

Privacy Policy

Last Updated June 15, 2021

Entaice LLC, a Delaware limited liability company (herein referred to as "Entaice", "we", "us" and/or "our"), provides a solution for e-commerce businesses to automatically sort products on their collection or category pages (the "Service"). This Privacy Policy describes how personal information that you or your users provide is collected, used, shared and secured when you install or use the Service in connection with your e-commerce store. It also describes your choices regarding use, access, correction and deletion of such personal information.

- 1. How We Collect Information.** We may collect the following personal information, directly or indirectly, via the Service:
 - 1.1. Information that you provide to us about yourself.** When you sign up for the Service, we may receive information such as: contact information (e.g., name, email address, mailing address, or phone number); billing information; unique identifiers (e.g., username); IP address; and information about your business.
 - 1.2. Information you provide to us about your customers and end users.** For the provision of the Service to you, you provide us with information which may identify your customers, end users or employees. Such information may include names, email addresses, IP addresses, transaction information and information about their interests. When you provide us with personal information about your contacts, we will only use this information for the specific reason for which it is provided. If you believe that one of your contacts has provided us with your personal information and you would like to request that it be removed from our database, please contact us at the contact information below.
 - 1.3. Information collected automatically.** When you (including your users) use the Service, we may use cookies and similar technologies to collect information about your location, your website browsing, your transactions and device and log information. This is described in more detail below. These cookies and similar technologies may collect anonymized Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, files/pages viewed (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and/or clickstream data.
- 2. Purpose and Legal basis of Processing.** To the extent EU data protection law applies to our processing of information about you, we act as the "data controller." To the extent EU data protection law applies to our processing of your customer or end user data, you serve as the "data controller" or "data processor" and we serve as the "data processor" or "data sub-processor."
 - 2.1. To provide the Service.** We may use your information to identify you, process your payment, provide you with technical support and assistance; and communicate with you about the Service via email. For example, we may contact you to notify you of issues with the Service or suspicious activity in your account. The legal basis for these uses is the performance of a contract with you.
 - 2.2. To Optimize or improve the Services.** We may use your information to authenticate you, prevent fraud and abuse of the Service and perform research. The legal basis for these uses is our legitimate interest in the improvement and optimization of our service offerings and in ensuring the security of our services and we apply appropriate safeguards to protect your information (see Section 4 below).
- 3. How We Share Your Information.** We may share your information with service providers, as required by law, and in connection with the protection and enforcement of our legal and contractual rights. We may also process and share information in an aggregated, de-identified manner, where the information is shared as part of a statistical report and does not contain personal information.
 - 3.1. With Service Providers.** We may share your information with third parties who provide services on our behalf to help with our business activities. This includes payment processing, providing customer service, sending marketing communications (this does not include information about your customers), conducting research and analysis and providing cloud computing infrastructure. The legal basis for sharing this information is our legitimate interest in providing the Service efficiently, and we implement measures to safeguard your information.
 - 3.2. With Public Authorities or Law Enforcement.** In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also disclose your personal information as required by law (such

as to comply with a subpoena or other legal process), when we believe in good faith that disclosure is necessary to protect our rights, when we believe there is a violation to our [Terms of Service](#), to protect your safety or the safety of others, to investigate fraud, to respond to a government request, if we are involved in a merger, acquisition, or sale of all or a portion of our assets, or if we are involved in a bankruptcy or liquidation proceeding. The legal basis for this is our legitimate interest in protecting our legal rights and those of others, compliance with legal obligations and our legitimate interest in fulfilling legal obligations imposed by legal authorities outside of the EU.

