

PRIVACY POLICY

Last Updated: September 10, 2024

Introduction

DynamoFL, Inc. (“Dynamo AI,” “we,” or “us”) is a United States company with headquarters at 2261 Market Street #4629, San Francisco, CA 94114.

We understand that you are aware of and care about the privacy and security of your personal data, and we take that seriously. This Privacy Notice describes Dynamo AI’s policies and practices regarding our collection and use of your personal data, when you use our website, applications, and services (collectively known as the “Services”) and sets forth your privacy rights. Remember that your use of Dynamo AI’s Services is at all times subject to our Acceptable Use Policy, <https://dynamo.ai/legal/acceptable-use-policy>, which incorporates this Privacy Policy. Any terms we use in this Policy without defining them have the definitions given to them in the Acceptable Use Policy. You may print a copy of this Privacy Policy by clicking here <https://dynamo.ai/legal/privacy-policy/download>. We recognize that information privacy is an ongoing responsibility, and so we will from time to time update this Privacy Policy as we undertake new personal data practices or adopt new privacy policies. We will alert you of material changes by placing a notice on the Dynamo AI website, by sending you an email and/or by some other means. Note that we may also process Personal Data of our customers’ end users or employees in connection with our provision of certain services to customers, in which case we are the processor of Personal Data. If we are the processor of your Personal Data (i.e., not the controller), please contact the controller party in the first instance to address your rights with respect to such data.

Please note that if you’ve opted not to receive legal notice emails from us (or you haven’t provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all of the changes.

“Personal Data” means any information that identifies or relates to a particular individual and also includes information referred to as “personally identifiable information” or “Personal Data” or “sensitive Personal Data” under applicable data privacy laws, rules or regulations. This Privacy Policy does not cover the practices of companies we don’t own or control or people we don’t manage. Additionally, this Privacy Policy also does not cover our customers’ use of our customer-deployed cloud platform; Personal Data collected through Dynamo AI’s customer-deployed cloud platform will be covered by our customer’s privacy policy.

How We Collect and Use (Process) Your Personal Data

Dynamo AI may collect Personal Data about its website visitors, paying customers, users or customers of our paying customers, and trial users. In some cases, Dynamo AI receives Personal Data about individuals from third parties. Typically, information collected from third parties will include further details on your employer or industry. We may also collect your personal data from a third-party website (e.g. LinkedIn).

Personal Data We Collect through the Platform

The following table describes the type of Personal Data we collect when you interact with app.dynamofl.com (the “Platform”). Note that where we act as a processor on behalf of our customer when providing the Platform, we may rely on our customer’s lawful basis for processing, which may be different from the bases set forth below.

Personal Data	Purpose of processing	Lawful basis for processing	Categories of Third Parties with Whom we Disclose this Personal Data
Profile or Contact Data such as first and last name, email, phone number, and unique identifiers.	For security and usage logs	Processing is necessary for the purpose of Dynamo AI's legitimate interests in operating the Platform and measuring the quality and modes of user engagement with the Platform (“Legitimate Interests”).	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners ● Business Partners ● Parties You Authorize, Access or Authenticate
Device/IP Data such as IP address, device ID, domain server, and type of device/ operating system/ browser used to access the Services.	To help Dynamo AI understand how different user profiles and entities benefit from the Platform	User consent requested; and Legitimate Interests	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners ● Business Partners ● Parties You Authorize, Access or Authenticate
Web Analytics such as web page interactions, referring webpage/source through which you accessed the Services, non-identifiable request IDs, and statistics associated with the interaction between device or browser and the Services.	To help Dynamo AI understand how different user profiles and entities benefit from the Platform	User consent requested; and Legitimate Interests	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners ● Business Partners ● Parties You Authorize, Access or Authenticate
Geolocation Data such as IP-address-based location information, and GPS data.	To help Dynamo AI understand how different user profiles and entities benefit from the Platform	User consent requested; and Legitimate Interests	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners ● Business Partners ● Parties You Authorize, Access or Authenticate
Other Identifying Information that You	To help Dynamo AI provide and improve	Legitimate Interests	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners

<p>Choose to Provide, such as Personal Data that is included in the input (e.g., for policy creation), machine-learning inputs or outputs, recruiting documents (i.e., resumes), or feedback that you provide to our Services (“Content”), depending on your service agreement and use case. Other Identifying Information that You Choose to Provide, such as Personal Data that is included in the input (e.g., for policy creation), machine-learning inputs or outputs, recruiting documents (i.e., resumes), or feedback that you provide to our Services (“Content”), depending on your service agreement and use case.</p>	<p>the Services.</p>		<ul style="list-style-type: none"> ● Business Partners ● Parties You Authorize, Access or Authenticate
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Personal Data We Collect through Our Website and Social Media Accounts

The following table describes Personal Data we collect through our marketing website (<https://dynamo.ai/>) and our social media accounts.

