



Privacy Policy

This Privacy Policy describes PurpleCube Inc (“PurpleCube” or “we” or “our”) policies and procedures on the collection, usage, maintenance and disclosure of information collected from users (“you” or “user” or “users”) when you use the PurpleCube services, software, websites and/or applications (together: “Services”) and tells you about your privacy rights and how the law protects you.

Since day one, PurpleCube has cared about privacy and respecting our users. Protecting the data of our users is of the highest importance to us, and we go to great lengths to make sure we keep it safe. We take your trust and right to privacy seriously and work continuously to keep your digital footprint small and in your control. Nevertheless, to enable you in your flow and to improve and secure our service, we need to process some personal information. For privacy-related questions, please reach out to us at legal@purplecube.ai

The Services may be provided to you online on a cloud-based server and/or may be integrated into a third-party service. By using any of the Services you agree to have read and understood our Privacy Policy as below. To make sure this Statement is easy to read, each question has a drop-down with a short explanation, followed by a more formal statement.

What information do we collect?

We store some personal information to make your use of our Services possible. There are several ways in which we may collect personal information from you: you may submit it or we will collect it automatically through our Services. Different types of personal information may be collected depending on the way you use our Services and which Services you use. Please check the section “What are your rights as a user” to find out how you can change, access or delete your personal information.

Personal information you submit:

PurpleCube collects, processes or hosts the following personal information that you provide:

1. Contact information: your name, mailing address and email address;
2. Information about yourself: age, gender, city (if applicable); and
3. Preferences: for example, language settings or interests.

We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in our Services.

Personal information we collect by automated means:

PurpleCube also collects and uses personal information by automated means while you use our Services.

1. Browser information: type of browser, language settings, country and time zone.
2. Cookie or web beacon information: cookie IDs and settings and other personal information received through cookies, web beacons or pixel tags. For more information please visit our [Cookie Policy](#).
3. Device information: the type of device, hardware model and operating system.
4. Network information: IP-addresses and mobile network information.
5. Location data: data on your geo-location. If we use your device based, precise GPS-location, we will make sure we only do so after receiving your consent.
6. Service usage: information regarding the way you interact with our Services, websites and mobile apps.

Please beware that we do not collect any Special Categories of Personal Data which reveals or concerns (directly or indirectly) with the user's racial or ethnic origin, communal origin, political affiliations or opinions, religious or philosophical beliefs, criminal record, trade-union membership and health or sex life and including genetic data and biometric data where it is used for the purpose of uniquely identifying a natural person.

OR

Personal Information you submit:

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our Services. Users may be asked for, as appropriate, name, email address, mailing address, phone number. Users may, however, visit our website and/or applications anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in our Services.

Personal Information we collect by automated means:

We may collect non-personal identification information about Users whenever they engage our Services. Non-personal identification information may include the browser name, the type of computer and technical information such as the operating system and the Internet service providers utilized and other similar information.

Please beware that we do not collect any Special Categories of Personal Data which reveals or concerns (directly or indirectly) with the user's racial or ethnic origin, communal origin, political affiliations or opinions, religious or philosophical beliefs, criminal record, trade-union membership and health or sex life and including genetic data and biometric data where it is used for the purpose of uniquely identifying a natural person.

Why do we use your personal information?

We may use your personal information for the following purposes:

1. **Service:** To manage your account which you have availed/subscribed for our Services under the Terms of Service. The personal information you provide can give you access to different functionalities of the Services that are available to you as a registered user.
2. **Account Management:** To manage your account which you have availed/subscribed for our Services under the Terms of Service. The personal information you provide can give you access to different functionalities of the Services that are available to you as a registered user.
3. **Support:** To offer and provide Support Services as set out in the Terms of Service.
4. **Performance:** To perform, comply and undertake our Services under the Terms of Service.
5. **Invoicing and billing:** To facilitate invoicing and billing based on the subscription plan chosen by under the Terms of Service.
6. **Contact:** To contact you by email, telephone calls, or other equivalent forms of electronic communication regarding updates or informative communications related to the functionalities including the security updates, when necessary or reasonable for their implementation of our Services.
7. **Offers:** To provide you with news, special offers, and general information about other products or services which we offer that

are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.

