

SUBSET DATA PRIVACY POLICY

Last Updated: November 6th, 2023

Subset Data respects your privacy rights and wants to be transparent about how it uses your data.

When you visit our website or use our services (as further described below), you trust us with certain information (for consistency, we will refer to this as “data”). We are committed to keeping that trust, and that starts with helping you to understand our privacy practices with respect to this data.

Subset Data, Inc. (“Subset Data”, “we”, or “our”) operates the website subsetdata.com (the “Site”) to provide information about our services, which include without limitation offering a Software-as-a-Service application (the “Platform”) that helps companies operationalize their first party data. Collectively, the Site and the Platform shall comprise the “Services”.

This privacy policy (“Privacy Policy”) informs you of our policies regarding the collection, use and disclosure of Personal Data (as defined) and other data when you use our Site or Services and the choices you have associated with that data.

We use your data to provide and improve the Site and Services and to collect data to market our Services. By using the Site or Services, you agree to the collection and use of data in accordance with this policy.

We collect several different types of data for various purposes to provide and improve our Site and Services to you. Please note that we will never sell your Personal Data (name, address, email, etc.) to any third party.

1. Types of Data Collected

1.1 Personal Data While using our Site or Services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you (“Personal Data”). This personally identifiable information may include, without limitation:

- Email Address
- First Name and Last Name
- Phone Number
- Company Name

We may use your Personal Data to contact you with marketing or promotional materials, such as newsletters, and other information that may be of interest to you. You may opt out of receiving any or all of these communications from us by following an unsubscribe link or instructions provided in any email we send.

The Platform analyzes data in your databases on the basis of legitimate interest to fulfill our contractual commitment to our customers.

We collect and process data (including Personal Data) on the Platform as follows:

a. End User Data

Business email and password. You control end-user data and can delete it at any time.

b. Personal Data necessary to answer user queries

Users may input their own data in order to perform the analysis, e.g., enter their own name to filter data in your databases

c. Additional Data

We may also collect the following through the Platform:

- Unique identifier(s) allow us to monitor user experience.
- Device information, which may include the hardware model, operating system and version, unique device identifiers, network information, IP address, and/or Platform version.
- License credentials to ensure that usage is in compliance with the customer's licensing terms. This includes metadata about users, roles, database connections, server settings, features used, API usage, and Platform version.
- Customer Data contained in your organization's Subset Data database used with the Platform, to which we have access when we automatically back it up and encrypt it for you.
- Logins that use external directory or single sign-on services share certain data with us to authenticate your identity and pre-populate certain forms (e.g. user registration) on the Platform. Note that even if you subsequently stop using the services, we will retain this data.
- If you use the Platform to analyze Personal Data in their databases, including without limitation factors specific to the individual's physical, physiological, genetic, mental, economic, cultural or social identity. Subset Data users should avoid using special or sensitive data categories, PHI, or other protected consumer data as part of their queries.
- Once the Platform is connected to your database, the cache retains data fetched in response to your User queries. Results of queries run on the Platform may be cached in memory for a maximum of 30 days.

1.2 Usage Data We may collect data on how the Site is accessed and used ("Usage Data").

This Usage Data may include data such as your computer's Internet Protocol address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

1.3 Tracking Cookies Data We may use Cookies (a small amount of data, which often includes an anonymous unique identifier, that is sent to your browser from a web site's computers and stored on your computer's hard drive) and similar tracking technologies to track the activity on our Site, and these Cookies and technologies hold certain data. We may also use other tracking technologies such as beacons, tags, and scripts to collect and track data and to improve and analyze our Site and Services. You can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if you do not accept Cookies, you may not be able to use some portions of our Site and Services.

Examples of Cookies we may use:

- Session Cookies: we may use session cookies to operate our site.
- Preference Cookies: we may use preference cookies to remember your preferences and various settings.
- Security Cookies: we may use security cookies for security purposes.

2. Data Use

Subset Data may use the Personal Data it collects for various purposes:

- To provide, maintain and improve our Site and Services
- To notify you about changes to our Site and Services
- To allow you to participate in interactive features of our Site and Services when you choose to
- To provide customer support
- To monitor the usage of our Site and Services
- To detect, prevent, and address technical issues
- To provide you with news, special offers, and general information about other goods, services, and events which we offer that are similar to those that you have already purchased or inquired about unless you have opted not to receive such information

3. Data Retention and Transfer

Subject to the rights of users set forth above, we'll retain data for as long as we need it to provide you the Services or to comply with applicable law. If you discontinue the service, this data can be deleted upon request. But please note: (1) there might be some latency in deleting this data from our servers and back-up storage; (2) we will not delete Anonymized Data and may continue to use it as described in this Privacy Policy; and (3) we may retain data if necessary to comply with our legal obligations, resolve disputes, manage security risks, or enforce our agreements.

Your data, including Personal Data, 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 of your jurisdiction.

If you are located outside the United States and choose to provide data to us, please note that we transfer the data, including Personal Data, to the United States and process it there.

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

Subset Data will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and that no transfer of your Personal Data take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal data.

