

LORE AI, Corp.

Privacy Policy

UPDATED MARCH 2019

We at LORE AI ("LORE," "we", "our" or "us") take your privacy seriously. This policy explains what information we collect, why we collect the information, and what we do with that information, in conjunction with your access and use of our websites, domains, products, services, and applications (collectively, the "Services"). This Privacy Policy also explains your rights about how we use information about you.

We may update this Privacy Policy from time to time. We will notify you of material changes by posting a notice within the Services, sending you an email, and/or by some other means. You should consult this Privacy Policy regularly for changes. By using or accessing the Services, you hereby consent that we will collect, use, and share your information as described herein. If you have any questions about this Privacy Policy, contact us at Hedeer@Lore.AI.

A. PERSONAL INFORMATION

The term "Personal Information" means information relating to an identified or identifiable natural person. That is, someone who can be directly or indirectly identified. This may include your full name, physical address, email address, telephone number, IP address, or any other personal information that, alone or in combination with other information, enables contact with you physically or online. We do not collect more Personal Information than is reasonably necessary to provide you the Services or improve the Services.

Personal Information does not include "aggregate" information, which is data we collect about the use of the Services or about a group or category of Services or users, from which personal information has been removed. This Privacy Policy in no way restricts or limits our collection and use of aggregate information. We may freely use and share Aggregate Data with our partners, for example, who perform functions on our behalf or help us improve the Services.

B. WHAT DATA DO WE COLLECT?

Information Directly Provided by You.

We collect information you voluntarily provide when you use the Services, such as when you:

- Interact with our website.
- Create an account, profile, fill out a form, or register for any of our services.
- Submit requests, suggestions, or other communications to us.
- Place an order, send us an email, make a payment, request services or technical support, or send a request.
- Choose to share usage information regarding products or Services.

The information we collect may include:

- Account information, such as your name, contact information, and email.
- Transactional and performance data regarding the tasks you perform.

Information Collected Automatically.

When you use our Services, they automatically record and store certain information. Generally, we use this information in an aggregated and anonymized way. If we need to combine this type of information with Personal Information, we treat it as Personal Information. Automatically collected information includes statistical or technical information such as your Internet Protocol address, operating system, time and date, and how you navigate the Services.

On our websites, we may also collect information through the use of “Cookies” or similar tracking technologies, which are identifiers transferred to your browser. Among other things, cookies help us improve our Services and analyze trends and user activity. If we link cookies to any personal identifying information, we will treat this information as Personal Information. If you wish to opt-out, block or erase our use of cookies, you can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from websites you visit. However, if you do not accept certain cookies or choose to block certain cookies, this could affect certain features on our Services.

Information Gathered from Third Parties.

We may also acquire data from third-party sources that we deem to be credible and that are either publicly-available, or available on a commercial basis. Such information may include:

- Business contact data - In order to provide some of our Services at an enterprise level, your business contact data may be provided to us by a designated entity within your business or enterprise. Where necessary, we may also use information provided by you or your employer, together with information from publicly-available and other online and offline sources, to conduct due diligence checks on business contacts as part of our anti-corruption and export control compliance programs.

Other Information we Collect.

We may also collect information and data you choose to provide that is not Personal Data. Additionally, we may collect technical information relating to your mobile phone, mobile device or computer and the way you interact with the Site, such as your IP address, browser type, operating system, and aggregate user data. This information is used to identify your internet browser, store your user preferences, authenticate user sessions, provide services, and determine whether you have installed the software necessary to access certain material or applications.

Personal Information of Children.

We do not knowingly collect or solicit personal information from anyone under the age of 16. If we learn we have collected or received personal data from a child under the age of 16, we will delete that information. If you believe we might have any information from or about a child under the age of 16, please contact us using the contact information below.

C. HOW WE USE THE INFORMATION WE COLLECT

We use information that we collect about you or that you provide to us, including any Personal Information, for the following purposes:

- To provide and deliver products and services you request and allow you to participate in interactive features.
- To operate, maintain, and improve our products and services, and to notify you about changes.
- To answer questions or to provide information, support, or advice about existing and new products or service.
- To conduct ordinary business operations, e.g. conducting business research and analytics, corporate reporting and management, training and quality assurance purposes and outreach.
- To develop new products, features, and services using research and development tools, and incorporating data analysis activities.
- To maintain the integrity and security of our website and products, and prevent and detect security threats, fraud, or unauthorized or illegal activity, or policy or billing violations that might compromise your information or the information of other customers and/or website visitors.
- To be compliant with applicable laws, regulations, court orders, government, and law enforcement requests.
- To fulfill any other purpose for which you provide it.

