

# Tovie AI Privacy Policy

## Who we are and what this document is about

We are **Tovie AI UK Limited**, a United Kingdom company, located at Kemp House 160 City Road, London, United Kingdom, EC1V 2NX (“**Tovie AI**”, “**We**”, “**Us**” or “**Our**”). You can reach us via email: [client@tovie.ai](mailto:client@tovie.ai).

We developed this document to provide you with essential information concerning the personal data we collect through websites owned and/or operated by Tovie AI (“**Website**”), our services (“**Service**” or “**Platform**”) or our customers (“**Customer**”) who use our Platform. By using or accessing the Website or Platform, you confirm that you have read and understood this Privacy Policy. Please ensure you have read it carefully, and particularly the section detailing your rights about the personal data that We collect about you. If you do not agree with Our Privacy Policy, you should not use our Website or Platform.

The purpose of this document is to explain what kind of personal data we collect, how exactly do we use it, for what reasons do We need your personal data and what rights do you have concerning your data.

## Why we collect personal data

Tovie AI can act as a controller or processor depending on the processing of personal data:

- We act as a controller in cases when you visit to our Website, create account, use our Platform, fill forms on Website, communicate with Us, take part in our webinars, etc.
- We act as a processor in accordance with instructions of our Customer (i.e. controller). In the case, we process a personal data collected by a Customer from the end users (hereinafter named as “**Users**”) of chatbots, skills and other projects which are deployed by Customer in our Platform. The Customer determines the purposes and means of processing personal data of the Users. If we are the processor for your personal data, please contact a Customer in the first instance to address your rights with respect to such data.

All the personal data we process is lawfully obtained and on a legal basis. We collect personal data for specific purposes and we will use the collected data for the specified purpose only. If our relationship changes, we may need more information. For example, if you fill out a form to request more information about one of our products, we will use your contact data to send the requested product information to you. If you then decide to become a customer, we will need additional information including your billing address for the purpose of providing you with the services you are interested in.

Here is a list of the purposes for which we will request or use your data:

- Provision of the Services in accordance with Terms of Service;
- Perform a contract and take steps before entering into a contract;
- Creating and administer an account that’s connected to your person and company;
- Sharing relevant information about our products and services;
- Analyzing the usage of Our products and services;
- Providing Customer Support to potential or existing customers;
- Detecting and combating fraudulent or unlawful activity;
- Training and quality improvement of the Services;
- Keeping your account secure.

## What personal data we collect

The exact type of data we collect depends on the related product or service. We never collect more data than we need and may ask for additional data at the appropriate time.

### **Data we receive from you**

Account information - your personal data as an account holder on behalf of Customer. This personal data may include full name, email address, phone number, etc.

We use commonly used tools to automatically collect information that may contain personal data from your computer or device as you visit Website and/or use our Service. This information may include the IP address of your device, information about the operating system and browser, and your activities on our Website or Platform.

We use cookies (small text files placed on your device) and similar technologies to administer the Website, authenticate users, track user movements on the Website, collect and analyze statistical information and for advertising purposes. Cookies allow us to improve the user experience while browsing our Website and help us improve its functionality. Most web browsers support cookies and you can control the use of cookies at the individual browser level. Please note that if you choose to disable cookies, it may limit your use of certain features or functions on our Websites and Services. More information about the cookies We use You can find in our [Cookies policy](#).

### **Data we receive from third parties**

When you enter the Website using your Google or GitHub credentials, this service sends us your full name, username and email address associated with the credentials you used. We do not control and are not responsible for how these services provide information about you and process your personal data.

When you submit a request to us, we may use customer relationship management (“CRM”) systems, support systems, online messengers and other service providers to contact you and process such requests. For more details please see section “Who we share personal data with”.

We may receive User’s personal data when we provide our Services to a Customer through the Platform, or a Customer may provide us with information from or about Users, e.g. dialog logs. In all of these cases, our Platform has been integrated into a Customer’s product or application, and we process such data solely on behalf of a Customer to provide the Service and in accordance with our agreements with a Customer.

The Websites contain interactive content and may contain Links to third-party websites, through which other users or third parties may gain authorized or unauthorized access to your personal data. This Privacy Policy do not apply to the collection, processing or use of personal data that you communicate to other users and/or third parties. It is in your best interest to acquaint yourself with the rules of personal data protection, and the protection of privacy applied by other users and/or third parties. Since we cannot control the data you provide when accessing or using the interactive content, Links or third-party websites, or in other circumstances in which you communicate your personal data to other users and/or third parties, we shall not be liable for any damage caused to you, other users and/or third parties, arising from the fact that you communicated your personal data, in relation to the use of the Websites.

