteristics, predispositions, and attitudes, we do not treat them as Personal Information for the reasons provided for in the applicable law. If any Personal Information is used in preparation of the profiles, we will share this Personal Information with you only, but not the profile itself relying on this Personal Information, in compliance with your right of access if provided for by the applicable law.

Sensitive Data. We do not seek to collect or otherwise process as any sensitive data such as racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health, sex life or sexual orientation, or gender. Furthermore, we strongly request that you do not send us any sensitive Personal Information. Whenever such Personal Information is or may constitute Personal Information, we request that you notify us in advance and implement safeguards aimed at an appropriate protection of this category of data.

Children's Data. Because our Company is focused on serving the needs of persons of 18 and older, we do not seek to collect or otherwise process Personal Information of minors except when an appropriate consent is preliminary obtained and in case this information is necessary for the provision of Services. If you believe that we have accidentally collected Personal Information of a minor without appropriate consent, please notify us through our e-mail info@selectaapp.ai so that we may immediately delete this information.

VIII. Purposes of Data Processing

Purposes of Processing. We process Personal Information for the following purposes:

- provision of our Services to you including for creation a profile of you used for the choosing, selecting, and assembling of varied information of interest;
- maintenance of an online account with us, even if no Services are being ordered or provided;
- business communications, including responding to your requests and inquiries;
- maintenance of safety, security and integrity of information, communications, networks, and systems, including preserving data and information, as well as is protection from unauthorized or prohibited actions of any person;
- analysis, improvement, research and development, enhancement, and optimization of functionality and performance of our Services;
- testing and applying new Services, system and Website versions, updates and upgrades, and resolving bugs and other issues;
- surveys and testimonials: from time to time, we may request that you answer several questions which can make our Services more relevant, interesting, and beneficial to you;
- direct marketing: sending direct marketing and informational communications, as set out in more detail in Section XIII;
- compliance with our contractual, legal and regulatory obligations;
- assertion of legal claims and defenses, including detecting and protecting against breaches of our policies, contracts and applicable laws; establishing, exercising or defending our legal rights, etc.;

- other business purposes subject to limitations set out in the applicable law.

Minimization. We take every reasonable step to ensure that Personal Information is limited to the data reasonably necessary in connection with the purposes set out in this Privacy Policy.

No Commercial Sharing with Third Parties. We do not share your Personal Information with third parties for any direct marketing or other commercial purposes. We may share your Personal Information for non-commercial purposes set out in Section XI below.

Data Protection Impact Assessment. We believe, based on your internal evaluation, that our processing practices do not present a high risk to rights and freedoms of Data Subject in such a way that it would invoke the necessity for conducting a data protection impact assessment under any applicable law.

IX. Legal Bases for Processing

In processing of your Personal Information in compliance with this Privacy Policy, we may rely on one or more of the following legal bases, depending on the circumstances:

(1) Your consent to the processing of their Personal Information for specific purposes, whether express or implied, if implied consent is permitted by the applicable law. This is primarily the case when Personal Information is processed for purposes of provision of our Services, including for creation a profile of you used for the choosing, selecting, and assembling of varied information of interest. Also, your consent extends to cases when you do not order Services but maintain your online account with us. In addition, we may also seek your consent for business related purposes which include, among others, sending newsletters and other direct marketing communications.

Please, note that whenever you give us your consent, you have always a right to withdraw it at any time and free of charge. If you cannot find a form or another modality to withdraw your consent on the Website or in our communications, please, send us your withdrawal by e-mail to info@selectaapp.ai. Please, be informed that we may continue processing your Personal Information even if your consent is withdrawn if we have other legal bases for such us as set forth in this Section IX.

(2) The processing is necessary for the performance of a contract to which the Data Subject is party or in order to take steps at the request of the data subject prior to entering into a contract. This includes cases when a Data Subject is our customer who, by way of mistake or for another reason, has not expressed consent but orders or accepts our Services, or when a Data Subject does not order Services but keeps their online account with us for purposes of future orders.

(3) We may have a legitimate interest in carrying out certain processing of Personal Information. This may apply when, for example, Personal Information is necessary for preserving integrity of data and communications on the Website and protection of rights and interests of Company and other persons; providing or improving our Services; fulfilling our regulatory and compliance obligations; detecting, and protecting against, breaches of our policies, contracts and applicable laws; or establishing, exercising or defending our legal rights and interests. We can rely on this ground only to the extent that such legitimate interest is not overridden by Data Subject's fundamental interests, rights, or freedoms and is allowed by applicable data protection law.

(4) The processing is necessary for compliance with a legal obligation established by applicable law. This is primarily the case when we are required to produce to a law-enforcement agency your Personal Information in which scenario we will endeavor, but not guarantee, to inform you about such a request unless it is prohibited by the applicable law.

X. Security and Confidentiality

We have implemented and will maintain reasonable technical, administrative, and organizational measures designed to prevent accidental or unlawful destruction, loss, alteration, unauthorized disclosure

of, or access to Personal Information. We protect the security of Personal Information during transmission using Secure Sockets Layer (SSL) software, which encrypts transmitted information. However, we cannot promise that your use of our Website or Services will be completely safe. Any transmission of your data to our Website is at your own risk. We encourage you to use caution when using the Internet.

