

PRIVACY POLICY

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, in connection with the use of Product Visuals AI will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

Please be informed that this Privacy Policy uses definitions as described in Article 2 of the Product Visuals AI Terms of Use.

1. **Data Controller**

The Data Controller is DataSentic, a.s., with its registered office at Washingtonova 1599/17, Nové Město, 110 00 Praha 1, ID No. 05355541, a company incorporated under the Czech law and registered in the Czech Commercial Register maintained by the Municipal Court in Prague under File No. B 24293.

("We" or "Data Controller").

2. **Information we may collect from you**

We may collect and process the following data about you:

- a) **Information you give us.** You give us information about you when creating the customer account on Product Visuals AI web site (**our site**) or by corresponding with us by phone, email or otherwise. This includes information you provide when you register your account, use the Service, manage your account or when you report a problem with the Service. The information you give us may include your name, email address, phone number, place of residence, date of birth.
- b) **Information the Customer gives us about you.** The Customer may provide us with your personal details when managing the Customer account. The information may include your email address, your name or your position. We assume that the Customer is entitled to do so.
- c) **Information we collect about you.** With regard to each of your visits to our site our use of the Service we may automatically collect the following information:
 - technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform. Please note that the IP address does not identify you personally, but it allows us to maintain communications with you as you move about our site;
 - information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number;
 - information about the use of the Service including your questions, complaints, customer history etc.

3. Purpose and legal basis for personal data processing

We use information held about you in the following ways:

a) **Information you give to us or the Customer gives to us about you.** We will use this information:

- to provide you / or the Customer with the Service;
- to provide you with information about news and services we feel may interest you. This may include information on upgrades, planned outages of the Service, tips on use of the Service or about services similar to the Service. If you do not want us to use your data in this way, please unsubscribe from our newsletter (by clicking on “unsubscribe” bottom available in each e-mail received from us);
- to ensure that content from our site is presented in the most effective manner for you and for your computer.

b) **Information we collect about you.** We will use this information:

- to administer our site and /or the Service and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site and /or the Service to ensure that content is presented in the most effective manner for you and for your computer;
- as part of our efforts to keep our site and /or the Service safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you.

We process most personal data to **fulfil our agreements with the Customer**, including processing requests and applications, sending invoices, and providing access details.

We also process your personal data based on our **legitimate interests** which includes all processing related to improving the user experience on our site or sending you our newsletter.

Last but not least, we may process your personal data based on **your consent** for the specific purposes of processing, most often for the purpose of subscribing to our newsletter.

4. Duration

We will store your personal data as long as is necessary for the purposes named in this Privacy Policy or as long as the law allows us store it for particular purposes.

5. Recipients

We may share your personal data with:

- a) our contractual parties involved in provision of services including Third Party Offering. Please be informed that Third Party Terms may apply with respect to personal data processing, or
- b) upon request or in case of disputes, we may provide your personal data to public authorities to the necessary extent and within the boundaries of law.

We would like to assure you that all our contractual partners are bound by the duty of confidentiality.

6. Transfer

Your personal data will be processed in the European Union. We will not transfer your personal data outside the European Economic Area member states.

7. Your rights

We are committed to protecting and respecting your privacy and your rights:

a) Access your data

You can contact us free of charge at any time to inquire whether we process your personal data and, if so, request detailed information about this processing.

b) Correction of incorrect, inaccurate or incomplete personal data

If there is any change in your personal data, such as a change of your name, email address etc., or if you find that we process your incorrect, inaccurate or incomplete data, please let us know as soon as possible.

c) Erasure of personal data

Under certain circumstances specified by applicable law, you may ask us to erase your personal data.

d) Restriction of data processing

If you believe that:

- we process your inaccurate data;
- processing your data is illegal and you do not want us to erase all your personal data;
- we no longer need your data for the purpose stated in this Privacy Policy, but you would like to use the personal data for defending your legal claims, for example in court proceedings;

you may ask us to restrict the processing of only some of your personal data or for just some processing purposes.

e) Right to object

You may object to the data processing, if you believe that the processing of personal data is unlawful.

f) Data portability

You may ask us to provide you with an extract of your personal data in machine-readable format for yourself or another controller.

g) Consent withdrawal

If you have granted us with the consent for the specific purpose of processing, you are entitled to withdraw your consent at any time.

h) Complaint with the Office for Personal Data Protection

If you believe that we handle your personal data contrary to law, you may address a complaint with the Office for Personal Data Protection at any time.

8. Changes to the Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our Privacy Policy.

9. Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@datasentics.com.