

## MOBILE PERSONAL ASSISTANT SERVICE PRIVACY POLICY

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This document represents the privacy policy (hereinafter – the **Policy**) which governs the legal relationship between TOVIE AI LIMITED (hereinafter – the **Tovie AI, we**) and you (hereinafter – the **User, you**) regarding the procedure for processing personal data when using the service Mobile Personal Assistant (hereinafter – **the Service**).

The current version of the Privacy is posted on the Internet at <https://tovie.ai/legal/mobile-pa-privacy-policy.pdf>

We developed this Policy to provide you with essential information concerning the personal data we collect through the Service. By using or accessing the Service, you confirm that you have read and understood this 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 Policy, you should not use the Service.

The purpose of the Policy 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.

### DEFINITIONS

The following definitions of terms used in this document are drawn from Article 4 of the GDPR:

**“Personal Data”** means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person Regulation.

**“Controller”** is the natural or legal person, public authority, agency or any other body, which alone or jointly with others, determines the purposes and means of the processing of personal data.

**“Processor”** is a natural or legal person, public authority, agency or any other body that processes personal data on behalf of a Controller.

**“Processing”** means any operation or set of operations which is performed on personal data or on sets of personal data, whether by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

**“Personal Data Breach”** means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data transmitted, stored or otherwise processed.

**“Supervisory Authority”** means an independent public authority that is established by a Member State pursuant to Article 51.

### 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 use our Service, communicate with us, etc.

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 the Service, we will use your contact data to send the requested information to you.

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

- Provision of the Service;
- Perform a contract and take steps before entering into a contract;
- Sharing relevant information about our Service;
- Analyzing the usage of our Website and our Service;
- Detecting and combating fraudulent or unlawful activity;
- Training and quality improvement of the Website and the Service;
- Keeping secure of your information.

#### **WHAT PERSONAL DATA WE COLLECT**

We never collect more data than we need and may ask for additional data at the appropriate time.

Data we receive from you is your personal data as a person connected to the Chatbot. 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 Device as you visit our Service. This information may include your activities in our Service.

#### **DATA WE RECEIVE FROM THIRD PARTIES**

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”.

#### **HOW PERSONAL INFORMATION IS USED**

We use personal data in various ways that are necessary to provide you our Service, 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 Service.

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;
- respond to your requests or questions.

#### **PURPOSE AND MANNER OF PERSONAL DATA COLLECTION AND USE**

We collect and processes 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 Service. 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 the Website or in the Service.

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 Website and Service;
- 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 Website and Service 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 these 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.

#### **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 on the e-mail [support@tovie.ai](mailto:support@tovie.ai).

## **PERSONAL DATA RETENTION PERIODS**

We will keep your personal data:

- until you decide to unsubscribe from the Service. We will keep your personal data for as long as you are using or connected to the Service – after this period, your personal data will be irreversibly destroyed.
- 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.

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**

Your personal data will be hosted and stored using services like Hetzner on servers that are located in the European Union 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.

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 web analytic provides to monitor and analyze the use of our Service. We use this information to analyze and improve the work of our Website and Service. We may use follow services: devtodev, Google Analytics.
- 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.

### **CHILDREN AND SPECIAL CATEGORIES OF PERSONAL DATA**

The Service and/or Website are not intended for use by children under 18 years of age. If you are under the age of 18 you should not try to connect to the Service 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 [support@tovie.ai](mailto:support@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 send us an email at [support@tovie.ai](mailto:support@tovie.ai) with the subject line "Access Rectify".
- **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. If you want to use the service again later, you will need to go through all the setup steps.
- **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.

- 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.

## **CHANGES TO OUR POLICY**

We may update this Policy from time to time by posting a new version on our Website and in the Service. 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.

## **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 [support@tovie.ai](mailto:support@tovie.ai) or could write us a letter 128 City Road, London, United Kingdom, EC1V 2NX.

You can also contact Our representative Joshua Kaiser [j.kaiser@tovie.ai](mailto:j.kaiser@tovie.ai), who has been appointed as a representative in the EEA, pursuant to Article 27 of the European Union General Data Protection Regulation.