

PRIVACY POLICY

Effective 03. 04. 2022

Last Amended 12. 01. 2023

[\[Link to previous Privacy Policy\]](#)

Datarize Corp. (hereinafter referred to as the “Company”) establishes and presents the following privacy policy in order to protect the personal information of the users who use the Company’s data-based Saas solution “Datarize” and resolve any relevant complaint.

1. Purpose of Processing Personal Information

The Company collects and uses personal information for the following purposes:

(a) membership registration and management: confirmation of membership intent, identification, authentication, prevention of illegal or unauthorized use of services, record preservation for settlements, handling of complaints, sending various notices, etc.;

(b) provision of services and bill settlement: delivery of contents, providing tailor-made services, sending notices on winning results of events, delivery of contracts, authentication, confirming the age, bill payment and settlement, debt collection, etc.;

(c) service improvements and development, marketing and advertising: improvement of existing services and development of new and customized services, provision of customized services and advertisements according to demographic characteristics, verification of service validity, provision of opportunities to participate in events, provision of information regarding events, identification of access frequency, statistics on service use of members, provision of services regarding promotions and events; and

(d) managing user complaints: identification of the user, confirmation of complaints, contact/notification for fact-finding, and notification of processing results.

2. Items of Personal Information Processed

2.1 The Company collects and processes the following personal information of users.

Category	Source	Purpose of Processing
name, phone number,	information collected from	membership registration

email address	each user	approval, management of the members, provision of the Company's service, marketing, advertising, and handling user complaints
Internet or other electronic network activity information, including information regarding the device and browser you use, network connection, IP address, MAC address, service use records, access and browsing records, cookies	information automatically collected when the user is using the Company's service	provision of the service and advertisement (including customized services and advertisement), security management and improving the services, developing new services

2.2 The Company collects and processes the following sensitive personal information of users.

Category	Source	Purpose of Processing
credit card number, bank or other financial account information in combination with any required security/access code	information collected from each user	provision of the Company's service and billing
your account access credentials (such as account log-in, password, or credentials allowing access to an account)	information collected from each user	provision of the Company's service

3. Period of Retention and Use for Personal Information

3.1 The Company will, without delay, delete and destroy the user’s personal information when it achieves the purpose of collection of personal information or upon the user’s withdrawal of membership or loss of membership qualifications unless otherwise required to comply with applicable laws. However, the following information is retained for the following reasons despite the withdrawal of membership or loss of user qualification.

(a) If there is an ongoing investigation regarding a violation of relevant laws and regulations, the personal information shall be retained until the completion of the respective investigation.

(b) If any debts resulted from the user’s use of the services remain unsettled, the personal information of the user will be retained until the relevant debts are settled.

3.2 Notwithstanding the foregoing, the Company may retain the following information until the end of the specified period under the laws of the Republic of Korea:

(a) your log record related to your service use: for a period of one (1) year or any other months, which is the retention period set forth prescribed by the user. (Protection of Communications Secrets Act);

(b) records on withdrawal of contract or subscription, etc., and records on payment and supply of goods: 5 years (Consumer Protection Act in Electronic Commerce, Etc.);

(c) records on handling consumer complaints or disputes: 3 years (Consumer Protection Act in Electronic Commerce, Etc.); and

(d) books and evidentiary documents for all transactions prescribed by tax laws: 5 years (Framework Act on National Taxes).

4. Provision of Personal Information to Third Parties

The Company does not provide your personal information to third parties except in the following cases:

(a) with your consent;

(b) under the special provisions in applicable laws which allow to do so;

(c) when requested by relevant authorities for investigative purposes in accordance with relevant laws and regulations; and

(d) to the following third-party recipients:

Categories of Third-Party Recipients	Categories of Personal Data
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payment processor	electronic bill payment and settlement information
hosting services provider	name, ID, password, email, weblog, cookie/session, phone number, and any other information provided by you or collected from your use of our service.
AD network	email address, cookie/session, phone number
Business Communication and Collaboration Tool	email address

5. You and Your Legal Representatives' Rights and Exercise Methods thereof

You and your legal representatives will have the following rights:

(a) you may, at any time, exercise the right to peruse, correct, delete, and suspend the processing of his/her personal information against the Company;

(b) you may exercise the right under Section 5(a) in writing, by phone, or by email, and the Company respects your request without delay;

(c) you may exercise the right under Section 5(a) through the agents such as a legal representative or a delegate, in which case you will be required to submit a power of attorney to the Company confirming such delegation;

(d) the privacy rights under Section 5(a) may be restricted in accordance with applicable law;

(e) the Company will confirm whether the person who made the request pursuant to Sections 5(a) or 5(c) holds such a right or is a legitimate agent;

(f) in some regions, you may have certain further rights under applicable data protection laws, and you may contact us at the contact point as set out below to exercise such rights. The Company will consider and act upon any such request in accordance with applicable data protection laws;