### **How personal information is used**

We use personal data in various ways that are necessary to provide you our Services, included Website, perform a contract, take steps before entering into a contract, protect our legal interest, and as a necessity in order to comply with applicable law. Personal data can also help us to improve our products.

Our legal basis for collecting and using the personal data will depend on the personal data concerned and the specific context in which we collect it. We do not generally rely on your consent to allow us to process your personal data if there is another lawful ground available. If we do rely on your consent, we will make this clear to you at that time. As well, we do not use automated individual decision-making.

We process your personal data as necessary to perform a contract with you or in order to take steps prior to entering into a contract, which include the following:

- providing you with the Service, administer your account, respond to your requests or questions;
- collecting your subscription fees.

### **Purpose and manner of personal data collection and use**

We collect and process personal data in accordance with the provisions of the European Union General Data Protection Regulation (EU GDPR) and other regulations in force in the UK and the European Union.

Your personal data are processed only on the basis of your approval a free and express consent to process your personal data for the purposes related to the use of the Websites and/or use our Service/Platform. Your consent for the collection and processing of your personal data for a given purpose shall be requested when completing the appropriate form published on Website or Platform.

All collected data are electronically stored, and appropriate measures and procedures are applied in order to prevent unauthorized access, maintain the level of personal data protection, and use the data collected online in an appropriate manner.

We process your personal data as necessary for legitimate interests, which include the following:

- to administer our Website to better understand how visitors interact with the Website and to ensure that it is presented in the most effective way for you and your device;
- to develop and improve our Websites and Platform;
- to share personal data among our affiliated businesses for administrative purposes and in relation to our sales and marketing activities, except where we require your consent;
- for internal business or technical operations, including troubleshooting, data analysis, testing, research, and as part of our efforts to keep our Platform and Website secure;
- protect our rights, safety or property, and/or that of our affiliated businesses, you or others;
- enforce or defend legal rights, or prevent damage.

Even though we take all appropriate measures to ensure against unauthorized disclosure of your personal data, we cannot guarantee that some of the collected personal data shall never be disclosed in a manner that is not in accordance with this Privacy Policy. Accidental disclosure may be, for example, a consequence of false misrepresentation when accessing websites that contain such data, with the purpose of correcting possible errors in the data. Our liability shall be limited, to the fullest extent permitted by law, for any damage caused to users or third parties relating to accidental disclosure of personal data.

### **Marketing communications**

We may send you marketing emails about our services, including information about events and other promotions we feel may interest you. We will only send such emails with your consent, which was given at the time you provided us with your personal data. You can opt-out of receiving marketing communications at any time by clicking “unsubscribe” in one of the emails.

### **Modification and deletion of personal data**

You are legally entitled to request modification or deletion of your personal data, or deletion from the registered user database at any time. Modification or deletion of data shall be effected on the basis of an appropriate notice addressed to the contact identified on the Websites.

### **Personal data retention periods**

We will keep your personal data:

- until you decide to cancel your subscription. We will keep your data in the “Platform” during the time your subscription is active and for 90 days after you cancel the subscription. After this period, your data will be irreversibly deleted. Your data can also be deleted upon your request before the 90-day period ends;

- as required by law or as necessary for legitimate business purposes, i.e. for tax, legal, accounting, fraud or abuse prevention and/or other purposes. This data can be stored even after an account is deleted.

Personal data collected by a Customer or on behalf of a Customer is retained and deleted in accordance with the instructions of a Customer.

Any personal data held by us for marketing and service update notifications will be kept by us until such time that you notify us that you no longer wish to receive this information.

### Who we share personal data with

The use of our services often involves the transfer of personal data to recipients and third parties both inside and outside the European Economic Area (“EEA”). We take care to ensure our partners regardless of location have sufficient safeguards in place to properly process and protect your personal data in line with our own data protection and information security standards.

Your personal data will be hosted and stored using services like AWS, Google Cloud, IBM Cloud on servers that are located in the European Union, the United States, and other countries that might not have the adequacy decision of the European Union; other third-party contractors may have access to your data only for the purpose specified in the previous section – the access of such third parties is strictly controlled.

