

Bria Privacy Policy

Last Updated: July 8, 2024

In order to ensure transparency and give you more control over your personal data, this privacy policy ("**Privacy Policy**") governs how we, Bria Artificial Intelligence Ltd. (together, "**Bria**" "**we**", "**our**" or "**us**") use, collect, disclose and store Personal Data we collect or receive from or about you ("**you**") such as in the use cases mentioned in section 1 below. Please read this Privacy Policy carefully, so you can understand our practices and your rights in relation to personal data. "Personal Data" means any information that can be used, alone or together with other data, to uniquely identify any living human being and any information deemed as personally identifiable information by applicable privacy laws.

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This Privacy Policy can be updated from time to time and, therefore, we ask you to check back periodically for the latest version of this Privacy Policy. If we implement significant changes to the use of your Personal Data in a manner different from that stated at the time of collection, we will notify you by posting a notice on our Website or by other means. **Important note:** Nothing in this Privacy Policy is intended to limit in any way your statutory right, including your rights to a remedy or means of enforcement.

1. WHAT PERSONAL DATA WE COLLECT, WHY WE COLLECT IT, AND HOW IT IS USED

- 1.1. When you visit and/or interact with our website <https://www.bria.ai/> ("**Website**"), we collect Personal Data submitted directly by you, such as: full name, email address, phone number, company name, country, comments and/or message and/or any data you decide to provide/supply us for the following purposes: (i) to communicate with you and to answer your query and questions; (ii) to allow you to download and/or access content on our Website as we may make available from time to time; (iii) to schedule a demo; (iv) to send you marketing communications.
- 1.2. We may collect Personal Data automatically when you browse our Website. Such Personal data may include your IP address, browser type, browser version, the time and date of your visit, the time spent on those pages and other statistics. We use cookies, log files and other tracking technologies to collect this information in order to improve our Services, to analyze trends, administer the Website, track users' actions in the Website and gather demographic information.
- 1.3. We collect Personal Data that you provide us when you subscribe to our services in the web app 'Bria' available at labs.bria.ai and to our 'Bria API' service (collectively "**Services**"). We may also collect Personal Data through other platforms, social media services, websites, or campaigns that we may operate from time to time. Such Personal Data may include your name, email address, password, position, the organization you work for, billing address and/or payment details. We use this Personal Data to: (i) provide and maintain the Services, including performing payment processing operations (through third party Services providers); (ii) to allow you to create a personal account; (iii) establish and maintain communications with you related to the Services, (iv) send you marketing communications and offers of products and Services that you may be interested; (v) fulfill any instruction and/or request made by you in the context of the Services; (vi) send you push notifications and/or emails and notifications regarding your account or certain features of the Services, including updates pertaining to your subscription or related to the Services we provide you with; (vii) to personalize your experience with our Services; (viii) to generally administer and improve the Services.
- 1.4. Please note that some of the abovementioned Personal Data will be used for detecting, taking steps to prevent, and prosecution of fraud or other illegal activity, to identify and repair errors, to conduct audits, and for security purposes. Personal Data may also be used to comply with applicable laws, with investigations performed by the relevant authorities, law enforcement purposes, and/or to exercise or defend legal claims. In certain cases, we may or will anonymize or de-identify your Personal Data and further use it for internal and external purposes, including, without limitation, to improve the Services and for our internal research purposes. "Anonymous Information" means information which does not enable identification of an individual user, such as aggregated information about the use of our Services. We may use Anonymous Information and/or disclose it to third parties without restrictions (for example, in order to improve our Services and enhance your experience with them).

2. HOW WE PROTECT AND RETAIN YOUR PERSONAL DATA

- 2.1. **Security.** We have implemented appropriate technical, organizational and security measures designed to protect your Personal Data. However, please note that we cannot guarantee that the information will not be compromised as a result of unauthorized penetration to our servers. As the security of information depends in part on the security of the computer, device or network you use to communicate with us and the security you use to protect your user IDs and passwords, please make sure to take appropriate measures to protect this information.
- 2.2. **Retention of your Personal Data.**
 - 2.2.1. Your Personal Data will be stored for as long as it is necessary for the purposes set out in this Privacy Policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements)

or, if you send us a valid deletion request.

- 2.2. When we have no ongoing legitimate business need to process your Personal Data, we will either delete or make it Anonymous, or, if this is not possible (for example, because your Personal Data has been stored in backup archives), then we will securely store your Personal Data and isolate it from any further processing until deletion is possible.
- 2.3. Please note that in some circumstances we may store your Personal Data for longer periods of time, for example (i) where we are required to do so in accordance with legal, regulatory, tax or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, or (iii) if we reasonably believe there is a prospect of litigation relating to your Personal Data or dealings.

3. HOW WE SHARE YOUR PERSONAL DATA

- 3.1. We may share your Personal Data as follows:
 - 3.1.1. With our business partners with whom we jointly offer products or Services.
 - 3.1.2. We will share your data with several categories of recipients, including, without limitation:
 - 3.1.2.1. With cloud providers for hosting purposes;
 - 3.1.2.2. With Wordpress platform service providers in order to help us manage our website;
 - 3.1.2.3. With email providers, marketing, CRM and other similar tools;
 - 3.1.2.4. With analytic and tracking tools (e.g., Google Analytics, Firebase Analytics); and/or
 - 3.1.2.5. With payment gateway providers.
 - 3.1.3. To the extent necessary, with regulators, courts or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order, as well as for internal compliance procedures.
 - 3.1.4. If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares or assets to a third party, we will disclose your Personal Data to such third party (whether actual or potential) in connection with the foregoing events.
 - 3.1.5. In the event that we are acquired by, or merged with, a third party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign your Personal Data in connection with the foregoing events, including, in connection with, or during negotiations of, any merger, sale of company assets, consolidation or restructuring, financing, or acquisition of all or a portion of our business by or to another company; and/or
 - 3.1.6. Where you have provided your consent to us sharing or transferring your Personal Data (e.g., where you provide us with marketing consents or opt-in to optional additional services or functionality).