D. SHARING YOUR INFORMATION

We may share your information as follows:

- With our affiliates or subsidiaries, provided the data is adequately protected. Also, if we are acquired, dissolve, or go through a change of control, Personal Information could be one of the assets transferred, subject to your consent, where required by law.
- With third parties that support our business. These service providers may be located in the US or in other global locations and may provide services such as to process payments, provide accounting, customer support, data housing, advertising and marketing activities, or store and/or process information. These service providers are required to keep Personal Information confidential and adequately protected and use it only for the purposes for which we disclose it to them.
- To comply with relevant laws, regulations, lawful requests by public authorities, including to meet national security or law enforcement requirements, court orders, and legal process; protect and defend the rights or property of us or third parties and investigate and prevent fraud; and in an emergency, including to protect safety.
- To fulfill the purpose for which you provide it for any other purpose disclosed by us when you provide the information, or otherwise with your consent.

We may also freely disclose Aggregate Data to third parties for research and development, product improvements, and other related business purposes.

E. TRANSFER OF PERSONAL INFORMATION TO THE UNITED STATES; PRIVACY SHIELD CERTIFICATION

As described in our Privacy Shield Certification, which can be viewed here:

<https://www.privacyshield.gov/list>, LORE AI complies with the EU-US Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union member countries.

LORE AI has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. To learn more about the Privacy Shield program, please visit

<https://www.privacyshiled.gov/>.

LORE AI is subject to the regulatory enforcement powers of the U.S. Federal Trade Commission, and is responsible for the processing of personal data it receives, under the Privacy Shield Framework, and subsequently transfers to a third party acting as an agent on its behalf or as third party recipient. LORE AI complies with the Privacy Shield Principles and – to the extent applicable – the EU data protection principles for all onward transfers of personal data from the EU, including the onward transfer liability provisions, by either choosing third party recipients that are Privacy Shield certified, EU Standard Contractual Clauses or other EU approved data transfer mechanisms.

If you have any questions or concerns relating to our Privacy Shield certification, contact us at Hedeer@Lore.AI. If we are not able to resolve your concern, you may also contact the [EU Data Protection Authorities \(DPAs\)](#). In certain circumstances, the Privacy Shield Framework provides the right to invoke binding arbitration to resolve complaints not resolved by other means, as described in the [Annex I to the Privacy Shield Principles](#).

F. ACCESSING YOUR INFORMATION; YOUR RIGHTS

Upon request, we will: (i) inform you of what personal information we have on file for you; (ii) amend or correct the personal information that we have on file for you or any previous privacy preferences that you have selected; and/or (iii) erase personal information that you have provided to us, or that we have collected. You can contact us at Hedeer@Lore.AI to modify, request a copy of, or request deletion of this Personal Information or your Account.

We will use commercially reasonable efforts to respond to your request unless such request is unreasonable under or would violate applicable law. If you request to delete Personal Information, you may no longer be able to use some features.

You have the additional following rights under EU Data Protection rules with regard to your Personal Information: Rectification of inaccurate Personal Information, objection to the processing of Personal Information, restriction of processing of Personal Information, and portability of Personal Information. If you think your rights have been violated, you also have the right to lodge a complaint with your national EU Data Protection Authority. You can learn more about these rights at https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens_en.

G. SECURITY

We take reasonable precautions to protect your data. Although we endeavor to provide reasonable security, no system can prevent all potential breaches or guarantee perfect security. Please contact us immediately at Hedeer@Lore.AI if you suspect a vulnerability in our systems, products, or services.

H. YOUR CALIFORNIA PRIVACY RIGHTS

California residents may request information about practices related to disclosing personal information to certain third parties and/or opt-out of sharing of information with unaffiliated third parties, if applicable. Please send your request (along with your full name, e-mail address, postal address) to us as at the contact information provided below.

I. HOW TO CONTACT US

Email: Hedeer@Lore.AI

Website: <https://www.lore.ai/>