

## MEADOW AI CUSTOMER PRIVACY POLICY

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### **PLEASE READ THESE TERMS CAREFULLY.**

MEADOW AI (“MEADOW,” “WE,” “US,” OR “OUR”) IS COMMITTED TO PROTECTING YOUR PRIVACY. THIS PRIVACY POLICY EXPLAINS HOW WE COLLECT, USE, DISCLOSE, AND SAFEGUARD PERSONAL INFORMATION WHEN YOU INTERACT WITH OUR WEBSITES, APPLICATIONS, AND OTHER ONLINE SERVICES THAT LINK TO THIS POLICY (COLLECTIVELY, THE “SERVICES”).

THIS PRIVACY POLICY APPLIES TO PERSONAL INFORMATION THAT WE COLLECT AND PROCESS IN CONNECTION WITH YOUR USE OF THE SERVICES. IT DOES NOT APPLY TO THIRD-PARTY WEBSITES, SERVICES, OR APPLICATIONS, EVEN IF THEY ARE ACCESSIBLE THROUGH THE SERVICES.

IN SOME CASES, MEADOW ACTS AS A SERVICE PROVIDER OR DATA PROCESSOR TO BUSINESS CUSTOMERS WHO USE OUR PLATFORM TO DELIVER SERVICES TO THEIR OWN END USERS. IN THOSE SITUATIONS, THE BUSINESS CUSTOMER REMAINS RESPONSIBLE FOR PROVIDING NOTICE AND OBTAINING ANY REQUIRED CONSENTS, AND WE PROCESS PERSONAL INFORMATION ONLY ON THEIR BEHALF AND IN ACCORDANCE WITH THEIR INSTRUCTIONS.

### **1. What Information We Collect About You**

#### **a. Information You Provide to Meadow AI**

When you interact with us through use of our Services or connecting with Support, we will collect your login details (such as your name, contact information, username, and password), banking information for billing purposes, information regarding your employees and customers, and other information as necessary to provide the Services to you. We may also collect other Personal Data you provide when contacting us, for example, when needing customer support or when participating in a marketing promotion. By submitting or providing any information to Meadow AI, you represent and warrant that you either own the data or have obtained all necessary consents, authorizations, or legal permissions required under applicable laws to provide the information to us.

#### **b. Information We Collect When You Use our Services**

Log Files. When you use our Services, we automatically collect information about your computer hardware and software. This information can include your IP address, browser type, domain names, internet service provider (ISP), the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, clickstream data, access times and referring website addresses.

Usage Data. Where our Services require an account, we collect usage data when you or your users in your account interact with the Services. We engage third-party providers to collect usage data, and we only share data with these providers in an unidentified manner. Usage data includes metrics and information regarding your use and interaction with the Services such as what product features you use the most, when an object is opened and closed, and how often certain features are triggered in your account.

Information from Cookies and Similar Technologies. We and our third-party partners may collect personal information using cookies, pixel tags, or similar technologies. For more information on our use of cookies and your choices regarding cookies, please see Section 6 (Cookies). We may also collect information through other methods, such as online conferences, events, or contests.

#### **c. Information We Collect From Other Sources**

Camera Recordings. We utilize information from camera recordings to provide the Services. These recordings include both audio and video. You are solely responsible for and agree to comply with applicable law regarding notices for audio and video recording.

### **1. How We Use Personal Data**

#### **a. To Provide the Services**

We use your account information and Customer Data to provide the product and services to you. For example, we use the username and password you choose to provide when signing up for the Services to create your user account. We may also use this information to authenticate you when you use the Services and to provide customer support. We collect the content, communications and other information you provide when you use our Services, including when you initiate the use of the Services, create or share content, and message or communicate with others.

#### **b. To Improve and Develop Our Product and Services**

We collect usage data about how you interact with the Services. We use this data to develop and improve the Services. For example, we use usage data to assess trends and usage across the Services to help us determine what new features or integrations our users may be interested in.

We may utilize or publish data about how our Services are being used across our customer base. When we share statistical information externally in this way, the data will be aggregated and anonymized. We collect information about how you use our Services, such as the types of content you view or engage with; the features you use; the actions you take; the people or accounts you interact with; and the time, frequency and duration of your activities.

We use data collected via security cameras to train our artificial intelligence models and to improve the performance of our Services.

c. **To Secure and Protect our Users**

We use your account information to investigate and help prevent security incidents. We may also use this information to meet legal requirements. We use your information to verify user accounts, new product sign-ups, and to detect and prevent product abuse.