If you want more details about the vendors and/or service providers, you can request it to us by email to: hi@bria.ai.

4. YOUR PRIVACY RIGHTS. HOW TO DELETE YOUR ACCOUNT

- 4.1. **Rights:** The following rights (which may be subject to certain exemptions or derogations) shall apply to certain individuals:
 - 4.1.1. You have a right to access Personal Data held about you.
 - 4.1.2. You have the right to request that we rectify any Personal Data we hold that is inaccurate or misleading;
 - 4.1.3. You have the right to request the erasure/deletion of your Personal Data; (e.g. from our records). Please note that there may be circumstances in which we are required to retain your Personal Data, for example for the establishment, exercise or defense of legal claims;
- 4.2. You can exercise your rights by contacting us at hi@bria.ai. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly in accordance with applicable law or inform you if we require further information in order to fulfil your request. When processing your request, we may ask you for additional information to confirm or verify your identity and for security purposes, before processing and/or honoring your request.
- 4.3. Your right of access may normally be exercised free of charge, however, we reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive. In the event that your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others) or if we are legally entitled to deal with your request in a different way than initially requested, we will address your request to the maximum extent possible, all in accordance with applicable law.
- 4.4. **Marketing emails – opt-out:** You can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails, and we will process your request within a reasonable time after receipt.

5. USE BY CHILDREN.

- 5.1. We do not offer our products or Services for use by children and, therefore, we do not knowingly collect Personal Data from, and/or about children under the age of eighteen (18). If you are under the age of eighteen (18), do not provide any Personal Data to us without the involvement of a parent or a guardian. We do not intend to offer Services directly to children. In the event that we become aware that you provide Personal Data in violation of applicable privacy laws, we reserve the right to delete it. If you believe that we might have any such information, please contact us at hi@bria.ai.

6. INTERACTION WITH THIRD PARTY PRODUCTS.

- 6.1. We enable you to interact with third party websites, mobile software applications and products or services that are not owned or controlled by us (each a "Third Party Service"). We are not responsible for the privacy practices or the content of such Third Party Services. Please be aware that Third Party Services can collect Personal Data from you. Accordingly, we encourage you to read the terms and conditions and privacy policies of each Third Party Service.

7. ANALYTIC TOOLS AND OTHER TECHNOLOGIES.

- 7.1. We use log files. We use such information to analyze trends, administer the Website and/or Services, track users' movement around the Website and/or Services, and gather demographic information.
- 7.2. **Google Analytics.** The Website and/or the Services uses a tool called "Google Analytics" to collect information about use of the Website. Google Analytics collects information such as how often users visit this Website, what pages they visit when they do so, and what other websites they used prior to coming to this Website. We use the information we get from Google Analytics to maintain and improve the Website and our products. We do not combine the information collected through the use of Google Analytics with Personal Data we collect. Google's ability to use and share information collected by Google Analytics about your visits to this Website is restricted by the Google Analytics Terms of Service, available at <https://marketingplatform.google.com/about/analytics/terms/us/>, and the Google Privacy Policy, available at <https://www.google.com/policies/privacy/>. You may learn more about how Google collects and processes data specifically in connection with Google Analytics at <https://www.google.com/policies/privacy/partners/>. You may prevent your data from being used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout/>. We reserve the right to remove or add new analytic tools.
- 7.3. **Firestore Analytics.** We also use "Google Analytics for Firebase". By enabling this tool, we enable the collection of data about 'Bria' web app, and/or 'Bria API' users, including via identifiers for mobile devices (including Android Advertising ID and Advertising Identifier for iOS), cookies and similar technologies. We use the information we get from Google Analytics for Firebase to maintain and improve our app, Website and/or the Services. We do not facilitate the merging of personally-identifiable information with non-personally identifiable information unless we have robust notice of, and your prior affirmative (i.e., opt-in) consent to, that merger. Finally, please note that Google Analytics for Firebase's terms (available at <https://firebase.google.com/terms/>) shall also apply.
- 7.4. We reserve the right to remove or add new analytic tools, cookies, pixels and other tracking technologies.

8. SPECIFIC PROVISIONS APPLICABLE UNDER CALIFORNIA PRIVACY LAW

- 8.1. Our California Do Not Track Notice:

Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals or similar mechanisms transmitted by web browsers, but we may allow third parties, such as companies that provide us with analytics tools, to collect personally identifiable information about an individual consumer's online activities over time and across different web sites when a consumer uses the Services.

- 8.2. We do not sell your Personal Data. We may provide Anonymized Information about certain categories of users to our partners and service providers, all as described in section 3 above.

9. CONTACT US

- 9.1. If you have any questions, concerns or complaints regarding our compliance with this notice and the data protection laws, or if you wish to exercise your rights, we encourage you to first contact us at hi@bria.ai.