



**SmartHub.ai**

## **Privacy Policy**

*(Updated: June 2020)*

In this Privacy Policy, we, **SmartHub Inc.** (DBA SmartHub.ai), describe how we use personal information that we collect from you when you access or use our websites. This Privacy Policy does not apply to personal information that we collect offline, except where we expressly refer to this Privacy Policy in supplemental privacy notices.

If you are a resident of California, please also see our [Supplemental CCPA Privacy Policy](#).

If you are located in the European Economic Area (“EEA”), the United Kingdom, or Switzerland (collectively, “EEA+”), please also see our [Supplemental EEA+ Privacy Notice](#) below this SmartHub.ai Privacy Policy.

If you have a visual disability, you may be able to use a screen reader or other text-to-speech or text-to-Braille tool to review the contents of this Privacy Policy.

## TABLE OF CONTENTS

1. What Personal Information Do We Collect?
2. How Do We Collect Personal Information?
3. How We Use Personal Information
4. With Whom Do We Share Personal Information?
5. How Do We Protect Personal Information?
6. How Do We Use Cookies?
7. Your Privacy Rights
8. Links to Other Websites
9. Contact Us

### 1. What Personal Information Do We Collect?

Depending on how you interact with our website, we may collect the following personal information about you, which we have grouped together as follows:

- Identity Data, which may include your first name, last name, title.
- Contact Data, which may include your delivery/service address, email address and telephone numbers
- Technical Data, which includes your internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, and operating system and platform.
- Usage Data, which includes information about how you use our website.
- Marketing and Communications Data, which includes your preferences in receiving marketing and non-marketing communications from us.
- If you are under 13 years of age, please do not access or use our website. We do not knowingly collect or maintain personal information from persons under 13 years of age. If we learn that personal information of persons under 13 has been collected on or through our website, we will take appropriate steps to delete this information.

### 2. How Do We Collect Personal Information?

We may collect, and our third-party service providers may collect on our behalf, personal information about you from the following sources:

- From you, such as when you subscribe to our services or publications, request marketing to be sent to you, enter a promotion, complete a survey, or correspond with us by any means. As you interact with our website, we will also automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. Please see the section “How Do We Use Cookies” below for more information.
- Publicly available sources, such as information that you or your organization make publicly available online.

### 3. How We Use Personal Information

We have set out below a description of the purposes for which we may use personal information. For each purpose, we identify the groups of personal information we use for that purpose (please refer to Section 1 above).

Purpose of Use	Group of Personal Information Concerned
To manage our relationship with you which will include: <ul style="list-style-type: none"> <li>a) Communicating with you about our services, including notifying you about changes to our terms or privacy policy</li> <li>b) Asking you to take a survey</li> </ul>	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Marketing and Communications</li> </ul>
To enable you to participate in a recognition program, competition or complete a survey	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> <li>• Usage</li> <li>• Marketing and Communications</li> </ul>
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Technical</li> </ul>
To understand what may be of interest to you, deliver Relevant website content to you and measure or understand the effectiveness of the content we serve to you, in accordance with applicable law	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Technical</li> <li>• Profile</li> <li>• Usage</li> <li>• Marketing and Communications</li> </ul>
To use data analytics to improve our website products/services, marketing, customer relationships and experiences	<ul style="list-style-type: none"> <li>• Technical</li> <li>• Usage</li> </ul>

### 4. With Whom Do We Share Personal Information?

We may share your personal information with the following categories of third parties:

- Our Service Providers: We may transfer your personal information to our service providers, some of which may include our affiliates, as necessary for them to provide services to us in connection with our fulfilment of the purpose set out above. For example, we may rely on service providers to host and maintain our website, perform backup and storage services, process payments,

collect debts, provide customer service, transmit communications, deliver products and prizes, and perform analytics services. For example, we may rely on service providers to host and maintain our website, perform backup and storage services, process payments, collect debts, provide customer service, transmit communications, deliver products and prizes, and perform analytics services. Our service providers are located and process personal information in the following countries: United States.

