

Privacy Notice

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This Privacy Notice provides you with information about what personal data we collect about you, how and why we use it, with whom we share it, how we store it, and how you can control our processing of your data. This Privacy Notice is meant to be read together with our Terms of Service, which you can find at <https://trycrust.co/terms>.

We at Crust AI ("**us**", "**we**", or "**our**") recognize and respect the importance of maintaining the privacy of our customers and their end users. This Privacy Notice describes the types of information we collect from you when you visit our website, and/or use our Platform and/or Services thereon. "**You**" means an individual using the Services, and "**personal data**" means any information that refers, is related to, or is associated with an identified or identifiable individual or as otherwise may be defined by applicable law. This Privacy Notice details which personal data we collect when we provide the Services to you.

1. Personal Data We Collect.

- 1.1. Contact Form. When you visit our website, we collect the personal data you include in the contact form, including your name, email address, phone number, company, position and the content of your message. Additionally, we collect data on how you interact with the emails we send to you.
- 1.2. Point of Contact. When you are using the Services on behalf of our Customer, we collect your contact details, including your name, email address, phone number, and the Customer's company name.
- 1.3. Registration Data. In order to use our Services, you will be required to register and may provide us with certain personal data, such as your name, email address, phone number, username, password and Customer's company name. If you access our Platform using the third-party login service, we also receive personal data about you from that service, such as your name, email address and your profile picture. Please check the relevant third party login's policies in order to understand what information we receive.
- 1.4. Payment Information. If you make a purchase through the Platform, we receive information related to such purchase, such as the confirmation of payment, which may include the date, time and amount of transaction.
- 1.5. Materials You Upload. We also collect any materials including images and/or pictures and/or photos and/or documents and/or written posts and/or text and/or prompts and/or the tables you may upload or provide to the Platform.
- 1.6. Activity and System Data (Cookies). In addition, when you visit our website or use the Platform, we may gather certain information automatically about your computer or mobile device, such as your operating system, your IP address, and subject to your consent as may be required under applicable law, location, usage data, metadata, as well as your browsing history and any other information regarding your use,

viewing, and purchase history on our Platform.

- 1.7. You are under no legal obligation to provide us with any such personal data. It is your voluntary decision whether to provide us with any personal data, but if you refuse to provide such information, we may not be able to register you to the Platform and/or provide you with certain Services.

2. How We Use Your Personal Data

- 2.1. General. We and any of our trusted third-party subcontractors and service providers use the personal data we collect from and about you for any of the following purposes: (1) to provide you with the Services; (2) to respond to your inquiries or requests, contact and communicate with you; (3) to develop new products or services and conduct analyses to improve our current content, products, and Services; (4) to provide you with targeted offers and advertising on third-party sites or apps you may visit; (5) to contact you with informational newsletters and promotional materials relating to our Platform and Services and relating to products or services of third parties; (6) to review the usage and operations of our Platform and Services; (7) to use your data in an aggregated, non-specific format for analytical purposes (as detailed below); (8) to prevent fraud, protect the security of our Platform and Services, and address any problems with the Platform and/or Services; (9) to provide customer support; (10) to process the payments.

- 2.2. Statistical Information and Analytics. We and/or our service providers use analytics tools, including Google Analytics, to collect and analyze information about the use of the Services, such as how often users visit the Platform, what pages they visit when they do so, and what other sites and mobile applications they used prior to visiting the Platform. By analyzing the information we receive, we may compile statistical information across a variety of platforms and users. This helps us improve our Services by allowing us to identify new trends and customer needs, which in turn allows us to consider new products and services or tailor existing products and Services accordingly. You can find more information about how Google collects information and how you can control such use at <https://policies.google.com/technologies/partner-sites>.

3. Sharing the Personal Data We Collect. We share your information, including personal data, as follows:

- 3.1. Customer and Users. We share information, including your personal data, with our Customer and other users of our Services with whom you work on the same project, where this is necessary to provide you with our Services.
- 3.2. Service Providers and Subcontractors. We disclose information, including personal data we collect from and/or about you, to our trusted service providers and subcontractors, who use such information to: (1) help us provide you with the Services; (2) aid in our understanding of how users are using our Services; (3) for the purpose of direct marketing (see above for more details); and (4) to process the payment.

Such service providers and subcontractors provide us with IT and system administration services, data backup, security, and storage services, data analysis and help us serve advertisements and provide other marketing services.

In addition, we use certain third-party artificial intelligence (AI) services in order to provide you with the Services. These third party services may use content, including your personal data, for improvement of their services and AI models in accordance with the relevant third party's policies.

