

# SlicPix Inc. - SlicPix™ - Privacy Policy and Cookie Policy

JULY 30, 2024

## INTRODUCTION

This Privacy Policy explains how we collect, use and share your information. It also describes how long we keep your information and how we keep it safe when we transfer it.

The Privacy Policy also lets you know your rights

This policy applies to what we call Slicpix Products. Our Products include SlicPix, Story Wizard, Interactivity Studio websites as well as the studios where content is created, published from and analyzed.

SlicPix™ is a business with SlicPix SAAS (Software as a Service) products. (“Services”) solely owned and operated by SlicPix Inc (“SlicPix”).

SlicPix™ facilitates the creation, publication promotion and analysis of digital multimedia content (“Stories”), and the usage of SlicPix’s patented digital interactive imaging technology (“Image Interactivity”) in Stories within a cloud environment.

The Service is composed of a set of services (“Services”), powering the SlicPix™ Website (“Website”), the SlicPix™ Community (“Community”) and the SlicPix™ Studio (“Studio”).

Please read the following Privacy and Cookie Policy (the “Policy”) carefully which govern use of the Website, the Community and the Studio (in each case, as defined below), and any related software all (collectively ‘Service’) made available by SlicPix (“we”, “us”, “our”) to customers (“Customers”), customer (“Customer”), visitors (“Visitors”), visitor (“Visitor”), content creators (“Content Creators”), content creator (“Content Creator”) and administrator (“Administrator”) collectively referred to as “the Users”.

SlicPix’s Policy covers, but is not limited to, the Website, Community, and Studio.

## PRIVACY POLICY DETAILS

SlicPix is committed to maintaining the accuracy, confidentiality and security of your personal information (“Personal Data”). This Policy describes the personal information that SlicPix, through the Website, Community, Studio, or affiliates collect from, or about Users.

This Policy does not address and is not applicable to the processing of Personal Data collected by our Customers, or third parties. We encourage you to familiarize yourself with the privacy policies of such third parties. By using the Slicpix “Service” and any related services and/or features you acknowledge that you accept the practices and policies outlined in this Privacy Policy. If you have any questions or comments about this Privacy Policy or our use of your data, please contact us at [inquiry@slicpix.com](mailto:inquiry@slicpix.com)

## CHANGES TO POLICY

SlicPix may amend this Policy from time to time.

SlicPix's usage of information collected by the Service is subject to the Policy in effect at the time of such collection. If changes are made in the way SlicPix uses Personal Data, a notification will be posted on the Service as well as transmitted to our Customers.

Users are bound to any changes to SlicPix's Policy and agree to such changes when consuming the Service after such changes have been posted. Change notifications will appear for a period of one month on the service after such changes took effect.

## SCOPE

The Policy covers all treatment of Personal Data gathered by the Service when Users access or otherwise use the Service.

It lays out what data we collect, why we collect the data, how it is used, your rights and choices and the affiliations with third party collectors. While providing the Service, SlicPix may collect information about Visitors on behalf of Customers.

Usage of such information is governed by SlicPix's agreement with the applicable Customers and Customers privacy policies.

SlicPix Inc does not control and cannot be held responsible for the privacy policies or privacy practices held by its Customers or any other third parties.

## PERSONAL DATA

### INFORMATION VOLUNTARILY PROVIDED TO SLICPIX INC

The Service collects the information you voluntarily submit when you register for an account: your name, email address, mailing address, phone number, payment-related information (credit card number, physical address, etc.).

SlicPix also collects Personal Data provided to the Service or sent to SlicPix when you request information, including a product demonstration, registering for a webinar or other event, completing any "free text" boxes in "Service" forms (for example, support request or survey submission).

### USER CONTENT INFORMATION

The service is designed to make it simple for Customers to store user content ("User Content"), collaborate with others, and work across multiple devices to create unique, engaging visual Stories including our exclusive patented Image Interactivity.

To make that possible, SlicPix stores, processes, and transmits User Content as well as related information. Such related information includes Visitors and/or Customers profile information, which ease the collaboration and sharing of User Content with others across a Customer's organization, as well as other information such as file size, upload time, collaborators, and usage activity.