One of the important steps we take when it comes to international data transfers involving third parties is due diligence and vetting. As part of the third party vetting process, we ensure that personal data will only be transferred to a third party located outside the EEA with the required cross-border transfer mechanism and safeguards in place. This means that when we engage a third party that is located outside of the EEA, we agree on the appropriate level of data protection, including additional contractual, technical, and organizational measures and the execution of a transfer impact assessment where necessary, to ensure the ongoing protection of the rights and freedoms of all individuals, inside and outside the EU. We consistently monitor changes to the international transfer mechanisms permitted under applicable privacy laws to ensure ongoing compliance with the international data protection standards.

We may transfer and store Your personal data to third-party data processors located in countries outside of the EEA. We only transfer Your personal data to those third parties where we can be sure that we can protect Your privacy and Your rights, for example, the third party is located in a country which the EU has deemed to have adequate data protection laws in place or to a country which has not been recognized by the European Commission as providing an adequate level of personal data protection but where we have a contract in place with that third party which includes the European Commission’s standard data protection clauses.

Whenever we are sending data to countries that are not providing the same level of protection as the EU’s General Data Protection Regulation (GDPR), we are going to use appropriate safeguards to protect your personal data, including but not limited to Standard Contractual Clauses for Processors.

We may share your personal data with third parties as follows:

- With service providers, such as data hosting providers, e-mail service providers, analytics providers, messengers, customer relationship management service, providers of marketing and sales software solutions, etc.
- With payment processors who process your payment card and other payment information for Us. This information is used for billing purposes only and is processed by Stripe, our payment processor. For more information about how Stripe uses data, please refer <https://stripe.com/privacy>.
- With web analytic provides to monitor and analyze the use of our services. We use this information to analyze and improve the work of our Websites and Services. We may use follow services:

- Google Analytics a web analytics service provided by Google, located at Ireland and USA. For more information about how Google uses data, please refer [Google's Privacy Policy](#).
- Owox BI – web analytics service by OWOX Inc., USA. For more information, please see their [Privacy policy](#).
- Mouseflow a website analytics tool that provides session replay, heatmaps, funnels, form analytics, feedback campaigns, and similar features/functionality. Mouseflow may record your clicks, mouse movements, scrolling, form fills (keystrokes) in non-excluded fields, pages visited and content, time on site, browser, operating system, device type, screen resolution, visitor type (first time/returning), referrer, anonymized IP address, location (city/country), language, and similar meta data. Mouseflow does not collect any information on pages where it is not installed, nor does it track or collect information outside your web browser. If you'd like to opt-out, you can do so at <https://mouseflow.com/opt-out>. For more information, see Mouseflow's Privacy Policy at <http://mouseflow.com/privacy/>.
- FullStory, a web analytics service provided by FullStory LLC, USA. On our behalf, FullStory will use the information generated by a cookie for the purpose of evaluating your use of the Websites, compiling reports on Website activity, and providing other services relating to Website activity. If you wish to prevent all websites using the FullStory services from recording your activity, you can [opt out](#). You can read FullStory's privacy policy [here](#).
- With the following services that we may use for advertising (marketing) and remarketing purposes:
  - Getsitecontrol a popup tool by GetWebCraft Limited, Cyprus help us display targeted advertising popups on our Websites. Further information can be found [here](#).
  - Prospect Global Ltd (trading as Sopro) Reg UK Co. 09648733 help us with powerful sales service. You can contact Sopro and view their privacy policy here: <http://sopro.io>. Sopro are registered with the ICO Reg: ZA346877 their Data Protection Officer can be emailed at: [dpo@sopro.io](mailto:dpo@sopro.io)
  - We use conversion tracking and retargeting technologies provided by the social media operators Facebook Inc. ("Facebook"), Twitter Inc. ("Twitter"), Reddit Inc. ("Reddit") – for US visitors only, to measure the results of our advertising campaigns on these social media platforms, to optimize their conversions, and to retarget visitors of our Website. When you visit our Website, your browser will use a tracking pixel to set up a direct connection with the respective social media. The social media operator will store a third-party cookie in your browser, collect and store your IP address and your actions on our Website (e.g. pages visited) and across other websites containing a tracking pixel of the same social media operator even if you are not a member or not logged in. If you are or become a member of a relevant social media, its operator may combine this tracking data with your account, analyze it and use it for targeted advertising on behalf of us or other advertisers on its platform. You can object to such targeted advertising in the privacy settings of your account on these social media. In case of Facebook, Twitter, and Reddit, this information is transferred to the USA. You can learn more about Facebook's data policy [here](#). You can manage your personal settings for advertisements on Facebook at [Your Ad Preferences](#). For more information on Twitter data processing, please see their [Privacy policy](#). You can adjust the settings in your personal Twitter profile and opt to receive advertising. Further information on Reddit use of personal data for advertising purposes is available in [Reddit's privacy policy](#).
  - In case you do not have a Facebook, Twitter or Reddit account, you can use [Your Online Choices](#) website or [DAA's WebChoices Tool](#) to manage your ad