- Government Agencies, Regulators and Professional Advisors: Where permitted or required by applicable law, we may also need to transfer your personal data to government agencies and regulators (e.g., tax authorities, courts, and government authorities) to comply with our legal obligations, and to external professional advisors as necessary to defend our legal interests.
- Organizations Involved in Business Transfers: In the event of a merger, reorganization, dissolution or similar corporate event, or the sale of all or substantially all of our assets, we expect that the information that we have collected, including personal information, will be transferred to the surviving entity in a merger or the acquiring entity. Such information will be transferred in accordance with applicable law.

## 5. How Do We Protect Personal Information?

We maintain physical, administrative and technological safeguards intended to prevent personal information from accidental or unauthorized loss, alteration access or use. We have put in place procedures to deal with any suspected breach of personal information and will notify you and any applicable regulator of a breach where we are legally required to do so.

## 6. How Do We Use Cookies?

We, or third-party service providers acting on our behalf, put small files (known as cookies) onto your computer to collect information about how you interact with our website. We describe below the cookies we use, what they are for, when they expire, and your choices regarding our use of cookies.

### *Functional Cookies*

We use “functional cookies” to enhance your experience on our website and for various internal operational purposes, including to collect aggregated information about how users of our website interact with it, remember choices you make while using our website, and allow us to test different design ideas for particular pages.

### *How to control our use of cookies*

You can delete, restrict and block cookies from being set on your device via the settings of your browser. To do so, please refer to the Help function within your browser, or you may wish to visit [www.allaboutcookies.org](http://www.allaboutcookies.org), which contains comprehensive information on how to disable cookies on a wide variety of desktop browsers.

## 7. Your Privacy Rights

Under applicable laws, you may have rights to access, update, rectify, port or erase certain personal information that we have about you or restrict or object to certain activities in which we engage with respect to your personal information. If you have such rights and your request complies with the requirements under applicable laws, we will give effect to your rights as required by law.

To exercise any rights you may have under applicable privacy laws, please contact us using the details in the “Contact Us” section below. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

If you are a resident of California, please also see our Supplemental CCPA Privacy Policy.

If you are located in the European Economic Area (“EEA”), the United Kingdom, or Switzerland (collectively, “EEA+”), please also see our Supplemental EEA+ Privacy Notice.

## 8. Links to Other Websites

Our website may contain links to other websites, which may have privacy policies or notices that differ from ours. We are not responsible for the collection, processing or disclosure of personal information collected through other websites.

We are also not responsible for any information or content contained on such websites. Links to other websites are provided solely for convenience. Your usage and browsing on any such website is subject to that website’s own policies. Please review the privacy notices posted on other websites that you may access through our website.

We may provide you with additional or different privacy notices in specific instances which describe how your personal information is collected and used for a specific service.

## 9. Contact Us

You may contact us using the following details: Email address: [privacy@smarthub.ai](mailto:privacy@smarthub.ai)

Postal address: ATTN: Privacy/Legal, SmartHub Inc., 4332 Holt Street, Union City, CA - 94587

## SUPPLEMENTAL CCPA PRIVACY POLICY

The privacy laws of California, including the California Consumer Protection Act of 2018 (“CCPA”), require us, SmartHub Inc., to provide certain information about our data processing practices to California residents in addition to the disclosures in our [SmartHub Inc. Privacy Policy](#). If you have a visual disability, you may be able to use a screen reader or other text-to-speech or text-to-Braille tool to review the contents of this Privacy Policy.

### TABLE OF CONTENTS

1. Scope
2. Right to Know about Personal Information Collected, Disclosed or Sold
3. Right to Request Deletion of Personal Information
4. Right to Opt-Out of the Sale of Personal Information
5. Right to Non-Discrimination for the Exercise of a Consumer’s Privacy Rights
6. Right to Be Informed of Financial Incentives
7. Authorized Agent
8. Contact for More Information

#### **1. Scope**

If you are a resident of California and not part of our workforce, this Supplemental California Privacy Policy applies to you.

#### **2. Right to Know About Personal Information Collected, Disclosed, or Sold**

This Supplemental CCPA Privacy Policy describes the personal information we generally collect, use, disclose and sell about California residents. You have the right to request that we disclose what personal information we collect, use, disclose and sell about you specifically (“right to know”). To submit a request to exercise the right to know, please submit a request by mail to ATTN: Privacy/Legal, SmartHub Inc., Postal address: ATTN: Privacy/Legal, SmartHub Inc., 4332 Holt Street, Union City, CA - 94587 or submit an email request to [privacy@SmartHub.ai](mailto:privacy@SmartHub.ai) and include “California Request to Know” in the subject line. Please specify in your request the details you would like to know, including any specific pieces of personal information you would like to access.