- 3.3. International Transfers. By accepting this Privacy Notice, you acknowledge and agree that we may use subcontractors and service providers who are located in countries other than your own and may send them the information we receive (including personal data).
 - 3.4. Business Transfers. Your personal data may be disclosed as part of, or during negotiations of, any merger, sale of company assets or acquisition (including in cases of liquidation). In such case, your personal data shall continue being subject to the provisions of this Privacy Notice.
 - 3.5. Law Enforcement Related Disclosure. We may share your personal data with third parties: (i) if we believe in good faith that disclosure is appropriate to protect our or a third party's rights, property or safety (including the enforcement of the Terms and this Privacy Notice); (ii) as is necessary to comply with any legal and/or regulatory obligation; or (iii) when required by subpoena, court order or the order of another governmental or law enforcement authority.
 - 3.6. Legal Uses. We may use your personal data as required or permitted by any applicable law, for example, to comply with audit and other legal requirements.
4. **Security**. We make efforts to follow generally accepted industry standards to protect the personal data submitted to and collected by us, both during transmission and once we receive it. However, no method of transmission over the internet or method of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security. As the security of information depends in part on the security of the computer you use to communicate with us and the security you use to protect user IDs and passwords, please take appropriate measures to protect this information.
 5. **Your Rights**. Subject to applicable law, you may request to see any personal data you have provided to us and request that such personal data be corrected, updated, or deleted by emailing us at contact@trycrust.co.
 6. **Data Retention**. Subject to applicable law, we retain personal data related to your account as necessary for the purposes set forth above and delete the personal data upon closing of your account. In some circumstances, however, we may store your personal data for longer periods of time, for instance where we are required to do so in accordance with legal, regulatory, tax, audit,

accounting requirements and so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a prospect of litigation relating to your personal data or dealings.

7. **Cookies and Similar Technologies.** We use cookies and similar technologies for a number of reasons, including to help personalize your experience and to personalize the ads we serve you. Third parties through which we provide the Services and/or our business partners may be placing and reading cookies on your browser or using web beacons to collect information in the course of advertising being served on different websites. When visiting this Platform, you shall be notified of the use and placement of cookies and other similar technologies on your device as specified herein.

7.1. What are Cookies? A cookie is a small piece of text that is sent to a user's browser or device. The browser provides this piece of text to the device of the originating user when this user returns.

7.1.1. A "session cookie" is temporary and will remain on your device until you leave the Platform.

7.1.2. A "persistent" cookie may be used to help save your settings and customizations across visits. It will remain on your device until you delete it.

7.1.3. First-party cookies are placed by us, while third-party cookies may be placed by a third party. We use both first- and third-party cookies.

7.1.4. We may use the terms "**cookies**" to refer to all technologies that we may use to store data in your browser or device or that collect information or help us identify you in the manner described above, such as web beacons or "pixel tags".

7.2. How We Use Cookies. We use cookies and similar technologies for a number of reasons, as specified below.

The specific names and types of the cookies, web beacons, and other similar technologies we use may change from time to time. However, the cookies we use generally fall into one of the following categories:

Type of Cookie	Why We Use These Cookies
Necessary	These cookies are necessary in order to allow the Platform to work correctly. They enable you to access the Platform, move around, and access different services, features, and tools. Examples include remembering previous actions (e.g. entered text) when navigating back to a page in the same session. These cookies cannot be disabled.
Functionality	These cookies remember your settings and preferences and the choices you make (such as language or regional preferences) in order to help us personalize your experience and offer you enhanced functionality and content.

Security	These cookies can help us identify and prevent security risks. They may be used to store your session information to prevent others from changing your password without your login information.
Performance/Analytics	These cookies can help us collect information to help us understand how you use our Platform, for example whether you have viewed messages or specific pages and how long you spent on each page. This helps us improve the performance of our Platform.
Advertising	These cookies are placed in order to deliver content, including ads relevant and meaningful to you and your interests. They may also be used to deliver targeted advertising or to limit the number of times you see an advertisement. This can help us track how efficient advertising campaigns are, both for our own Services and for other websites. Such cookies may track your browsing habits and activity when visiting our Platform and those of third parties.

7.3. How to Adjust Your Preferences. Most web browsers are initially configured to accept cookies, but you can change this setting so your browser either refuses all cookies or informs you when a cookie is being sent. In addition, you are free to delete any existing cookies at any time. Please note that some features of the Services may not function properly when cookies are disabled or removed. For example, if you delete cookies that store your account information or preferences, you will be required to input these each time you visit.

7.4. Device Settings. By changing your device settings, you can prevent your device's ad identifier being used for interest-based advertising, or you can reset your device's ad identifier. Typically, you can find the ad identifier settings under "privacy" or "ads" in your device's settings, although settings may vary from device to device. Adjusting your preferences as described in this section herein does not mean you will no longer receive advertisements; it only means the advertisements that you do see will be less relevant to your interests.

8. Third-Party Applications and Services. All use of third-party applications or services is at your own risk and subject to such third party's terms and privacy policies. We do not take any responsibility for the performance of other services.

9. Communications. We reserve the right to send you service-related communications, including service announcements and administrative messages, without offering you the opportunity to opt out of receiving them. Should you not wish to receive such communications, you may cancel your account.

10. Children. We do not knowingly collect personal data from children under the age of eighteen (18). In the event that you become aware that an individual under the age of eighteen (18) has enrolled without parental permission, please advise us immediately.

11. **Changes to the Privacy Notice.** We may update this Privacy Notice from time to time to keep it up to date with legal requirements and the way we operate our business, and we will place any updates on this webpage. Please come back to this page every now and then to make sure you are familiar with the latest version. If we make material changes to this Privacy Notice, we will seek to inform you by notice on our Platform or via email.
12. **Comments and Questions.** If you have any comments or questions about this Privacy Notice or if you wish to exercise any of your legal rights as set out herein, please contact us at contact@trycrust.co.