Our Customers teams are composed of one Administrator and multiple Content Creators. Content Creators need approval from an Administrator before any Stories get published to the Community.

To make collaboration easier, all User Content and Stories created, as well as profile information, are visible to everyone within a Customer's organization.

All User Content and Stories are bound by SlicPix Terms of Service agreement. Publication to the Community is at the sole discretion and responsibility of the designated Administrator.

## SENSITIVE INFORMATION

Sensitive information is not permitted within any User Content and/or Stories.

SlicPix cannot be held accountable and/or liable for the display, distribution and storage of sensitive information if present in any User Content and/or Stories.

The Service does not encrypt User Content nor Stories while they are either at rest, in transit or displayed and relies on the SSL protocol for information encryption while in transit between the Service and Users browsers.

## PERSONAL DATA INFORMATION IN "USER CONTENT"

Personal Data information in User Content and/or Stories is only permissible if in accordance with the data protection principles set forth by the Digital Millennium Copyright Act 1998

IN NO EVENT SHALL SLICPIX INC. BE LIABLE TO CUSTOMERS, CUSTOMERS TEAM MEMBERS AND/OR VISITORS OR ANY THIRD PARTY FOR ANY GENERAL, INCIDENTAL, CONSEQUENTIAL, INDIRECT, DIRECT, SPECIAL, OR PUNITIVE DAMAGES, ARISING OUT OF OR RELATING TO USER CONTENT AND OR STORIES MATERIAL

## INFORMATION COLLECTED AND THIRD PARTY SERVICES

### VISITORS AND CUSTOMERS INFORMATION COLLECTED BY SLICPIX INC.

The Service collects information in regards to how Customers and Visitors use the Service including browsing trends, and preferred content including what you click on or like, your posts and photos and messages you send. Additionally, Who your followers are, and what they do on our Products

SlicPix records, stores and shares this analytical information with Customers so they can make future projections and marketing decisions. This information may also be used as a billing matrix.

Metadata about content and messages, subject to applicable law

Types of content, you view or interact with and how you interact with it

Where you share with and where you came from.

Apps and features you use, and what actions you take in them.

Hashtags you use

The time, frequency and duration of your activities on our Products

If you don't use SlicPix Products, or use them without an account, your information might still be collected.

### INFORMATION NOT COLLECTED BY SLICPIX INC.

Unless voluntarily given, the Service does not collect any information that is identifiable to a natural person, therefore never individually targeting any Users in any marketing advertisements.

### THIRD PARTY SERVICES USED BY THE SERVICE

The Service uses third-party services, such as Google for analytical services, Hubspot for analytical, CRM and email services, and Sentry.io for performance monitoring, sharing and returning from all social media sites

Such third-party services collect information such as users IP address and application monitoring information among others.

This information helps us gain useful insights on how our Service is being used and performs.

Third-party service may also use "cookies" (small text files placed on your device) and similar technologies to operate, track and improve Users use of the service.

Please see our Cookie Policy below for more information on our participation with these third-party services. Public information may also be indexed by search engines or used by third-party services. Please keep all of this in mind when deciding what you would like to publish.

## SOCIAL MEDIA

SlicPix allows Users to share Stories on third-party services, such as social networking services provided by others, for example, Facebook.

By logging into your Slicpix™ account through another third-party service, information (such as your username and other basic profile information) is shared with the Service during the authorization process used by the third-party service.

The content of the information received during a third-party service authentication process depends on the third-party service selected to carry the authentication as well as on the options made available by the third-party service.

You should always review, and if necessary, adjust, your privacy settings before leveraging a third-party service for authentication purposes against the Service.

## THIRD PARTY EMBEDS

Some content distributed and displayed by the Service are neither operated, served or hosted by SlicPix but rather displayed as embedded within User Content and/or Stories while still operated, served and hosted by a third-party service.

Such third-party services, among others, consist of third-party video streaming services (YouTube/Vimeo) which collect and transfer a wide range of data on behalf of the third-party service.

The Service facilitates the integration of such content within a User Content and/or Stories but does not carry any oversight nor control nor responsibility over the type, amount and usage of the data collected by such third-party service.