- 3.3. Prevent fraud and abuse of the Services.** We will share information to prevent or detect fraud or to address technical issues and if we believe it is necessary to investigate, prevent or take action regarding situations that involve abuse of the Service infrastructure. The legal basis for this is our legitimate interest in the maintaining the security of the Service.
- 4. Security.** The security of your personal information is very important to us. We implement adequate measures to protect the personal information submitted to us, both during transmission and once it is received. We take steps to ensure that all source code, files and data remain private and confidential. Due to the sensitive nature of source code we take this very seriously and make it our primary concern for all customers. We restrict access to personal information to our employees, contractors and agents who need to know that information in order to operate, develop or improve our service. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations. If you have any questions about the security of your personal information, you can contact us at the contact information below.
- 5. Rights With Respect to Your Information.** Upon validated request, we will provide you with information about whether we hold any of your personal information. You may access, correct, obtain a copy of or request deletion of your personal information by logging into your account or by contacting us at the contact information below. We acknowledge that you have the right to access your personal information. We have no direct relationship with your customers or end users whose personal data we process. An individual who seeks access, or who seeks to correct, amend or delete inaccurate data should direct their query to Entaice's customer (the data controller). If requested to remove data, we will respond within a reasonable timeframe. In certain circumstances we may be required by law to retain your personal information, or may need to retain your personal information in order to continue providing a service. You may also have the right to make a GDPR complaint to the relevant Supervisory Authority, and a list of Supervisory Authorities is available [here](#).
- 6. Your Choices With Respect to Your Information.** We use and disclose personal information in ways that are consistent with your expectations and choices. Accordingly, we will provide you with the opportunity to choose (opt-out) whether your personal information is to be (a) disclosed to a third party or (b) used for a purpose that is materially different from the purpose(s) for which it was collected or subsequently authorized. You will be provided with clear, conspicuous and readily available mechanisms to exercise your choices. To do so, please email us your request any time at support@entaice.com, and we will respond to your request within a reasonable timeframe. You may sign-up to receive email or other communications from us; if you would like to discontinue receiving these communications, you may update your email preferences by using the "Unsubscribe" link found in emails we send to you or by contacting us at the contact information below.
- 7. Data Retention.** We may retain your information for as long as your account is active or as needed to provide you services, comply with our legal obligations, resolve disputes and enforce our agreements. In certain circumstances we may be required by law to retain your personal information, or may need to retain your personal information in order to continue providing a service. Even if you delete your account, keep in mind that the deletion by our third party providers may not be immediate and that the deleted information may persist in backup copies for a reasonable period of time.
- 8. Policy Regarding Children.** The Service is not directed to children under the age of 18. We do not knowingly collect personal information from children under 18. If you are under 16, please do not use the Service and do not provide any personal information to us. If you become aware that a child under 18 has provided us with personal information without your consent, please contact us at support@entaice.com.
- 9. International Data Transfers.** Your personal information may be transferred to, stored and processed by us and our affiliates and other third parties outside the country in which you reside, including, but not limited to the United States, where data protection and privacy regulations may not offer the same level of protection as in other parts of the world. By using the Service or any of our websites, you agree to this transfer, storing or

processing. If you are located in the European Economic Area ("EEA"), your personal information may be processed outside of the EEA and in countries which are not subject to an adequacy decision by the European Commission. In this event, we will ensure that the recipient of your personal information offers an adequate level of protection, for instance by entering into standard contractual clauses for the transfer of data as approved by the European Commission. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Policy.

- 10. California Residents.** If you are a California resident, please see our [Privacy Notice for California Residents](#), which is incorporated into this Privacy Policy by this reference.
- 11. Browser Do-Not-Track.** The Service honors Do-Not-Track ("DNT") preferences. DNT is a privacy preference you can set in your web browser to indicate that you do not want certain information about your webpage visits collected across websites when you have not interacted with that service on the page. For more details, including how to turn on DNT, visit donottrack.us.
- 12. Changes to This Privacy Policy.** We may need to update this policy from time to time. Unless otherwise required by law, we will notify you before we make such changes and give you an opportunity to review them before they go into effect. We encourage you to periodically review this page for the latest information on our privacy practices.
- 13. Questions/Feedback.** If you have questions or concerns about our Privacy Policy, please contact us at support@entaice.com or 1229 Chestnut Street Front 1 PMB 186 Philadelphia PA 19107