We use log files to provide general statistics regarding use of the websites by you, including how you use our Services, what country you are logging in from (for analytics, export control and regulatory purposes) and to help improve the navigation experience. Your IP addresses are also collected and logged for security and debugging purposes, for example to track access patterns, investigate security events and incidents. For these purposes we may link this automatically-collected data to other personal data provided by you.

d. **To Communicate with Our Users**

We use your account information to communicate with you, which could include providing you with updates and other information relating to our services and products, providing information that you request, and responding to comments, questions, and requests. To the extent that we send promotional emails or text messages, you may opt out of receiving promotional emails or text messages from Meadow AI by following the unsubscribe instructions included in those emails or text messages. If you are unable to do so, please refrain from interacting with promotional materials until an official contact channel is established. If you opt out, we may still send you transactional or relationship messages, such as emails about your account or updates to our products and services.

**1. How We Share Personal Data**

a. **Service Providers**

We may share Personal Data with our third-party service providers to support our Services. For example, we use service providers for data hosting, monitoring, communications, and application development. We may need to share your information with service providers to provide services to you. Examples may include analyzing data or performing statistical analysis on your use of the Services, supplementing the information you provide us in order to provide you with better service, developing and improving the product and services, and providing customer service or support. These service providers will use your Personal Data as necessary to support our Services and they are required to maintain the confidentiality of your information.

b. **Compelled Disclosure**

We reserve the right to use or disclose your Personal Data if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or comply with a law, court order, or legal process. If you use the Services, Customer Data is considered Confidential Information, and you should review the Confidentiality terms in the Terms of Service for more information.

**1. How We Transfer Personal Data Internationally**

When we share Personal Data of individuals internationally with our contractors or with third parties, we will transfer personal data in compliance with applicable laws.

**1. How We Store and Secure Personal Data**

a. **Data Storage and Security**

We use a variety of security technologies and procedures to help protect your Personal Data from unauthorized access, use or disclosure. We secure the Personal Data you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. All Personal Data is protected using appropriate physical, technical and organizational measures.

## **b. Retention of Personal Data**

We retain Personal Data that you provide to us where we have an ongoing legitimate business need to do so (for example, as needed to comply with our legal obligations, resolve disputes and enforce our agreements).

### **1. Cookies**

Technologies such as cookies are used by Meadow AI and our analytics or service providers (as applicable). Cookies are used to remember you and to collect information about how you interact with the Services. If you have an account with the Services, we may link this usage data with other information. You may have the option to either accept or refuse these cookies. If you choose to refuse, you may not be able to use some portions of the Services.

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by clicking on the appropriate opt-out links provided below.

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/>. You may opt out by clicking here: <http://optout.aboutads.info/> (or if located in the European Union, by clicking here: <http://www.youronlinechoices.eu/>). Please note this does not opt you out of being served advertising. You will continue to receive generic advertisements.

### **1. Your Privacy Rights and Choices**

You have the data protection rights set forth in applicable data protection laws.

To exercise any of these rights, please submit a request by contacting Meadow AI. We will respond to your request within a reasonable timeframe and notify you of the action we have taken. In some instances, your rights may be limited, such as where fulfilling your request would impair the rights of others, our ability to provide a service you have requested, or our ability to comply with our legal obligations and enforce our legal rights.

We do not sell personal information.

### **1. EEA or UK Rights**

If you are located in the European Economic Area (EEA) or the United Kingdom (UK), you may have additional rights under applicable data protection laws, including the right to access, correct, delete, or restrict the use of your personal information, as well as the right to object to certain processing activities and to data portability.

If you reside in the European Economic Area or the United Kingdom and have questions about your data rights or our processing activities, please contact Meadow AI.

## **9. California Privacy Rights**

As Meadow AI does not currently meet the thresholds established by the California Consumer Privacy Act (the “CCPA”), the CCPA does not apply to your use of the Services. In the event that Meadow AI does meet the thresholds established by the CCPA in the future, this section will be updated accordingly.

## **10. Other Important Privacy Information**

### **a. We Never Sell Personal Data**

We will never sell your Personal Data to any third party.

### **b. We Don't Share Data for Marketing Purpose**

We do not share your information with external parties for marketing or any other promotional purposes. Additionally, no mobile or messaging consent information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

**c. Information About Children**

The Site and Services are not intended for or targeted at children under 18, and we do not knowingly or intentionally collect Personal Data about children under 18. If you believe that we have collected Personal Data about a child under 18, please contact us at 425-386 4670, so that we may delete the information.