SlicPix excludes third-party services activities from its Policy. Usage or consumption of a third-party service content as part of a User Content and/or Stories created and distributed through the Service implies an explicit agreement by the individuals to the third-party service Terms of Service.

## THIRD PARTY PAYMENT AND BILLING INFORMATION

We collect credit card or payment information for paid subscriptions.

This information is securely stored with a third-party service specialized in the handling of this type of information, such as a credit card payment gateway or other payment vendors. We do not store or process payment card data

## INFORMATION COLLECTION PURPOSES

SlicPix™ allows Customers to import content assets and create, publish and promote multimedia User Content and Stories. Leveraging SlicPix's Image Interactivity, Customers can define interactive segments within an image and attach Stories with calls to action to each interactive segment within the image.

The Community gives Users a unique experience in content consumption with rich multimedia stories, exclusive interactive images, sharing capabilities and calls to action.

SlicPix uses the collected information:

1. To host, create, publish and promote stories
2. For billing purposes.
3. To maintain, monitor, improve its performances
4. Generate invoices
5. In its marketing efforts
6. In its use cases
7. To measure its growth with trends such as usage matrix.
8. To analyze marketing messages and their responses
9. Detect fraudulent transactions and other illegal activities, fight spam, protect the rights of our visitors and declining any transactions or usage that do not respect SlicPix's Term of Service
10. To communicate with our Customers, for example through an email, about offers and promotions offered by the SlicPix, solicit feedback, or keep our Customers updated. Opting out of our marketing or newsletter emails is easy and always an option. SlicPix may also send Service-related emails (e.g., account verification, changes or updates to features of the "Service", technical training and security notices). Customers cannot opt-out of Service-related emails.

## BASIS FOR COLLECTING AND USING PERSONAL DATA INFORMATION

SlicPix collects and uses Personal Data information as described above based on the following grounds:

1. Necessary in order to fulfill our commitments to our Customers under SlicPix's Terms of Service and/or other agreements
2. Necessary to administer our Customers account, for example, in order to enable access to the Service or charge Customers for paid subscription
3. For compliance with legal obligations

4. To run, maintain, develop and promote SlicPix's business, to provide, update and improve the Service so as to offer our Users an even better experience and for the safeguard of the Service
5. To communicate with our Customers, to measure, gauge, and improve the effectiveness of SlicPix's advertising, and better understanding user retention and attrition, to monitor and prevent any problems with the Service, and to personalize our Users experience.
6. SlicPix may also process Personal Data information for its legitimate interest to acquire and maintain Customers and other business relationships and to fulfill its contractual obligations towards its Customers.
7. You have given us your consent, for example before SlicPix, or some third-party service leveraged by the Service, places certain cookies on your device and access and analyze them later on, as described in SlicPix Cookie Policy below

SlicPix provides you with easy to use opt-out options from our marketing communications and use pseudonymized or non-personally identifiable data whenever possible and may also send Service-related emails (e.g., account verification, changes or updates to features of the Service, technical and security notices). Customers cannot opt-out of Service-related emails.

## DISCLOSURE OF INFORMATION TO THIRD PARTIES

### TRANSFER OF SALES INFORMATION

SlicPix won't transfer information about Users to third parties for the purpose of providing or facilitating third-party advertising and won't sell information about Users.

SlicPix may share personal information in the limited instances described below.

For further information on your choices regarding your information, see "Your Choices Regarding Your Information."

### OTHERS WORKING WITH OR FOR THE SERVICE

SlicPix may share information about its Customers with third party vendors who need such information in order to provide their services to SlicPix, or to provide their services to our Customers.

This group includes vendors that help SlicPix provide its services to our Customers (like payment providers to process credit and debit card information, fraud prevention services to allow SlicPix Inc. to analyze fraudulent payment transactions, postal and email delivery services to help stay in touch with our Customers, chat and email support services to help SlicPix communicate with its Customers, those that assist SlicPix with its marketing efforts (e.g. by providing tools for identifying a specific marketing target group or improving marketing campaigns), those that help understand and enhance the Service (like analytics providers), and those that help deliver the Service (like hosting and content delivery providers).

These vendors process Personal Data on SlicPix's behalf. As such all appropriate contractual and organizational measures are taken to ensure that the data is processed exclusively for the purposes specified in this Policy, and in accordance with applicable laws and regulations. Other vendors are listed in SlicPix's Cookie Policy below.