experience.

- With email marketing provider Mailchimp by The Rocket Science Group LLC, USA. Mailchimp help us deliver our newsletter, gather statistics around mail opening and clicks to monitor usage. For more information, please see [Mailchimp's Privacy Policy](#).
- With industry-standard CRM platform Salesforce Inc., USA, that is used to track sales activities for Our sales teams. You can find the Salesforce's Privacy Policy [here](#).
- With ZenLeads, Inc. d/b/a Apollo, that is used to enrich and analyze prospects' data to increase quality conversations and opportunities. For more information about how Apollo uses data, please refer to the Apollo's Privacy Policy [here](#).
- With media service providers:
  - We may use plug-ins from the SoundCloud Global Limited & Co. KG on some of our web pages. When you visit a web page with a SoundCloud widget embedded, SoundCloud may receive certain information, including information about the website you visited and your IP address. SoundCloud and the widget may be able to recognize you in order to retrieve your library of content, and in some cases the widget may be used to show personalized content. SoundCloud knows when you interact with a widget, and our Website containing the widgets may receive this information as well. For more information about this, please consult [SoundCloud Privacy Policy](#) and [SoundCloud Cookie Policy](#).
  - On some of our Websites we embed YouTube videos. The operating company of YouTube is YouTube, LLC, USA. YouTube, LLC is a subsidiary company of Google Inc., USA. When you visit a page with the YouTube plug-in, it will connect to YouTube's servers.  
YouTube will be informed which pages you visit. If you are logged into your YouTube account, YouTube can assign your surfing behavior to you personally.  
By using no-cookie URLs we prevent any tracking through YouTube.  
For more information on data protection at YouTube, please see <https://policies.google.com/privacy>.
- With helpdesk service providers and online messengers if you submit a request to us. We may use the following service providers for this purpose, but are not limited to them:
  - Zendesk, Inc. You can find more information in the [Zendesk Privacy Policy](#).
  - Slack messenger. You can read Slack Privacy Policy [here](#).
- With communication, speech recognition and other services which are deployed by Customer in our Platform. In this case, the Customer determines the purposes and means of processing personal data of the Users, as well as the services to which we will transfer the data.
- With our affiliated businesses, in order to provide the Services. Our affiliated businesses will only use your data for the purposes for which we originally collected this data.
- If we are involved in a merger, reorganization or other fundamental corporate change with a third party, or sell/buy a business unit to/from a third party, or if all or a portion of our business, assets or stock are acquired by a third party, with such third party including at the due diligence stage.
- If we need to disclose your personal data to comply with a legal obligation and/or judicial or regulatory proceedings, a court order or other legal process or to protect us or our contractors against loss or damage. This may include, but is not limited to, exchanging information with the police, courts or law enforcement organizations.

### **How we protect your personal data**

We employ a variety of measures to safeguard the collection, transmission, and storage of the information we collect. These measures vary based on the sensitivity of the information that we collect, process and store and the current state of technology. Even so, no security measure is 100% perfect.

Notwithstanding the foregoing, to protect your personal data we have the physical, electronic and procedural means of protection in accordance with international standards. We use

encryption to keep your data confidential during transfer. We review, verify and update our methods for collecting, storing and processing information, including physical security measures, to prevent unauthorized access to our systems. We provide access to personal data only to our employees who need this information to process it. Anyone who has such access is subject to strict contractual obligations regarding confidentiality and may be subject to disciplinary action if he does not fulfil these obligations.

In cases in which treatments with a high-level risk to the rights and freedoms of the interested parties are detected, we may additionally conduct a Data Protection Impact Assessment (DPIA) and take the necessary measures to mitigate the risks.

