

Privacy Statement

Last updated: June 2024

Your privacy is important to us. This privacy statement explains the personal data Applii Solutions processes, how Applii Solutions processes it, and for what purposes.

This statement applies to the interactions Applii Solutions has with you and the Applii Solutions services listed below, as well as other Applii Solutions that display this statement.

Personal data we collect

Applii Solutions collects data from you, through our interactions with you and through our solutions and products. You provide some of this data directly, and we get some of it by collecting data about your interactions, use, and experiences with our solutions and products. The data we collect depends on the context of your interactions with Applii Solutions and the choices you make, including the solutions and products and features you use. We may also obtain data about you from third parties.

You have choices when it comes to the technology you use and the data you share. When we ask you to provide personal data, you can decline. Some of our services and products may require some personal data to be provided by you with a service. If you choose not to provide data required to provide you with a service, a product or feature, you cannot use that service, that product or feature. Likewise, where we need to collect personal data by law or to enter into or carry out a contract with you, and you do not provide the data, we will not be able to enter into the contract; or if this relates to an existing product you are using, we may have to suspend or cancel it. Where providing the data is optional, and you choose not to share personal data, features like personalization that use such data will not work for you.

i. Personal Information

Personal information that we may collect from you includes your name, contact information, IP addresses, product and service selections, and other such information to help us identify you.

Here are the various ways in which we collect personal information from you: Please note that this is not an exhaustive list and we may add more points to it in the future:

- When we communicate with you at any point as a customer or a prospective customer
- Whenever you visit our website or make use of the platform that we provide
- If and when we register you as an end-user of our products or services or both
- When you provide information to us using any of the forms on our website for contacting us

ii. **Non-personal Data**

If you use our website and/or services, then we may collect some non-personal data and information about you through automatic functionalities on the site. This data may include but is not limited to details such as name of the browser used to access our website, type of device, other technical information like the operating system and Internet providers. We may collect this information via Analytics functionality or other tools of similar status.

Retention:

We retain personal data associated with your purchases for the periods specified by applicable laws, which vary by region.

How we use personal data

Applii Solutions uses the data we collect to provide you with rich, interactive experiences. In particular, we use data to:

- Provide our products, which includes updating, securing, and troubleshooting, as well as providing support. It also includes sharing data, when it is required to provide the service or carry out the transactions you request.
- Improve and develop our products.
- Personalize our products and make recommendations.
- Advertise and market to you, which may include sending promotional communications, targeting advertising, and presenting you with relevant offers.

We also use the data to operate our business, which includes analyzing our performance, meeting our legal obligations, developing our workforce, and doing research.

In carrying out these purposes, we combine data we collect from different contexts (for example, from your use of different Applii Solutions' products) or obtain from third

parties to give you a more seamless, consistent, and personalized experience, to make informed business decisions, and for other legitimate purposes.

Our processing of personal data for these purposes includes both automated and manual (human) methods of processing. Our automated methods often are related to and supported by our manual methods. For example, our automated methods may include artificial intelligence (AI), which we think of as a set of technologies that enable computers to perceive, learn, reason, and assist in decision-making to solve problems in ways that are similar to what people do. To build, train, and improve the accuracy of our automated methods of processing (including AI), we manually review some of the predictions and inferences produced by the automated methods against the underlying data from which the predictions and inferences were made. This manual review may be conducted by Applii Solutions employees or vendors who are working on Applii Solutions' behalf.

Reasons we share personal data

We share your personal data with your consent or to complete any transaction or provide any product you have requested or authorized. We can also share with vendors working on our behalf; when required by law or to respond to legal process; to protect our customers; to protect lives; to maintain the security of our products; and to protect the rights and property of Applii Solutions and its customers.

How to access and control your personal data

Please contact Applii Solutions.

Cookies and similar technologies

Cookies are small text files placed on your device to store data that can be recalled by a web server in the domain that placed the cookie. We use cookies, when applicable, for storing and honoring your preferences and settings, enabling you to sign in, providing interest-based advertising, combating fraud, analyzing how our products perform, and fulfilling other legitimate purposes.

Products provided by your organization—notice to end users

If you use a Applii Solutions service or product with an account provided by an organization you are affiliated with, such as your work, or other organizations, that organization can:

- Control and administer your Applii Solutions service and product, including access on different devices.
- Access and process your data, including the interaction data, diagnostic data, and files associated with your Applii Solutions services and products.

If you lose access to your work, or those associated with a different organization (in event of change of employment or move or relocate or change organization for example), you may lose access to the services and products and the content associated with those services and products, including those you acquired on your own behalf, if you used the access method provided by your work, or a related to a different organization to access such services and products.

Many Applii Solutions services and products are intended for use by organizations, such as independent corporations and businesses. If your organization provides you with access to Applii Solutions services and products, your use of the Applii Solutions services and products is subject to your organization's policies, if any. You should direct your privacy inquiries, including any requests to exercise your data protection rights, to your organization's administrator. Applii Solutions is not responsible for the privacy or security practices of our customers, which may differ from those set forth in this privacy statement.

When you use a Applii Solutions service or product provided by your organization, Applii Solutions' processing of your personal data in connection with that service or product is governed by an agreement or a contract between Applii Solutions and your organization. Applii Solutions processes your personal data to provide the service and product to your organization and you. As mentioned above, if you have questions about Applii Solutions' processing of your personal data in connection with providing services and products to your organization, please contact your organization. If you have questions about Applii Solutions' business operations in connection with providing services and products to your organization, please contact Applii Solutions.

Applii Solutions Product Keys

If the service or product uses the Applii Solutions Product Keys, you can connect to the authorized Applii Solutions services and products. Personal data associated with your Applii Solutions keys is limited to device and usage data.