## THE SERVICE USERS

### VISITORS

Visitors to the Website and Community have their selections and content consumption trends tracked. This non-identifiable information is gathered for billing procedures and analytics purposes shared with our Customers.

However, third-party service software used by the Service may collect additional information. Please visit SlicPix's Cookie Policy below for more information about the third-party services used by SlicPix.

### CUSTOMERS

Customers subscribe to use the Service. Service can be our storytelling platform, Story Wizard, or our interactivity.studio platform.

Upon subscribing to **SlicPix's Storytelling Platform, (Story Wizard)** Customers define within the Studio the roles of Administrator and Content Creators. Any User Content and or Stories created by these roles and displayed on the Community, is the sole responsibility and at the sole discretion of the Customers who have subscribed to the use of the Service.

Upon subscribing to **SlicPix's interactivity.studio**, customers create interactive images with informative bubbles which can be published onto a community. This is currently in beta testing. Our beta platform currently does not allow users to modify or delete posts from the community. Our next iteration will allow the deletion of content from this community.

Within the next month, this solution will be a WordPress Plugin paid version for businesses to embed interactive images onto their website.

### CONTENT CREATORS

The **Storytelling Story Wizard Platform** Studio displays information related to Content Creators like their name, profile picture, and email address, to all other Content Creators and Administrator within a Customer's organization. An Administrator initiates a Content Creator's account, which requires the Content Creator to give this basic information. This information is then visible to all other Content Creators and Administrator within a Customer's organization. This profile data is displayed only to Content Creators and Administrator belonging to the same Customer's organization. It helps collaboration across a Customer's organization.

The **Interactivity.studio Platform** offers anonymous users to create an interactive image with content bubble, to experience the platform. Secondly, they are offered the ability to add their interactive image onto a community for the whole world to see. Once on the community, anyone who views the image is anonymously counted as a "view". Those who have also created an account can "like" other images. Each image will have a copy/paste link to share, linking viewers back to the interactivity.studio community.

### ADMINISTRATORS

On the **Storytelling Story Wizard Platform** Administrators have the ability to control Content Creators' accounts. This entails granting and withdrawing access, viewing and editing profiles, resetting passwords, publishing and deleting Stories and transferring Stories to other Content Creators.

The **interactivity.studio Platform** only offers single usage. If an account is created, the beginning of the email with a unique set of numbers is created for a customer's "handle".

#### THIRD PARTIES HIRED BY A CUSTOMER

There will be instances when a Customer may hire a third-party service, such as a marketing agency, to help with the creation of Stories. The privacy of the Customer's User Content and or Stories in any form, and the relationship with the third-party service is the Customer's sole responsibility. SlicPix does not take any responsibilities for infringements of privacy and relationships arguments between the Customer and the third-party service.

#### YOUR CHOICES AND RIGHTS REGARDING YOUR INFORMATION ACCOUNT DATA

The Service does not verify the accuracy of the Personal Data information provided. All profile data is displayed within a Customer's organization and never to the public. An Administrator within a Customer's organization can edit and change any profile within that organization. The Service collects the minimum amount of data on a Customer's Administrator and Content Creators.

#### ACCESS YOUR PERSONAL DATA

Any individual has the right to access and be informed about its Personal Data processed by the Service. Any individual may contact SlicPix and request a copy of its Personal Data.

#### MARKETING COMMUNICATION

If any individual does not wish to receive promotional emails, the individual can click the "unsubscribe" button on promotional email communications. If any individual opts out of promotional messages, SlicPix may still send to the individual other messages, like those about its account and legal notices. SlicPix sometimes contact people who do not have a Slicpix™ account. For example, if an individual subscribes to our newsletter or marketing list or request more information about the service.