Personal Data We Collect	Purpose of Processing	Lawful Basis for Processing	Categories of Third Parties with Whom we Disclose this Personal Data
<p>Profile or Contact Data such as first and last name, email, phone number, and unique identifiers.</p>	<p>For security and usage logs</p>	<p>Legitimate Interests</p>	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners ● Business Partners ● Parties You Authorize, Access or Authenticate
<p>Device/IP Data such as IP address, device ID,</p>	<p>To help Dynamo AI understand how</p>	<p>User consent requested; and</p>	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners

domain server, and type of device/ operating system/ browser used to access the Services.	different user profiles and entities benefit from the Platform	Legitimate Interests	<ul style="list-style-type: none"> ● Business Partners ● Parties You Authorize, Access or Authenticate
Web Analytics such as web page interactions, referring webpage/source through which you accessed the Services, non-identifiable request IDs, and statistics associated with the interaction between device or browser and the Services.	To help Dynamo AI understand how different user profiles and entities benefit from the Platform	User consent requested; and Legitimate Interests	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners ● Business Partners ● Parties You Authorize, Access or Authenticate
Geolocation Data	To help Dynamo AI understand how different user profiles and entities benefit from the Platform	User consent requested; and Legitimate Interests	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners ● Business Partners ● Parties You Authorize, Access or Authenticate
Social Network Data such as email, phone number, user name, IP address, and device ID.	To help Dynamo AI understand how different user profiles and entities benefit from the Platform	User consent requested; and Legitimate Interests	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners ● Business Partners ● Parties You Authorize, Access or Authenticate
Other Identifying Information that You May Provide , such as emails, letters, texts, or other communications you send us	To help Dynamo AI provide and improve the Services.	Legitimate Interests	<ul style="list-style-type: none"> ● Service Providers ● Advertising Partners ● Business Partners ● Parties You Authorize, Access or Authenticate

Categories of Sources of Personal Data

We collect Personal Data about you from the following categories of sources:

- You
 - When you provide such information directly to us.
 - When you create an account or use our interactive tools and Services.
 - When you voluntarily provide information in free-form text boxes through the Services or through responses to surveys or questionnaires.
 - When you send us an email or otherwise contact us.
 - When you use the Services and such information is collected automatically.

- Through Cookies (defined in the “Tracking Tools, Advertising and Opt-Out” section below).
 - If you download our mobile application or use a location-enabled browser, we may receive information about your location and mobile device, as applicable.
 - If you download and install certain applications and software we make available, we may receive and collect information transmitted from your computing device for the purpose of providing you the relevant Services, such as information regarding when you are logged on and available to receive updates or alert notices.
- Third Parties
 - Vendors.
 - We may use analytics providers to analyze how you interact and engage with the Services, or third parties may help us provide you with customer support.
 - We may use vendors to obtain information to generate leads and create user profiles.
 - Advertising Partners.
 - We receive information about you from some of our vendors who assist us with marketing or promotional services related to how you interact with our websites, applications, products, Services, advertisements or communications.
 - Business Partners. These parties collaborate or partner with us in offering various services. They include:
 - Businesses that you have a relationship with.
 - Companies that we partner with to offer joint promotional offers or opportunities.
 - Third-Party Credentials.
 - If you provide your third-party account credentials, such as your social network account credentials, to us or otherwise sign in to the Services through a third-party site or service, some content and/or information in those accounts may be transmitted into your account with us.
 - Our Customers.
 - We may receive Personal Data about you from our customers who use the Platform. For example, we may receive Personal Data from our customers about their employees and consultants. Datasets that we receive from our Customers in order to provide the services may also contain Personal Data.

How We Use Personal Data

We may use Personal Data for the following purposes:

- To provide, administer, maintain and/or analyze the Services;
- To improve our Services including our proprietary models and conduct research;
- To personalize the Services, website content and communications based on your preferences;
- To communicate with you or market to you, including to send you information about our Services and events;
- To develop new programs and services;

- To prevent fraud, criminal activity, or misuses of our Services, and to protect the security of our IT systems, architecture, and networks;
- To comply with legal obligations and legal process and to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or other third parties.

