Spotica Privacy Statement

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

References to Spotica services in this statement include Spotica services, websites, and software.

Personal data we collect

Spotica collects data from you, through our interactions with you and through our services. The data we collect depends on the context of your interactions with Spotica and the choices you make, including your privacy settings and the features you use. We may also obtain data about you from third parties.

Spotica requires some personal data to provide you with a service. If you choose not to provide data required to provide you with a feature, you cannot use the service 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 the current Spotica service you're using, we may have to suspend or cancel it. We will notify you if this is the case at the time.

How we use personal data

Spotica uses the data we collect to provide you to:

- Personalize the service and give advisories / make recommendations.
- Financial billing and settlement.
- Provide our service, 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 Spotica.
- Advertise and market to you, which includes sending promotional communications, targeting advertising, and presenting you with relevant offers.

We also use the data to operate our Software as a Service ("SaaS") 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 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 include the advisories delivered through our knowledge engine. The data is used to build, train, and improve the accuracy of these advisories.

Reasons we share personal data

We share your personal data with your consent or to complete any transaction or provide any service you have requested or authorized. We also share data with Spotica-controlled affiliates and subsidiaries; 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 services; and to protect the rights and property of Spotica and its customers.

How to access and control your personal data

You can also make choices about the collection and use of your data by Spotica. You can control your personal data that Spotica has obtained, and exercise your data protection rights, by contacting Spotica or using various tools we provide. In some cases, your ability to access or control your personal data will be limited, as required or permitted by applicable law. How you can access or control your personal data will also depend on where it is used. For example, you can:

- Access and clear some of your data within the Spotica application.
- Choose whether you wish to receive promotional emails, SMS messages, telephone calls, and postal mail from Spotica.

Not all personal data processed by Spotica can be accessed or controlled via the tools above. If you want to access or control personal data processed by Spotica that is not available via the tools above or directly through the Spotica service you use, you can always contact Spotica at the address in the 'Contact us' section on our Website at http://www.spotica.io/

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 and similar technologies for storing and honouring your preferences and settings, enabling you to sign in, providing interest-based advertising, combating fraud, analysing how our services perform, and fulfilling other legitimate purposes. Our websites may include web beacons, cookies, or similar technologies from third-party service providers.

You have a variety of tools to control the data collected by cookies, web beacons, and similar technologies. For example, you can use controls in your internet browser to limit how the websites you visit are able to use cookies and to withdraw your consent by clearing or blocking cookies.

Notice to end users

If you lose access to your work account (in event of change of employment, for example), you will lose access to the Spotica service and the content associated with it, including those you acquired on your own behalf, if you used your work account to sign in to the service.

When you use the Spotica service you're 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. Spotica 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 the Spotica service as provided by your organization, Spotica's processing of your personal data in connection with the service is governed by a contract between Spotica and your organization. Spotica processes your personal data to provide the service to your organization and you, and for Spotica's legitimate business operations related to providing the service.

If you have questions about Spotica's legitimate business operations in connection with providing services to your organization, please contact Spotica via the 'Contact us' section on our Website at http://www.spotica.io/

Spotica account

With a Spotica account, you can sign in to Spotica services. Personal data associated with your Spotica account includes credentials, name and contact data, payment data, device and usage data, information about your

activities. Signing in to your Spotica account enables personalization and allows you to make payments using payment instruments stored in your Spotica account, and enables other features.

Other important privacy information

Spotica is a cloud-based service, and updated regularly, providing you with the latest improvements and features. In order to provide this computing experience, we collect data about you, your device, and the way you use Spotica. Spotica gives you choices about the personal data we collect and how we use it. Note that if your service is managed by your organization, your organization may use centralized management tools to access and process your data and to control device settings (including privacy settings), device policies, software updates, data collection by us or the organization, or other aspects of your device. Additionally, your organization may use management tools to access and process your data from that device, including your interaction data, diagnostic data, and the contents of your communications and files.

General. When you as a customer tries, purchases, uses, or subscribes to the Spotica Service, or obtain support for or professional services with such services, Spotica receives data from you and collects and generates data to provide the service (including improving, securing, and updating the service), conduct our legitimate business operations, and communicate with you. For example:

- When a customer engages with a Spotica sales representative, we collect the customer's name and contact data, along with information about the customer's organization, to support that engagement.
- When a customer interacts with a Spotica support professional, we collect device and usage data or error reports to diagnose and resolve problems.
- When a customer pays for services, we collect contact and payment data to process the payment.
- When Spotica sends communications to a customer, we use data to personalize the content of the communication.
- When a customer engages with Spotica for professional services, we collect the name and contact data of the customer's designated point of contact and use information provided by the customer to perform the services that the customer has requested.

Spotica Knowledge engine

The Spotica Knowledge engine uses de-identified data in a de-normalised way to identify, process, and act on; learning and adapting over time.