#### CLOSE YOUR ACCOUNT (RIGHT TO DELETE)

Of course, while it's hard to say goodbye, SlicPix understands that sometimes you just need to move on. To close your Customer's account, please contact us at [connect@slicpix.com](mailto:connect@slicpix.com) and keep in mind that SlicPix may continue to retain a Customer's account information even after closing the account, for example, when that information is reasonably needed to comply with (or demonstrate our compliance with) legal obligations such as law enforcement requests, or reasonably needed for our legitimate business interests. SlicPix will use all commercially reasonable efforts to delete or anonymize all User Content and Stories associated with the Customer's account upon such request, but please be aware that due to the social nature of the Service, it may not be possible to completely remove all of a Customer's personally identifiable User Content and Stories.

#### TAKE YOUR DATA (DATA PORTABILITY)

Currently, a Customer does not have the ability to download a copy of its content. The content used by a customer's Content Creator and/or Administrator to create User Content and/or Stories is nevertheless originally in the Customer's possession and as such supposed to be still in its possession. Such content was effectively exported by the Customer to the Service in order to



shape the Customer's User Content and/or Stories.

## HOW SLICPIX PROCESSES AND PROTECTS YOUR INFORMATION SECURITY

SlicPix cares about the security of its Customers information and uses commercially reasonable physical, administrative, and technological safeguards to preserve the integrity and security of all information collected and shared with SlicPix's service providers. Personal Data are stored in protected databases located behind firewalls, backed up at regular intervals and with both physical and software-based access controls. However, no security system is impenetrable, and SlicPix cannot guarantee the security of its systems 100%. In the event that any information under its control is compromised as a result of a breach of security, SlicPix will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

## HOW LONG SLICPIX KEEPS YOUR INFORMATION

### RETENTION AND STORAGE PERIOD

SlicPix does not store your data longer than is legally permitted and necessary for the purposes of this Policy. The storage period depends on the nature of the information and on the purposes of processing. The maximum period may therefore vary per use. When a Customer signs up for an account with SlicPix, SlicPix retains the information a Customer stored on the Service for as long as the Customer's account is in existence or as long as SlicPix needs it to provide the Customer the Service. If a Customer deletes its account, SlicPix will initiate deletion of this information within 30 days of the received request. But please note: (1) there

might be some latency in deleting this information from SlicPix's servers and backup storage; and (2) SlicPix may retain this information if necessary, to comply with its legal obligations, resolve disputes, or enforce our agreements.

## SLICPIX CHILDREN'S PRIVACY POLICY

Children may only access the Studio and Community at the direction and supervision of an educational institution, teacher or school district who has subscribed to Service. In such case, the educational institution, school or another institute shall be a data controller and shall be responsible for the processing of Personal Data, including the collection of parental consent and profile information such as name, email address and photo if desired. It is the sole responsibility of the educational institution to gather the appropriate parental approval for children's usage of the Service. The educational institution will also have the sole responsibility of monitoring content in the profile, on the Studio and what is ultimately made available onto the Community.

### CHILDREN'S INFORMATION COLLECTED THROUGH COOKIES AND OTHER TECHNOLOGIES

SlicPix automatically collects certain types of usage information when anyone, including children, use the Service. For example, it may collect an IP address, browser type, information about mobile

devices, and other information. This data is collected using technologies such as cookies, web beacons and other unique identifiers by third-party services. To learn more about this type of data, see information received from third party services and our Cookie Policy below. SlicPix may also share information with others in an aggregated and anonymous form that does not reasonably identify any Content Creator, including our children Content Creators, directly as an individual.

## HOW WE USE AND SHARE CHILDREN'S INFORMATION

SlicPix uses this information to operate, maintain and provide the functionality of the Service and to communicate with children and the educational institutions, or other institutes, (the Customers) about activities on the Service. SlicPix may also send Service-related emails (e.g., account verification, changes or updates to features of the Service, technical and security notices). Customers cannot opt out of Service-related emails.

## CHILDREN'S USER CONTENT

To make collaboration easier, each User Content and/or Stories a Content Creator creates, as well as its profile information, is visible to everyone within the educational institution, or other institutes, (the Customer) on the Studio. Publication to the Community is at the sole discretion of the Administrator of the educational institution or other institutes, (the Consumers). All Users, including children are bound by the Term of Service agreement relating to appropriate User Content.

## IMPORTANT NOTICE

This Policy does not govern the collection, use, or disclosure of personal information through the Service by the educational institution or organization which has given you (or your child) access to the Service. Please contact this organization to better understand its privacy practices.