We may ask that you provide certain information to verify your identity. If you have a password-protected account with us, we may verify your identity through our existing authentication practices for your account. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue. We will respond to your request in accordance with the CCPA. If we deny your request, we will explain why.

#### *Collection of Personal Information*

We have set out below the categories of personal information we have collected about California residents in the preceding 12 months and, for each category of personal information collected, the categories of sources from which that information was collected, the business or commercial purpose

for which the information was collected, and the categories of third parties with whom we shared the personal information.

Category of personal information	Corresponding reference to category of personal information under CCPA definition of personal information (Cal. Civ. Code § 1798.140(o)(1))	Category of source from which information was collected	Business or commercial purposes for which information was collected	Category of third parties with whom we shared the personal information
Name	(A) Name	From you	<ul style="list-style-type: none"> <li>To register and create your account;</li> <li>To process and deliver your order;</li> <li>To manage our relationship with you;</li> <li>To enable you to participate in a prize draw, competition or complete a survey;</li> <li>To administer and protect our business and this website;</li> <li>To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve you, in accordance with applicable law; and</li> <li>To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute.</li> </ul>	Service providers that process personal information solely on our behalf and which are subject to data security measures
Title	(A) Name	From you	Same as above	Same as above
Username or similar identifier	(A) Unique personal identifier	From you	Same as above	Same as above
Account password	(B) Signature	From you	Same as above	Same as above

Delivery/service address	(A) Postal Address	From you	Same as above	Same as above
Email address	(A) Email address	From you	Same as above	Same as above
Telephone number	(B) Telephone number	From you	Same as above	Same as above
Billing address	(B) Financial information	From you	<ul style="list-style-type: none"> <li>• To process and deliver your order; and</li> <li>• To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute.</li> </ul>	Same as above
Payment card details	(B) Credit card number, debit card number	From you	Same as above	Same as above
Details of products and services you have purchased from us	(D) Records of products or services purchased	From you	<ul style="list-style-type: none"> <li>• To process and deliver your order;</li> <li>• To manage our relationship with you;</li> <li>• To enable you to participate in a prize draw, competition or complete a survey;</li> <li>• To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you, in accordance with applicable law; and</li> <li>• To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute.</li> </ul>	Same as above
IP address	(A) Internet Protocol address	From you	<ul style="list-style-type: none"> <li>• To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support,</li> </ul>	Same as above

			<p>reporting and hosting of data);</p> <ul style="list-style-type: none"> <li>• To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you, in accordance with applicable law</li> <li>• To use data analytics to improve our website, products/services, marketing, customer relationships and experiences; and</li> <li>• To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute.</li> </ul>	
Login data	(F) Internet or other electronic network activity information, including interaction with an Internet Web site	From you	Same as above	Same as
Browser type and version	(F) Internet or other electronic network activity information	From you	Same as above	Same as above
Time zone setting and location	(F) Internet or other electronic network activity information	From you	Same as above	Same as above
Browser plug-in types and versions	(F) Internet or other electronic network activity information	From you	Same as above	Same as above
Operating system and platform	(F) Internet or other electronic network activity information	From you	Same as above	Same as above

<p>Interests, preferences, feedback and survey responses</p>	<p>(D) Tendencies (H) Electronic information</p>	<ul style="list-style-type: none"> <li>• From you</li> <li>• We may also collect such information from sources where you or your organization make such information publicly available, such as your organization's public website</li> </ul>	<ul style="list-style-type: none"> <li>• To manage our relationship with you;</li> <li>• To enable you to participate in a prize draw, competition or complete a survey;</li> <li>• To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you, in accordance with applicable law; and</li> <li>• To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute.</li> </ul>	<p>Same as above</p>
<p>Information about how you use our website, products and services</p>	<p>(F) Internet or other electronic network activity information</p>	<p>From you</p>	<ul style="list-style-type: none"> <li>• To enable you to participate in a prize draw, competition or complete a survey;</li> <li>• To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you, in accordance with applicable law;</li> <li>• To use data analytics to improve our website, products/services, marketing, customer relationships and experiences; and</li> <li>• To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute.</li> </ul>	<p>Same as above</p>
<p>Preferences in receiving non-marketing communications from us</p>	<p>(B) Information that relates to a particular individual</p>	<p>From you</p>	<ul style="list-style-type: none"> <li>• To process and deliver your order;</li> <li>• To manage our relationship with you; and</li> </ul>	<p>Same as above</p>

