



KWIZDA INC. PRIVACY POLICY

Last Updated: February 2025

Kwizda, Inc., along with our subsidiaries and affiliates, (collectively, “Kwizda,” “we,” “us,” and “our”) are committed to protecting the privacy and security of your Personal Information. This privacy policy (“Privacy Policy” or “Policy”) describes how we process the Personal Information we collect in the course of providing our products and services (the “Services”), which includes when you visit our website, www.kwizda-us.com, or any other site that posts this Policy (collectively, our “Sites”), apply for a job with us, or otherwise interact with us directly or indirectly. By using our Services, you agree to this Privacy Policy.

INFORMATION COLLECTION

Personal Information Collected

“Personal Information” refers to any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual. The Personal Information we collect about you depends on your relationship with us. For example, we collect the following Personal Information in the following contexts:

- ***Customers & business partners:*** From customers, prospective customers, and business partners we collect contact and account information such as name, email, company name, job title, phone number, billing address, shipping address, username and password, and billing or payment information, in addition to other business information that does not pertain to individuals. We may also collect any information you provide on our social media pages, or any information you otherwise provide to us such as in survey responses.
- ***Website visitors:*** From visitors to our Sites, we collect information that you choose to provide, such as your name, your contact information and other information you choose to provide when using our website contact us function, your marketing preferences. We also may automatically collect information about your computer or mobile device and your user activity when you use our Sites. Some of this information (e.g., IP addresses) may constitute Personal Information. This data collection is discussed further below in the “Cookies and Tracking Technologies” section.
- ***Job applicants:*** From job applicants, we collect contact information, employment and education information, and other information you provide during the hiring process. We may also collect information about protected classification characteristics and citizenship information during the hiring process.

Sources of Collection

We collect Personal Information directly from the individuals about whom the Personal Information pertains, as well as from third parties that provide the information on behalf of the individual to whom it pertains, or from publicly available sources.

We also collect Personal Information automatically using various tracking technologies on our Sites. The information collected by these tracking technologies may include IP address, precise geolocation, referring URL, device ID, web browser characteristics, and date and time of activity. This is discussed further below in the “Cookies and Tracking Technologies” section.

COOKIES AND OTHER TRACKING TECHNOLOGIES

Our Sites use cookies and other tracking technologies such as pixels. Cookies are small text files that are transferred to your computer by a website. Our Sites may use the following types of cookies and tracking technologies:

- ***Necessary Cookies***: These cookies are required for the Sites to function and cannot be switched off.
- ***Functional Cookies***: These cookies enable the Sites to provide enhanced functionality and personalization by remembering certain user preferences.
- ***Analytics Cookies***: These cookies allow us to count visits and traffic sources to our Sites so we can measure and improve the performance of our Sites. They help us to know which pages are the most and least popular and see how visitors move around the Sites. We may also use these types of cookies to gauge how you interact with our marketing emails.
- ***Advertising Cookies***: These cookies collect information about your browsing activities to understand your interests in order to display advertising that may be relevant to you, based on your online activity. Third-party advertising partners may use these cookies to collect information about you and show you relevant ads on other sites or applications. If you do not allow these cookies, you may still receive advertising, but it may be less relevant to you.

Some internet browsers have “Do Not Track” or “DNT” features which, when turned on, send a signal to a website that the individual visiting the website does not wish to be tracked. Such browser features and industry standards are not uniform, so our Sites do not respond to DNT signals, but you can control your cookie preferences in the settings of your Internet browser. Please note that if you block or reject cookies and similar technologies on our Sites, the functionality of the Sites may be limited.

Please note that we may engage third party analytics and advertising partners, including but not limited to, Google Analytics, who may place their own cookies and tracking technologies on our Sites. The user activity information collected by these tracking technologies may be stored and used by these partners. You can opt-out of Google Analytics by downloading [Google’s Opt-Out Browser Add-on](#).