## COMPLIANCE

### COPPA COMPLIANCE

Some Users of the Service may include young children. SlicPix takes many special precautions to protect the privacy of children under 13. The Children's Online Privacy Protection Act (COPPA) protects children under the age of 16. Children may only access the service at the direction of their teacher or school district by using an invitation code provided to them by their teacher or educational institution. School officials and teachers are authorized under COPPA to provide consent on behalf of parents; therefore, SlicPix does not obtain parental consent directly from parents of children who are using the service. A teacher or school district official provides consent for a child under the age of 13 to use the service when they create an account on the Service for that child. Please see the SlicPix Child's Privacy Policy above to learn more about how we protect the privacy of our Users who are under 13 years of age.

### FERPA COMPLIANCE

The Family Educational Rights and Privacy Act (FERPA) provides parameters for what is permissible when sharing student information. SlicPix is authorized by schools and districts under the FERPA "school official" exception to receive and use educational data to provide educational services. This data has significant educational value; apart from enabling the creation of accounts with which students access the service, the data allows teachers to track student activity and assess student performance. This information is used only for academic purposes. SlicPix does not collect data for collection's sake, and access is limited and appropriate. For specific information regarding our data handling practices with regard to student data, please refer to the SlicPix Child's Privacy Policy above.

## CONTACT AND LODGING A COMPLAINT

Have questions or concerns about SlicPix or this privacy policy? Contact us at [connect@slicpix.com](mailto:connect@slicpix.com). In case the User considers our processing of Personal Data to be inconsistent with the applicable data protection laws, a complaint may be lodged with the local supervisory authority for data protection.

## COOKIE POLICY AND SIMILAR TECHNOLOGIES

SlicPix respects your privacy and want to ensure that you have a full understanding of how information about you is collected when you are using the Service. SlicPix has prepared this cookie policy for the purpose of listing the cookies we use in the Service, explain what the cookies do and what kind of information they collect.

This includes information about cookies set by third-party services. Given that these relate to third party services, SlicPix cannot guarantee the completeness or accuracy of the list, but we can say that the best has been done to ensure the list is as accurate as possible at the time this Policy was prepared. Nevertheless, it is strongly recommended that you consult the third-party services websites listed in the cookie descriptions to find out more about each third-party service cookies in question. SlicPix's aim is to ensure that this Policy is continuously updated to reflect any material changes in its use of cookies. If this Policy changes, an updated version will be posted. (see changes to privacy policy and cookie policy above).

## THE SERVICE COOKIES

***SlicPix does not use cookies on the Service.*** SlicPix may employ clear gifs (also known as web beacons) which are used to anonymously track individual's usage patterns on the Service, or place clear gifs in HTML-based emails sent to individuals to track which emails are opened and which links are clicked/tapped on. This information allows for more accurate reporting and improvement of the Service and can be shared with Customers in the reporting of analytics.

## THIRD-PARTY SERVICES COOKIES

### GOOGLE ANALYTICS

These are cookies set by Google Analytics, which is a service SlicPix uses to gain a better understanding of how people use the Service. SlicPix does not use advanced google analytics, and is therefore not required to display to Users a cookies banner. You can read more about Google's privacy policy at: <https://policies.google.com/technologies/partner-sites?hl=en-US>

### HUBSPOT/CRM AND MAIL SERVICE

Hubspot offers many services of which SlicPix has only subscribed to the CRM. The CRM service includes the mail service. SlicPix does not utilized Hubspot analytics in the Service and therefore is not required to display to Users a cookies banner. You can read more about Hubspot's privacy policy at: <https://legal.hubspot.com/privacy-policy>

### YOUTUBE AND VIMEO VIDEO STREAMING SERVICES

The service permits third-party services content to be embedded from third-party services such as YouTube (owned by google) and Vimeo. These third-party services may provide cookies in addition to the above listed cookies. SlicPix has no oversight nor control over the usage of such cookies and recommend that you review your browser's privacy settings and adjust them accordingly if you wish to deny cookies from these third-party services. You can read more about Google's privacy policy at: <https://policies.google.com/technologies/partner-sites?hl=en-US> and about Vimeo's privacy policy at: <https://vimeo.com/privacy>