4. Data Disclosure

4.1 Business Transaction If Subset Data is involved in a merger, acquisition, or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

4.2 Disclosure for Law Enforcement Under certain circumstances, Subset Data may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

4.3 Legal Requirements Subset may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of Subset Data
- To prevent or investigate possible wrongdoing in connection with the Site
- To protect the personal safety of users of the Site or the public
- To protect against legal liability

5. Data Security

The security of your data is important to us, but no method of transmission over the internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

Subset Data practices are that Personal Data transmitted over public networks is encrypted with the latest recommended secure cipher suites, including use of TLS protocols, and SHA2 signatures, which also applies to Personal Data transmitted between you and Subset Data and through the Services.

Personal Data is hosted in Subset Data's shared infrastructure and segregated logically by user ID. Subset Data uses industry standard methods for data encryption and key management. Furthermore, we authorize select employees to access Personal Data only as needed to fulfill their job responsibilities.

6. Our Policy on “Do Not Track” Signals under the California Online Protection Act (“CalOPPA”)

We do not support Do Not Track (“DNT”). DNT is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable DNT by visiting the Preferences or Settings page of your web browser.

7. Your Data Protection Rights under the GDPR

If you are a resident of the European Economic Area, you have certain data protection rights. Subset Data aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data. If you wish to be informed about what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- The right to access, update, or delete Personal Data: You can request deletion of your Personal Data by emailing support@subsetdata.com.
- The right of rectification: You have the right to have your Personal Data rectified if that data is inaccurate or incomplete.
- The right to object: You have the right to object to our processing of your Personal Data.
- The right of restriction: You have the right to request that we restrict the processing of your Personal Data.
- The right to data portability: You have the right to be provided with a copy of Personal Data in a structured, machine-readable, and commonly used format.
- The right to withdraw consent: You also have the right to withdraw your consent at any time Subset Data relied on your consent to process your Personal Data.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area.

For this section, we use the terms “Personal Data” and “processing” as they are defined in the GDPR, but “Personal Data” generally means data that can be used to individually identify a person, and “processing” generally covers actions that can be performed in connection with data such as collection, use, storage and disclosure. Subset Data may act as either a Data Processor or Data Controller (as defined by the GDPR). Subset Data will be the Controller of your Personal Data that is provided, collected and/or processed pursuant to this Privacy Policy for purposes of Subset Data being able to respond to requests for data or services, conduct a business transaction, providing aspects of the the service to you, or otherwise in connection with our legitimate business interests. In contrast, Subset Data will be a Processor of data that is inputted into the service when an enterprise customer of Subset Data uses the Service. Note that we may also process Personal Data of our customers’ customers, end users or employees in connection with providing the Services to customers, in which cases we are the processor of Personal Data. If we are acting as the Data Processor of your Personal Data rather than the Data Controller, please contact the Data Controller first to address your rights with respect to such data.

If there are any conflicts between this section and any other provision of this Privacy Policy, the policy or portion that is more protective of Personal Data shall control to the extent of such conflict. If you have any questions about this section or whether any of the following applies to you, please contact us at support@subsetdata.com

7. Legal Basis for Processing Personal Data Under the GDPR

If you are from the European Economic Area (“EEA”), Subset Data’s legal basis for collecting and using the personal data described in this Privacy Policy depends on the Personal Data (as defined by the GDPR) we collect and the specific context in which we collect it.

Subset may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests (e.g. to provide Services) and it is not overridden by your rights
- To comply with the law

Contractual Necessity: We process the following categories of Personal Data as a matter of “contractual necessity”, meaning that we need to process the data to perform under our Terms of Service or other contract with you, which enables us to provide you with the Services. When we process data due to contractual necessity, failure to provide such Personal Data will result in your inability to use some or all portions of the Services that require such data.

Consent: In some cases, we may process Personal Data based on the consent you expressly grant to us at the time we collect such data. When we process Personal Data based on your consent, it will be expressly indicated to you at the point and time of collection.

Other Processing Grounds: From time to time we may also need to process Personal Data to comply with a legal obligation, if it is necessary to protect the vital interests of you or other data subjects, or if it is necessary for a task carried out in the public interest.

Legitimate Interest: We process the following categories of Personal Data when we believe it furthers the legitimate interest of us or third parties:

- First and last name
- Email address
- Telephone number
- IP address
- Biometric data
- Web browser data
- Page view statistics
- Browsing history
- Usage data
- Transaction data (e.g. transaction amount, date and time such transaction occurred)
- Log data (e.g. access times, and software data)

Examples of these legitimate interests include:

- Operation and improvement of our business, products and services
- Marketing of our products and services
- Provision of customer support
- Protection from fraud or security threats
- Compliance with legal obligations

8. Site Providers

We may use third-party services (“Site Providers”) to monitor and analyze the use of our Site and Services and perform tasks on our behalf. These Site Providers have access to your Personal Data only to perform these tasks and are obligated not to disclose or use it for any other purpose.

9. Links to Other Sites

Our Site may contain links to other sites that are not operated by us. If you click a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

10. Children's Privacy

Our Site is not intended for people under the age of 18 (each a "Child").

We do not knowingly collect personally identifiable data from anyone under the age of 18. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from a Child without verification of parental consent, we take steps to remove that data from our servers.

11. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and by updating the "effective date" at the top of this Privacy Policy. Please review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when posted.

If you have any questions about this Privacy Policy, please contact us at support@subsetdata.com