			<ul style="list-style-type: none"> <li>• To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute.</li> </ul>	
<p>Preferences in receiving marketing from us and our third-party business partners</p>	<p>(B) Information that relates to a particular individual</p>	<p>From you</p>	<ul style="list-style-type: none"> <li>• To manage our relationship with you;</li> <li>• To enable you to participate in a prize draw, competition or complete a survey</li> <li>• To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you, in accordance with applicable law; and</li> <li>• To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute.</li> </ul>	<p>Same as above</p>

### *Disclosure or Sale of Personal Information*

Over the preceding 12 months, we have disclosed California residents’ personal information to service providers that process personal information solely on our behalf and which are subject to data security measures.

We do not, and will not, sell California residents’ personal information. We do not sell the personal information of minors under 16 years of age residing in California without affirmative authorization.

### **3. Right to Request Deletion of Personal Information**

You have a right to request the deletion of personal information that we collect or maintain about you. To submit a request to delete personal information, please submit a request by mail to ATTN: Privacy/Legal, ATTN: Privacy/Legal, SmartHub Inc., Postal address: ATTN: Privacy/Legal, SmartHub Inc., 4332 Holt Street, Union City, CA - 94587 or submit an email request to [privacy@SmartHub.ai](mailto:privacy@SmartHub.ai) please and include “California Request to Delete” in the subject line. Please specify in your request the personal information about you that you would like to have deleted, which can be all of your personal information as required by the CCPA.

We may ask that you provide certain information to verify your identity. If you have a password-

protected account with us, we may verify your identity through our existing authentication practices for your account. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue. Once we have verified your identity, we will ask you to confirm that you wish to have your personal information deleted. Once confirmed, we will respond to your request in accordance with the CCPA. If we deny your request, we will explain why.

#### **4. Right to Opt-Out of the Sale of Personal Information**

You have the right to opt-out of the sale of your personal information by any business. We do not, and will not sell your personal information, so there is no need to opt-out.

#### **5. Right to Non-Discrimination for the Exercise of a Consumer's Privacy Rights**

You have a right not to receive discriminatory treatment by us for the exercise of the privacy rights conferred by the CCPA.

#### **6. Right to Be Informed of Financial Incentives**

We do not currently offer any financial incentives in exchange for the retention or sale of California residents' personal information.

#### **7. Authorized Agent**

You can designate an authorized agent to make a request under the CCPA on your behalf if:

- The authorized agent is a natural person or a business entity registered with the Secretary of State of California;
- You sign a written declaration that you authorize the authorized agent to act on your behalf.

If you use an authorized agent to submit a request to exercise your right to know or your right to request deletion, please have the authorized agent take the following steps in addition to the steps described in Sections 2 and 3 above:

- (a) Mail a certified copy of your written declaration authorizing the authorized agent to act on your behalf to the address listed below; and
- (b) Provide any information we request in our response to your email to verify your identity. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue.

If you provide an authorized agent with power of attorney pursuant to Probate Code sections 4000 to 4465, it may not be necessary to perform these steps and we will respond to any request from such authorized agent in accordance with the CCPA.

#### **8. Contact for More Information**

If you have questions or concerns regarding our privacy policy or practices, you may contact us using the following details:

Email address: [privacy@SmartHub.ai](mailto:privacy@SmartHub.ai)

Postal address: ATTN: Privacy/Legal, SmartHub Inc., 4332 Holt Street, Union City, CA - 9458

## SUPPLEMENTAL EEA+ PRIVACY NOTICE

The data protection laws of the EEA+, including the General Data Protection Regulation (“GDPR”), require us to provide certain information about our data processing practices to data subjects in the EEA+ in addition to the disclosures in our [SmartHub.ai Privacy Policy](#). If you have a visual disability, you may be able to use a screen reader or other text-to-speech or text-to-Braille tool to review the contents of this Privacy Policy.

