

PRIVACY STATEMENT

Welcome to Segments.ai! As you have just clicked to our Privacy Statement and attached Cookie Statement, please make a pause, grab a cup of coffee and carefully read through the following pages. It will take you approximately 3 minutes.

The following Privacy Statement (“Statement”) explains to any individuals (whether visitors, customers or users, collectively “Users”, “your” or “you”) who access or use our services or products through our website (such as www.segments.ai), platform or applications (collectively, the “Services”) or who interact with Segments.ai BV (“Segments.ai”, “we”, “us”, “our” or “Company”) how we collect, store, use, process, protect and disclose your personal data across our Services.

Please read this information carefully to understand how we respect and protect your privacy, what your rights and choices are with respect to your personal data and how you can contact us to learn more about our privacy practices.

1 WHAT DATA DO WE COLLECT?

We collect the following types of personal data:

- **Identification information:** name, email address, phone number, company name, company role, username and password.
- **Service usage:** we collect information about the devices you use to access the Services (including but not limited to device type, browser type, IP address, the website leading you to our Services and any identifiers) and collect information about how you use our Services (including but not limited to tracking your activity).

2 FOR WHICH PURPOSES AND FOR HOW LONG WILL WE USE YOUR DATA?

We use the collected personal data to provide, promote, protect and improve our Services for your benefit. This includes the processing of your data for creating and managing user accounts, organizing event (including web events), communicating with you (including newsletters), offering support. We may also process personal data in order to anonymise the data, so they are no longer personal data. Your personal data can also be processed in order to analyse the use of our Services and to improve our support and our Services.

The legal basis for these processing operations is the pursuit of our legitimate interests (i.e. offering a service, as agreed with the organization for which you are an authorized user, the improvement of our Services) or the performance of a contract (where we have an agreement with you).

We use data hosting service providers in the European Economic Area (“EEA”) to host the information we collect. In case of a transfer outside of the EEA, for whatever reasons, we take appropriate steps to follow treatment as set forth in this Statement and in accordance with the applicable law with respect to transfer and destination.

We will keep your personal data for as long as we have a valid agreement with the organization which has indicated you as an authorized user and for 10 years after the termination of that agreement. Alternatively, we will keep your personal data for as long as your account exists and for 10 years after your closed your account.

3 WHAT ARE YOUR DATA PROTECTION RIGHTS?

As data subjects, if the legal requirements are met, you have the right to request access to your personal, correction or deletion of your personal data, limitation of data processing, portability of your personal data and you have the right to object to the processing of your personal data due to your particular situation.

You can notify us at support@segments.ai, with a proof of your identity attached, to

- Exercise your rights or address any question related to the foregoing;
- Stop receive marketing emails;
- Remove your account; or

Please note that your request and choices may be limited in some situations, for example, if you require to remove information that we are permitted by law to retain.

Data subjects are entitled to lodge a complaint with the Belgian Data Protection Authority. Complementary information are available on the website of the authority: <https://www.dataprotectionauthority.be/procedures>.

4 CHANGES TO OUR PRIVACY STATEMENT

We keep our privacy statement and cookie statement under regular review and place any update on the platform. The privacy statement and cookie statement were last updated on July 14, 2020.

COOKIE POLICY

Welcome to Segments.ai BV! As you have just clicked to our Cookie Policy, please make a pause, grab a cup of coffee and carefully read through the following pages. It will take you approximately 5 minutes.

The following Cookie Statement explains how we use cookies, what type of cookies we use and how you can manage your cookies.

1 WHAT ARE COOKIES AND WHY ARE THEY HELPFUL?

A cookie is a small data file that stores information and records on your computer when you visit a website. A cookie helps identify your computer when you return to a website. Cookies can help make your interactions with our Services easier, faster and more accessible for you. Cookies provide us with helpful information to provide and improve our Services.

2 WHAT TYPE OF COOKIES DO WE USE?

We use different types of cookies:

- **Functional cookies:** we use these cookies to enable the core functionality of our website and our Services. The legal basis for this use is the legitimate interest of Segments.ai to have its website and services function correctly.
- **Analytical cookies:** we use these cookies to understand how visitors interact with our Services. One example is Google Analytics. You can visit www.google.com/policies/privacy/partners to verify how Google Analytics collects and processes data and to opt-out. The legal basis for this use is consent.
- **Performance cookies:** we use these cookies to remember the choices you make when using our Services. The legal basis for this use is consent.

We do not serve any targeted advertisements on our Services.

3 WITHDRAW YOUR CONSENT

Even if you have accepted the cookies we used on our website, you can withdraw your consent at any time. You can do so by managing your browser settings.

You can set your browser not to accept cookies. The website <http://allaboutcookies.org> explains how to remove cookies from your browser. However, as a result, some features and elements of our Services may not function either partially or fully.

We do not respond to “Do-Not-Track” signals.

You can exercise your rights as set out above in our Privacy Statement.