INFORMATION USE

We process Personal Information for a variety of purposes, including to:

- Respond to your questions and communicate with customers and prospective customers.
- Solicit feedback from customers and prospective customers.
- Provide customer support and process reports and inquiries.
- Operate, manage, and run our business and maintain records.
- Provide, develop, improve, and maintain our Services.
- Analyze and better understand consumers' needs, preferences, and interests and conduct analysis and research.
- Advertise and promote our Services, including by contacting you to market products, services, and topics that may be of interest to you or otherwise provide you with news, announcements, or updates.
- Engage with current and prospective advertisers, partners, service providers, and third parties.
- Collect and analyze information about characteristics and behavior of visitors to our Sites.
- Undertake quality and safety assurance measures and conduct risk and security controls and monitoring.
- Detect and prevent fraud.
- Perform accounting, audit, and other internal functions, such as internal investigations.
- Evaluate job applicants for employment.
- Comply with law, regulation, legal process, and internal policies.
- Exercise and defend legal claims.
- For any other purpose you may agree to at or before the time the Personal Information is collected.

We may also aggregate and/or anonymize Personal Information and analyze that data for statistical or any other purposes permitted by law.

INFORMATION DISCLOSURE

We disclose Personal Information in the following ways:

- To affiliates and subsidiaries within our corporate family.
- To service providers who process Personal Information on our behalf and subject to restrictions on their use of the data, including service providers who provide data hosting, information technology support, email hosting, marketing, and other services for the operation of our business.
- To third-party marketing, advertising, and analytics companies, who may process Personal Information for their own purposes.
- To government or judicial authorities or agencies to comply with a subpoena, court order, governmental inquiry, legal process, legal obligation, or to protect the rights, property, or safety of other users or the public.

- To a successor entity or purchaser upon a merger, consolidation, or other corporate reorganization in which we participate, or pursuant to a financing arrangement or event of bankruptcy.
- To any other recipient with your consent.

Kwizda does not sell Personal Information for monetary consideration.

SECURITY

We maintain organizational, technical, and administrative measures designed to protect Personal Information against unauthorized or illegal access, destruction, use, loss, modification, or disclosure. We make reasonable efforts to provide a level of security appropriate to the risk associated with the processing of Personal Information, however, no data transmission or storage system is guaranteed to be 100% secure in all circumstances.

RETENTION

We retain Personal Information we collect for the time period required to fulfill the legitimate business purposes for which it was collected and to engage in the use and disclosure practices outlined in this Privacy Policy, unless a different retention period is required by applicable law, or otherwise to fulfill a legal obligation or protect our legal rights. We may also maintain for an indefinite period of time certain Personal Information that has been de-identified. This information is no longer considered Personal Information and we commit not to attempt to reidentify such information.

INTERNATIONAL USERS

Kwizda, Inc. is located in the United States. If you are located outside the U.S. and use our Services, your Personal Information will be transferred to the U.S. Note that the Personal Information protection laws in the U.S. may be less stringent than the laws of the jurisdiction in which you reside, and might permit courts, government, law enforcement agencies, regulatory agencies and security authorities to access your Personal Information without notice.

CHILDREN'S DATA

Our Services are not intended for children under the age of 18 years old and we do not knowingly collect such information. In the event we learn that we have collected Personal Information from a child under age 18, we will delete it in accordance with applicable law. If you believe that we might have Personal Information from or about a child under 18, please contact us.

THIRD PARTY LINKS

Our Sites may link to third party websites and services that are not owned or operated by Kwizda, including links to our accounts on social media sites. We are not responsible for the security or privacy of any information collected by other websites or services. Please exercise caution and review the privacy statements applicable to the third party websites and services you use.

YOUR PRIVACY CHOICES

You may opt-out of receiving email marketing communications from us by using the unsubscribe or opt-out mechanism included in our emails or contacting us. Please note that we may still send you transactional and administrative emails even if you opt-out of email marketing communications.

You may opt-out of receiving automated text message marketing communications from us by replying “STOP” to the message or contacting us. Please note that we may still send you transactional and administrative text messages even if you opt-out of text message marketing communications.

CHANGES TO THIS POLICY

This Policy is subject to change at our discretion, which will be indicated by updating the “Last Updated” date at the top of the Policy. Your continued use of the Services after any update to this Policy will constitute your acceptance of such changes.

CONTACT INFORMATION

If you have questions about anything contained in this Privacy Policy, including how your Personal Information is used, or if you would like to exercise your privacy choices, please contact us at:

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info@kwizda.com

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