8. **Improve User Service:** To improve, respond and manage your requests to us with regard to our Services.

Improve Services: We may use feedback you may provide to improve our Services.

9. **Improve Services:** We may use feedback you may provide to improve our Services.

10. **Marketing and Advertisement:** We may use your personal information for marketing, promotion, and (interest-based) advertising using cookies (See our Cookie Policy) as well as communication, to target segmented audiences regarding new products, and services, for example, updates of new Services. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualise and personalize the ads of its own advertising network. You can opt out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: which are similar to those that <https://policies.google.com/privacy?hl=en>

- 11 Legitimate Interest: To process the personal information data for legitimate interest and reasons as required under the applicable laws and/or the concerned authority in the UAE.

What parties do we share your personal information with?

We share your personal information with the following parties:

1. **Service providers:** We may share your information with our service providers such as our hosting provider, user support provider, IT & software providers, payment processors, email processors, and accountants.
2. **Affiliates:** We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include trusted partners, suppliers, licensors, entities, subsidiaries, joint venture partners, or other companies that we control or that are under the common control of PurpleCube. We do not control the content or links that appear on the sites of our Affiliates and are not responsible for the practices employed by their websites linked to or from our Services. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites that have a link to our Services, is subject to that website's own terms and policies.

3. **Business partners:** We collaborate with advertising partners, marketing and communication agencies. We do this for (interest-based) advertising, branding, and reaching out to you. Our advertising partners implement their own tracking cookies which fall under their terms of services and privacy & cookie statement.
4. **Integrated services:** We may integrate our Services with third-party software/components. In order to provide such a service, we will need to share some of your personal information with that service. The terms and privacy & cookie statement of these third parties apply, at least for their part of the connection. We do not control the content or links that appear on the sites of such third-party software/components and are not responsible for the practices employed by their websites linked to or from our Services. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites that have a link to our Services, is subject to that website's own terms and policies.
5. **Law Enforcement:** We are obliged to share your personal information in case of a legal request from a Court of Law and/or any federal or local government or regulatory authority.
6. **Other Legal Obligations:** We may disclose your personal information in the good faith belief that such action is necessary to:

(i) comply with a legal obligation; (ii) protect and defend the rights or property of PurpleCube; (iii) prevent or investigate possible wrongdoing in connection with the Service; (iv) protect the personal safety of users of the Service or the public; (v) protect and defend against any legal liability that may arise against PurpleCube.

Your information, including personal information, is processed at our operating offices and in any other places (including but not limited to any place based on a cloud-based server) where the parties involved in the processing are located. It means that this information may be transferred to and maintained on computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those from your jurisdiction.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

What retention procedures are in place?

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your personal data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

of the Services or from the Service infrastructure itself (for example, the duration of a page visit) is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Services, or we are legally obligated to retain this data for longer time periods.

How do we secure your personal information?

We adopt appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information, username, password, transaction information, and data stored on our website and/or application. The personal information you provide and we collect is stored within databases that we control directly. As we deem appropriate and as required by the applicable law, we use security measures appropriate for the sensitivity of the Personal Information and consistent with industry standards, including physical, organizational, and technological protections such as firewalls, data encryption etc. to protect your personal information. However, since no security system is impenetrable, we cannot guarantee the security of our databases, nor can we guarantee that the information you supply will not be intercepted while being transmitted to us over the Internet.

Revision of Privacy Policy

PurpleCube has the discretion to update this Privacy Policy at any time. When we do, we will revise the updated date at the bottom of

this page. We encourage users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this Privacy Policy periodically and become aware of modifications. If you do not agree with the Privacy Policy, you should not or no longer access or use our website, application, and/or our Services.

By continuing to use the website, application, and/or our Service you accept any changes made to the Privacy Policy.