### TABLE OF CONTENTS

1. Scope
2. Who Is the Data Controller?
3. How Do We Protect Personal Data in the Context of International Data Transfers?
4. How Long Do We Retain Personal Data?
5. Your Rights
6. Your Choices
7. Contact Us

#### 9. Scope

If you are located in the EEA, the United Kingdom or Switzerland, and access our website, this Supplemental EEA+ Privacy Notice applies to you.

#### 10. Who Is the Data Controller?

SmartHub Inc. is the controller and responsible for your personal data.

#### What Are Our Legal Bases for Processing Personal Data?

We rely on the following legal bases to process your personal data, as appropriate:

- The processing is necessary for us to perform a contract with you or take steps at your request prior to entering into a contract (“**Contract Performance Legal Basis**”);
- The processing is necessary for us to comply with an applicable legal obligation (“**Legal Obligations Legal Basis**”);
- The processing is necessary for us to realize a legitimate interest based on an assessment of that interest and your privacy and other fundamental interests (“**Legitimate Interest Legal Basis**”);
- The processing is performed according to your consent (“**Consent Legal Basis**”); and
- The processing is necessary to protect your vital interests or those of another natural person (“**Vital Interests Legal Basis**”).

We have set out below the specific legal bases on which we rely for each of the purposes for which we use or disclose your personal data. We have also identified what our legitimate interests are where appropriate.

Please contact us if you need details about the specific legal basis we are relying on to process your personal data where more than one legal basis has been set out in the table below.

Purpose of Use or Disclosure	Legal basis and legitimate interest
<p>To manage our relationship with you which will include:</p> <p>a) Communicating with you about our services, including notifying you about changes to our terms or privacy policy</p> <p>b) Asking you to leave a review or take a survey</p>	<ul style="list-style-type: none"> <li>If we are legally obligated to respond to your request or inquiry, Legal Obligations Legal Basis.</li> </ul> <p>In all other cases, Legitimate Interest Legal Basis, including to maintain the quality of our keep our records updated, and understand how customers use our website so that we can improve them for you and others.</p>
<p>To enable you to participate in a prize draw, competition or complete a survey</p>	<ul style="list-style-type: none"> <li>If you choose to participate in a survey, we process any personal data you provide on the Consent Legal Basis.</li> </ul> <p>If you choose to participate in a prize draw or competition, we rely on the Contract Performance Legal Basis to process your personal data, per the applicable terms of the draw or competition.</p>
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<ul style="list-style-type: none"> <li>If the processing is necessary to comply with an applicable contractual obligation with you, Contract Performance Legal Basis per the applicable contract.</li> <li>If the processing is necessary to comply with an applicable legal obligation, such as under data security laws, Legal Obligations Legal Basis.</li> <li>In all other cases, Legitimate Interest Legal Basis, including as necessary to run our business, provide administration and IT services, maintain network security, and prevent fraud.</li> </ul>
<p>To understand what may be of interest to you, deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you, in accordance with applicable law</p>	<ul style="list-style-type: none"> <li>We process your personal data and contact you for direct marketing purposes on the Consent Legal Basis as required by applicable law.</li> <li>In all other cases, Legitimate Interests Legal Basis as necessary to understand how customers use our products and services, to develop and improve them for you and others, to remain a competitive business, and to inform our marketing strategy.</li> </ul>
<p>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences</p>	<ul style="list-style-type: none"> <li>Legitimate Interests Legal Basis as necessary to define types of customers for our products and services, to keep our website updated and relevant, to develop our business, and to inform our marketing strategy</li> </ul>