XI. Third Party Recipients of Data

Third Party Recipients. We share Personal Information with following third parties:

(a) To third-party service providers (e.g., analytics, marketing campaign management, website management, IT and related infrastructure maintenance, customer service, e-mail, auditing, webhosting and other similar service providers) with a view to engage them to perform business functions on behalf of our Company. In most cases, these are global OSPs and software providers having their own data compliance programs audited and monitored by relevant data protection authorities.

(b) With appropriate governmental, court, and other law enforcement agencies as may be required by the applicable law, such as to comply with legal process or subpoena.

Data Processing Agreements. If we engage a third-party service provider to process Personal Information, the processor will be subject to binding contractual pursuant to the applicable law. Among others, the processor will have to: (i) process your personal data only on documented instructions from us; and (ii) implement appropriate technical and organizational measures to ensure a level of security appropriate to the risks pertinent to such a processing.

Google Analytics and AdSense. Our Website may use Google Analytics and AdSense, web analytics services provided by Google, Inc., USA. Those services may employ cookies which are used to generate information about your use of the Website (including your IP address). This information is then transmitted to and stored by Google on servers in the United States. Google will use this information in aggregate form for the purpose of evaluating use of the Website, compiling reports on user activity and providing other services relating to websites activity and Internet usage. Google will not associate your IP address with any other data held by Google. **And by using our Website you have to agree and be bound by the Google Privacy Policy located at <http://www.google.com/policies/privacy>**

YouTube API. As the Company uses YouTube API on the Website, by using a Website you accept and agree to be bound with the YouTube's Terms of Service located at <https://www.youtube.com/t/terms>

XII. International Data Transfers

We are a United Arab Emirates company with global outreach. For this reason, we need and do comply with the applicable United Arab Emirates laws. In addition, we strive to implement various provisions of foreign data protection laws, in particular, the General Data Protection Regulation (EU) 2016/679 (GDPR) and the Data Protection Act of the United Kingdom. Please, note that the mere fact that we strive to comply with foreign laws does not serve as an invocation of any extraterritorial jurisdiction with respect to the Company or any processing activity.

Direct Marketing

We may send you our direct marketing and informational communications relating to our Services. In most cases, we will send such communications subject to a proper consent given, whether expressly or impliedly depending on the applicable data protection and marketing communication laws. Nonetheless, from time to time, we may send communications without such consent when and if consent is not necessary, specifically when the recipient previously purchased similar Services from us. At all times, you may choose to stop receiving our newsletters or other marketing or informational communications and withdraw your consent accordingly by following the unsubscribe instructions included in our communications or by sending us e-mail to info@selectaapp.ai.

XIII. Retention Periods

We will retain your Business Personal Information only for as long as we maintain an ongoing relationship with you or the company you work for or otherwise relate to. In any case, we may retain Personal Information where it is necessary in connection with the lawful purposes as set out in this Privacy Policy, for which we have a valid legal basis such as in for the duration necessary to be able to respond to any questions or complaints which may be addressed to us, to comply with all applicable laws; to establish, exercise or defend any legal rights or preserve integrity of communications or protection of rights and interests of any person. Once the retention periods have concluded, we will either permanently delete or destroy the relevant Personal Information, or anonymize it.

XII. Rights of Data Subjects

EU, Switzerland, UK Data Subject Rights. The Company is not under direct application of the GDPR and/or under the Data Protection Act of the UK. Nonetheless, should we be found under such application in specific instances and with respect to specific Personal Information, we inform that you will have a set of rights which may or may not be applicable to you depending on particular circumstances of your case, including the legal basis of processing of particular data:

- *Right of access.* You may have the right to obtain from us confirmation as to whether or not your personal data are being processed, and access to those personal data and other relating information.
- *Right to rectification.* You may have the right to obtain from us the rectification of inaccurate personal data concerning you.
- *Right to erasure.* You may have right to obtain from us the erasure of personal data concerning you unless we are under a legal duty or have a legitimate ground to retain certain data.
- *Right restriction of processing.* Under relevant conditions set out by the law, you may have the right to obtain from us restriction of processing of your data.
- *Right to object to processing.* You may have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you.
- *Right to data portability.* You may have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format as well as the right to transmit those data to another controller without hindrance.
- *Right to lodge a complaint.* You have the right to lodge a complaint regarding our processing of your personal data with a data protection authority which can be any of the data protection authority of the country in which you live or work, or in which the alleged infringement occurred.

With regard to any of the rights above, you can address us via a written request, accompanied with all necessary information, sent as set out in Section XV. If such feature is available on the Website, you can also request specific compliance through your online account.

XIV. Miscellaneous

Links to Third Party Sites. Our Website or Services may include links to other websites whose privacy practices may differ from ours. If you submit Personal Information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any other website you visit or service you order.

Our Contacts. You may contact us for any reason in connection with this Privacy Policy to:

Address: United Arab Emirates, Dubai Silicon Oasis. IFZA Business Park, DDP. premises 001 — 35435

E-mail: info@selectaapp.ai

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