How We Disclose Your Personal Data

We disclose your Personal Data to the categories of service providers and other parties listed in this section. Depending on state laws that may be applicable to you, some of these disclosures may constitute a “sale” of your Personal Data. For more information, please refer to the state-specific sections below.

- **Service Providers.** These parties help us provide the Services or perform business functions on our behalf. They include:
 - Hosting, technology and communication providers.
 - Analytics providers for web traffic or usage of the site.
 - Security and fraud prevention consultants.
 - Support and customer service vendors.
- **Analytics Partners.** These parties provide analytics on web traffic or usage of the Services. They include:
 - Companies that track how users found or were referred to the Services.
 - Companies that track how users interact with the Services.
- **Parties You Authorize, Access or Authenticate.**
 - Third parties you access through the services.
 - Social media services.
 - Other users.

Business Transfers

All of your Personal Data that we collect may be transferred to a third party if we undergo a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business (in whole or in part).

Data that is Not Personal Data

We may create aggregated, de-identified or anonymized data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user. We may use such aggregated, de-identified or anonymized data and disclose it with third parties for our lawful business purposes, including to analyze, build and improve the Services and promote our business, provided that we will not disclose such data in a manner that could identify you.

Tracking Tools, Advertising, and Opt-Out

The Services use cookies and similar technologies such as pixel tags, web beacons, clear GIFs and JavaScript (collectively, “Cookies”) to enable our servers to recognize your web browser, tell us how and

when you visit and use our Services, analyze trends, learn about our user base and operate and improve our Services. Cookies are small pieces of data– usually text files – placed on your computer, tablet, phone or similar device when you use that device to access our Services. We may also supplement the information we collect from you with information received from third parties, including third parties that have placed their own Cookies on your device(s).

Please note that because of our use of Cookies, the Services do not support “Do Not Track” requests sent from a browser at this time.

We use the following types of Cookies:

- **Essential Cookies.** Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Services. Disabling these Cookies may make certain features and services unavailable.
- **Functional Cookies.** Functional Cookies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our Services. These Cookies help us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Performance/Analytical Cookies.** Performance/Analytical Cookies allow us to understand how visitors use our Services. They do this by collecting information about the number of visitors to the Services, what pages visitors view on our Services and how long visitors are viewing pages on the Services. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services’ content for those who engage with our advertising. We use PostHog, Inc. (“PostHog”) cookies to monitor user engagement with the Platform in order to test and improve user experience. Additionally, we use Google Analytics Cookies and cookies offered by HubSpot, Inc. Google LLC (“Google”) uses cookies in connection with its Google Analytics services. Google’s ability to use and disclose information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt-out of Google’s use of Cookies by visiting the Google advertising opt-out page at <https://policies.google.com/technologies/ads> or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.
- **Retargeting/Advertising Cookies.** Retargeting/Advertising Cookies collect data about your online activity and identify your interests so that we can provide advertising that we believe is relevant to you. For more information about this, please see the section below titled “Information about Interest-Based Advertisements.”

You can decide whether or not to accept Cookies through your internet browser’s settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You can also delete all Cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit our website and some of the Services and functionalities may not work.

To explore what Cookie settings are available to you or to modify your preferences with respect to Cookies, you can access your Cookie management settings by clicking “Cookies Preferences,” which is

displayed as an icon with the words “Cookies Preferences” at the bottom of the webpage, while visiting <https://dynamo.ai/>. To find out more information about Cookies generally, including information about how to manage and delete Cookies, please visit <http://www.allaboutcookies.org/> or <https://ico.org.uk/for-the-public/online/cookies/> if you are located in the European Union or United Kingdom.

Session Replay Technology

We may use session replay technology in order to identify and resolve customer issues, to monitor and analyze how you use our Services, to better understand user behavior, and to improve our Services. By continuing to use the Services, you consent to the use of session replay technology. If you would like to change your settings with respect to session replay technology, you can reach out to privacy@dynamo.ai.

Data Retention

Your personal data may be stored by Dynamo AI on its servers, and on the servers of the cloud-based database management services Dynamo AI engages, located in the United States.