<p>To comply with legal obligations that apply to us, monitor and ensure compliance with our terms, and defend our legal interests in the event of a potential dispute</p>	<ul style="list-style-type: none"> <li>• If necessary to protect vital interests of a natural person, Vital Interests Justification.</li> <li>• If necessary to comply with applicable laws, Legal Obligations Legal Basis per applicable laws.</li> <li>• In all other applicable cases, Legitimate Interest Legal Basis to prevent fraud, danger or other unlawful conduct, and to defend our legitimate legal interests.</li> </ul>
<p>Set any cookie on your device other than a “required cookie”</p>	<ul style="list-style-type: none"> <li>• Consent Legal Basis</li> </ul>
<p>Disclose your personal data to our service providers (i.e., processors) as necessary to achieve the above purposes</p>	<ul style="list-style-type: none"> <li>• The lawful bases listed above apply to any disclosure necessary to further the corresponding purpose.</li> </ul>
<p>Disclose your personal data to a prospective or actual purchaser or seller in the context of a merger, acquisition or other reorganization or sale of our business or assets.</p>	<ul style="list-style-type: none"> <li>• If the confidential processing of your personal data is necessary for us to evaluate or execute such a transaction while protecting our trade secrets or sensitive business information and your privacy interests to do not override such interests, Legitimate Interest Legal Basis based on the pursuit of such legitimate interests.</li> <li>• Otherwise, we will obtain your consent and rely on the Consent Legal Basis.</li> </ul>
<p>Disclose your personal data to courts, law enforcement or regulatory authorities as permitted or required by applicable law.</p>	<ul style="list-style-type: none"> <li>• If necessary to protect vital interests of a natural person, Vital Interests Justification.</li> <li>• If necessary to comply with applicable laws, Legal Obligations Legal Basis per applicable laws.</li> <li>• In all other applicable cases, Legitimate Interest Legal Basis to prevent fraud, danger or other unlawful conduct, and to defend our legitimate legal interests.</li> </ul>

## 9. How Do We Protect Personal Data in the Context of International Data Transfers?

We may transfer your personal data to service providers and business partners outside of the EEA. Some of these recipients are located in countries for which the European Commission has issued adequacy decisions. In each case, the transfer is thereby recognized as providing an adequate level of data protection from a European data protection law perspective (GDPR Art. 45).

Some recipients of your personal data may be located in countries for which the European Commission has not issued an adequacy decision in respect of the level of data protection there, namely, the United States. If so, we will enter into appropriate data transfer agreements based on Standard Contractual Clauses (2010/87/EU and/or 2004/915/EC) as referred to in GDPR Art. 46(5) or other adequate means, and establish that such recipients will provide an adequate level of data protection and that appropriate technical and organizational security measures are in place to protect personal data against accidental or unlawful destruction, loss or alteration, unauthorized disclosure or access, and against all other unlawful forms of processing.

You may ask for a copy of such appropriate data transfer agreements by contacting us using the contact details below.

## 12. How Long Do We Retain Personal Data?

We will only retain personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data, and whether we can achieve those purposes through other means, as well as applicable legal, regulatory, tax, accounting or other requirements.

## 13. Your Rights

Subject to applicable law, you have the right to:

- **Request access to your personal data** (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and information about how it is processed.
- **Request correction of the personal data that we hold about you.** This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- **Request erasure of your personal data.** This enables you to ask us to delete or remove personal data where there is no lawful reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons that will be notified to you, if applicable, at the time of your request.
- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation that makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information that override your rights and freedoms.
- **Request restriction of processing of your personal data.** This enables you to ask us to suspend the processing of your personal data in the following scenarios:
  - If you want us to establish the data's accuracy.
  - Where our use of the data is unlawful but you do not want us to erase it.
  - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
  - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- **Request the transfer of your personal data to you or to a third party.** We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-

readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

To exercise these rights, please contact us using the contact details below.

#### **14. Your Choices**

You are not required to provide personal data to us but if you do not provide any personal data to us, you may not be able to use our website or we may not be able to authenticate and assist you with your orders, inquiries or requests. Certain types of personal data that we collect from you are integral to the provision of our products and services. When we collect this information from you through an electronic form, we typically mark the field with an asterisk. In the event that you do not provide us with such information, we generally will not be able to provide you with our products and services.

You can use our website and order products and services from us without consenting to our processing of your personal data for marketing and promotional purposes; the consequence is that our website and marketing activities will be less tailored to you and you may miss out on relevant offers and promotions.

#### **15. Contact Us**

You may contact us using the following details. Email address: [privacy@smarthub.ai](mailto:privacy@smarthub.ai)

Postal address: ATTN: Privacy/Legal, SmartHub Inc., 4332 Holt Street, Union City, CA - 94587