### Children and special categories of personal data

The Platform and/or Website are not intended for use by children under 16 years of age. If you are under the age of 16 you should not try to register an account or provide us with any personal data. We do not collect any personal data from such individuals.

We do not collect any special category of personal data, such as racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or a natural person's sex life or sexual orientation, etc.

If we become aware that we have collected children's or special category of personal data, depending on the circumstances, we will delete this information from the moment we become aware of it. If you have reason to believe that we have collected such personal data, inform us immediately.

### EEA specific user rights

If you are located in the EEA, among others, you have the following rights in relation to your personal data:

- **Right to access:** at any time, you can ask us about what personal data we have, what we do with it, why we process it, who we have told about you, etc. You also can ask us to give you a copy of the personal data processing, if you like. To request access, send us an email at [client@tovie.ai](mailto:client@tovie.ai) with the subject line "Access Request".
- **Right to rectify:** at any time, you update your personal data if the data is incomplete, outdated, incorrect, etc. In order to do so, each user can view, manage and/or update his/her personal data in the Account settings.
- **Right to erasure:** at any time, you can ask us to delete all the personal data that we have about you – it is your right to be forgotten, like if we have never met before. We will also deactivate your account. If you do so, you will no longer have access to your account.

If you are located in Spain, in some cases provided for by the local legislation of Spain in the field of personal data protection (including, but not limited to Spanish Data Protection Act 3/2018) instead of erasing personal data, we will be required to preserve or storage the personal data for a period of time that exceeds the purposes of the initial processing by means of locking your personal data. At this point, we cannot physically nor automatically erase the data, but shall effectively lock and restrict its access as if they were deleted. In such cases, we undertake to provide restriction to access the locked data by any staff whom, in ordinary circumstances, would be allowed to process them. Therefore, the data must only be accessible to the maximum responsible or person in charge of responding to requests or claims, emanating from judicial or administrative inquiries.

- **Right to restriction of processing:** for example, if you think that your personal data is not accurate and we need time to check it, we can make a pause in processing your personal data enough to clarify, is it so or not. If you do not request deletion, then it is possible to request the reactivation of your account if it was accidentally or wrongfully deactivated. Please, note that we cannot restore permanently deleted accounts.
- **Right to withdraw consent:** at any time, you can withdraw your consent, if we rely on your consent to process your personal data. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal data conducted in reliance on lawful processing grounds other than consent.
- **Right to object:** at any time, you can tell us to stop and we will no longer process your personal data, but we can still process them if we are relying on a legitimate interest to process your personal data and demonstrate compelling legitimate grounds for processing.
- **Right to data portability:** if you wish, you can ask Us to download (export) all personal data that we have in the format acceptable to give it to someone else or ask Us to give them your data directly.
- **Right not to be subject to an automated decision:** if we process your personal data automatically and we make some decisions according to it, and it affects you in any serious way, you can express your point of view and contest such decision.
- **Right to lodge a complaint with a supervisory authority:** you can always complain about us and about the way we process personal data, you can report it to any competent data protection authority of an European Union member state that is authorized to hear such concerns. If you wish to exercise any of these rights, please contact us.

If you are located in Mexico, among others, you have the right to require Us or our Customer to notify You of any decision reached regarding Your request. This notification must occur within a maximum of 20 business days following the receipt of the request. We or our Customer then has 15 additional business days to comply with the accepted request.

If you are a User of one of our Customers and We process your personal data on behalf of our Customer, i.e. we do not have direct relationship, please contact a Customer in the first instance to exercise your rights.

We may transfer your personal data to third party data processors located in countries outside of the EEA. We only transfer your personal data to those third parties where we can be sure that we can protect your privacy and your rights. For example, a third party is located in a country that the European Commission believes provides an adequate level of data protection or in a country which has not been recognized by the European Commission as providing an adequate level of personal data protection, but where we have a contract in place with that third party which includes standard contractual clauses for data transfers between EU and non-EU countries.

### **Changes to our policy**

We may update this Privacy Policy from time to time by posting a new version on our Website. You should frequently visit this Policy to stay fully informed. If required by applicable law, we will notify you of material changes via any other applicable communication channels before such changes go into effect.

Last updated on September 20, 2022



## **Contacts**

If you have a complaint or question about this policy or if you would like to make a request concerning your personal data, you may at any time contact us at [client@tovie.ai](mailto:client@tovie.ai) or could write Us a letter Kemp House 160 City Road, London, United Kingdom, EC1V 2NX.