We retain Personal Data about you for as long as necessary to provide you with our Services or to perform our business or commercial purposes for collecting your Personal Data. When establishing a retention period for specific categories of data, we consider who we collected the data from, our need for the Personal Data, why we collected the Personal Data, and the sensitivity of the Personal Data. In some cases we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

For example:

- We retain your profile information and credentials for as long as you have an account with us.
- We retain your payment data for as long as we need to process your purchase or subscription.
- We retain your device/IP data for as long as we need it to ensure that our systems are working appropriately, effectively and efficiently.

Where we process your Personal Data as a processor on behalf of our customers, we may retain service data for the duration of the customer’s business relationship with Dynamo AI.

Data Security

We implement commercially reasonable technical, administrative, and organizational measures designed to protect your personal data from both online and offline from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no Internet or email transmission is ever fully secure or error free. Therefore, you should take special care in deciding what information you send to us via the Services or email. In addition, we are not responsible for circumvention of any privacy settings or security measures contained on the Service, or third-party websites.

Transferring personal data to the U.S.

Dynamo AI has its headquarters in the United States. Information we collect about you will be processed in the United States. By using Dynamo AI services, you acknowledge that your Personal Data will be processed in the United States, and you authorize Dynamo AI to transfer, store and process your information to and in the U.S., and possibly other countries. In some circumstances, your Personal Data may be transferred to the U.S. pursuant to a data processing agreement incorporating standard data protection clauses.

California Resident Rights

If you are a California resident, you have the rights set forth in this section. Please see the “Exercising Your Rights under the State Privacy Laws” section below for instructions regarding how to exercise these rights. Please note that we may process Personal Data of our customers’ end users or employees in connection with our provision of certain services to our customers. If we are processing your Personal Data as a service provider, you should contact the entity that collected your Personal Data in the first instance to address your rights with respect to such data. Additionally, please note that these rights are subject to certain conditions and exceptions under applicable law, which may permit or require us to deny your request.

If there are any conflicts between this section and any other provision of this Privacy Policy and you are a California resident, the 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 rights apply to you, please contact us at privacy@dynamofl.com.

Access

You have the right to request certain information about our collection and use of your Personal Data. In response, we will provide you with the following information in the past 12 months:

- The categories of Personal Data that we have collected about you.
- The categories of sources from which that Personal Data was collected.
- The business or commercial purpose for collecting or selling your Personal Data.
- The categories of third parties with whom we have shared your Personal Data.
- The specific pieces of Personal Data that we have collected about you.

If we have disclosed your Personal Data to any third parties for a business purpose over the past 12 months, we will identify the categories of Personal Data shared with each category of third party recipient. If we have sold your Personal Data over the past 12 months, we will identify the categories of Personal Data sold to each category of third party recipient.

You may request the above information beyond the 12-month period, but no earlier than January 1, 2022. If you do make such a request, we are required to provide that information unless doing so proves impossible or would involve disproportionate effort.

Deletion

You have the right to request that we delete the Personal Data that we have collected about you. Under the CCPA, this right is subject to certain exceptions: for example, we may need to retain your Personal Data to provide you with the Services or complete a transaction or other action you have requested, or if deletion of your Personal Data involves disproportionate effort. If your deletion request is subject to one of these exceptions, we may deny your deletion request.

Correction

You have the right to request that we correct any inaccurate Personal Data we have collected about you. Under the CCPA, this right is subject to certain exceptions: for example, if we decide, based on the totality of circumstances related to your Personal Data, that such data is correct. If your correction request is subject to one of these exceptions, we may deny your request.

Personal Data Sales and Shares Opt-Out

We will not sell or share your Personal Data, and have not done so over the last 12 months. To our knowledge, we do not sell or share the Personal Data of minors under 16 years of age.

Consumers have certain rights over the processing of their Sensitive Personal Information. However, we do not collect Sensitive Personal Information.

We Will Not Discriminate Against You for Exercising Your Rights Under the CCPA

We will not discriminate against you for exercising your rights under the CCPA. We will not deny you our goods or services, charge you different prices or rates, or provide you a lower quality of goods and services if you exercise your rights under the CCPA. However, we may offer different tiers of our Services as allowed by applicable data privacy laws (including the CCPA) with varying prices, rates or levels of quality of the goods or services you receive related to the value of Personal Data that we receive from you.

Exercising Your Rights under the State Privacy Laws

To exercise the rights described in this Privacy Policy, you or, if you are a California, Colorado, Connecticut, Montana, Oregon, or Texas resident, your Authorized Agent (defined below) must send us a request that (1) provides sufficient information to allow us to verify that you are the person about whom we have collected Personal Data, and (2) describes your request in sufficient detail to allow us to understand, evaluate and respond to it. Each request that meets both of these criteria will be considered a "Valid Request." We may not respond to requests that do not meet these criteria. We will only use Personal Data provided in a Valid Request to verify your identity and complete your request. You do not need an account to submit a Valid Request.

We will work to respond to your Valid Request within the time period required by applicable law. We will not charge you a fee for making a Valid Request unless your Valid Request(s) is excessive, repetitive or manifestly unfounded. If we determine that your Valid Request warrants a fee, we will notify you of the fee and explain that decision before completing your request.

Request to Access, Delete, or Correct

You may submit a Valid Request for any other rights afforded to you in this Privacy Policy by emailing us at: privacy@dynamofl.com.

You may also authorize an agent (an "Authorized Agent") to exercise your rights on your behalf. To do this, you must provide your Authorized Agent with written permission to exercise your rights on your behalf, and we may request a copy of this written permission from your Authorized Agent when they make a request on your behalf.

Other State Law Privacy Rights

California Resident Rights

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to contact us to prevent disclosure of Personal Data to third parties for such third parties' direct marketing purposes. However, we do not disclose Personal Data to third parties for such purposes.

Nevada Resident Rights

If you are a resident of Nevada, you have the right to opt-out of the sale of certain Personal Data to third parties. Please note that we do not currently sell your Personal Data as sales are defined in Nevada Revised Statutes Chapter 603A.

EU and UK Residents

The European Union and UK General Data Protection Regulation (together, "GDPR") provide certain rights for data subjects. Data Subject rights under GDPR include the following:

- **Access:** You can request more information about the Personal Data we hold about you and request a copy of such Personal Data.
- **Rectification:** If you believe that any Personal Data we are holding about you is incorrect or incomplete, you can request that we correct or supplement such data.
- **Erasure:** You can request that we erase some or all of your Personal Data from our systems.
- **Withdrawal of Consent:** If we are processing your Personal Data based on your consent (as indicated at the time of collection of such data), you have the right to withdraw your consent at any time. Please note, however, that if you exercise this right, you may have to then provide express consent on a case-by-case basis for the use or disclosure of certain of your Personal Data, if such use or disclosure is necessary to enable you to utilize some or all of our Services.
- **Portability:** You can ask for a copy of your Personal Data in a machine-readable format. You can also request that we transmit the data to another controller where technically feasible.
- **Objection:** You can contact us to let us know that you object to the further use or disclosure of your Personal Data for certain purposes, such as for direct marketing purposes.
- **Restriction of Processing:** You can ask us to restrict further processing of your Personal Data.
- **Right to File Complaint:** You have the right to lodge a complaint about Dynamo's practices with respect to your Personal Data with the supervisory authority of your country or EU Member State.

A list of Supervisory Authorities is available here:
https://edpb.europa.eu/about-edpb/board/members_en.

For questions or complaints concerning the processing of your personal data, or to exercise your rights, you can email us at privacy@dynamofl.com. Alternatively, if you are located in the European Union or United Kingdom, you can also have recourse to the European Data Protection Supervisor, the United Kingdom's Information Commissioner's Office, or with your nation's data protection authority.

Children's Data

We do not knowingly attempt to solicit or receive information from children under the age of 16. If you are a child under the age of 16, please do not attempt to register for or otherwise use the Services or send us any Personal Data. If we learn we have collected Personal Data from a child under 16 years of age, we will delete that information as quickly as possible. If you believe that a child under 16 years of age may have provided Personal Data to us, please contact us at privacy@dynamofl.com.

Questions, Concerns or Complaints

If you have questions, concerns, complaints, or would like to exercise your rights, please contact us at: privacy@dynamofl.com.

If you are located in the EU or UK, you may use the following information to contact and our EU or UK-Based Member Representative:

	EU Member Representative	UK Representative
Company Name:	Instant EU GDPR Representative Ltd	GDPR Local Ltd
Name:	Adam Brogden	Adam Brogden
Email:	contact@gdprlocal.com	contact@gdprlocal.com
Telephone:	+ 353 15 549 700	+ 441 772 217 800
Reporting Link:	https://dynamoai.gdprlocal.com/eu	https://dynamoai.gdprlocal.com/uk
Address:	INSTANT EU GDPR REPRESENTATIVE LIMITED Office 2 12A Lower Main Street, Lucan Co. Dublin K78 X5P8 Ireland	GDPR Local Ltd 1st Floor Front Suite 27-29 North Street, Brighton England BN1 1EB