(g) if you are a California resident, you may further have the following rights; provided that these provisions only apply to the resident in California or another jurisdiction whose laws

or regulations recognize such rights:

- (i) right to be informed. You have the right to know the following:
 - (A) whether the Company collects and uses your personal information;
 - (B) the categories of personal information that the Company collects;
 - (C) the purposes for which the Company-collected personal information is used; and
 - (D) whether the Company's or shares personal information to third parties, the categories of the sold or shared personal information thereof, and the categories of third parties to whom the personal information was sold or shared;
- (ii) right to limit the use and disclosure of sensitive personal information. For the sensitive personal information collected by the Company, you have the right to limit our use and disclosure of such information by clicking the banner "Limit the Use of My Sensitive Personal Information," which will be accessible at the bottom of the website of the Company;
- (iii) right to opt out. You have the right to opt out the sale or sharing of your personal information by clicking the banner "Do Not Sell or Share My Personal Information (for Cross-Context Behavioral Advertising)," which will be accessible at the bottom of the website of the Company; and
- (iv) right to non-discrimination for your exercise of privacy rights. The Company will not discriminate against you if you exercise your privacy rights.

6. Destruction of Personal Information

6.1 The Company destroys personal information without delay when the personal information becomes unnecessary, such as in the cases of the expiration of the personal information retention period or achievement of the purpose of processing.

6.2 If personal information needs to be preserved in accordance with the laws and regulations even when the personal information retention period agreed by the user has elapsed or the purpose of processing has been achieved, the Company will securely store your personal information and isolate it from further processing by storing it in a separate database.

6.3 The destruction procedures and methods are as follows:

(a) destruction procedures: The Company selects the personal information that needs to be destroyed and destroys the personal information with the approval of the Company's personnel for management of personal information.

(b) destruction method: The Company destroys personal information recorded and stored in electronic file format using technical methods so that the information cannot be reproduced, and

personal information recorded and stored on paper documents is destroyed by crushing or incineration with a shredder.

7. Measures to Ensure Safety of Personal Information

7.1 The Company is taking the following measures to ensure the safety of personal information

(a) administrative measures: establishment and implementation of internal management plans for personal information, regular employee training, etc.;

(b) technical measures: technical countermeasures against password hackings, etc., encryption of personal data, storage access records, and prevention of forgery, etc.; and

(c) physical measures: Access control to server rooms, data storage rooms, etc.

7.2 Notwithstanding the foregoing, no electronic transmission over the Internet or information storage technology can be guaranteed 100% secure, so the Company cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although the Company will endeavor our best to protect your personal information, the transmission of personal information to and from our website is at your own risk. Further, you should only access our website within a secure environment.

8. Installation, Operation, and Rejection of Automatic Personal Information Collection Devices

8.1 The Company uses 'cookies' to store and frequently retrieve usage information to provide users with individually customized services. Cookies are a small amount of information sent to the user's PC browser by the server (HTTP), which are used to operate the website, etc., and are also stored in the user's hard disk in the computer.

8.2 The Company may use the cookies for the following purposes: security management and improving services, developing new services, and providing customized services and advertisements by analyzing access frequency and access time of users, etc., identifying the patterns of service usage and tracking traces, secure access status, and the number of users.

8.3 The users have the right to choose the installation of cookies. Therefore, the users may refuse to save all cookies by changing their Internet browser options. The 'Help' feature on most browsers will tell users how to prevent their browser from accepting new cookies, how to have the browser notify the users when they receive a new cookie, how to block cookies, and when cookies will expire. If users block all cookies on their browser, the Company will not transfer cookies to their browser.

8.4 Please be noted that by refusing to store cookies, you may experience difficulties in using some services of the Company, including limitations on customer help services and the provision

of customized information.

9. Collection and Use of Behavioral Information

The authorized third parties, including the analytics services provider, the social media network, and the advertising company, may set cookies when you engage with our service. They collect and utilize your cookie information to provide content that aligns with your interests, gauge the efficacy of their personalized advertisements, and carry out services on behalf of the Company.

10. Personnel for Management of Personal Information

10.1 The Company has designated the person in charge of personal information management and handling complaints about personal information. The Company will respond to your complaint about personal information, at the latest, not more than forty-five (45) days from the receipt of your complaints. The contact information is as follows.

Personal Information Manager	
Name:	Gyumin Lee
Title:	Privacy Officer
Telephone No.:	+82-2-571-0324
Email Address:	help@datarize.ai

10.2 The User can inquire about all personal information protection-related inquiries, handling complaints, damage relief, etc., that occurred while using the Company's service (or business) to the person in charge of personal information protection.

Department Name:	Privacy Department
Email Address:	help@datarize.ai

11. Amendment of the Privacy Policy

The Company may amend the Privacy Policy in order to comply with applicable law or to

reflect any changes in the provision of service. In the event this Privacy Policy is amended, the Company shall notify the users in advance through a notice on the website at least seven (7) days prior to the amendment. The amended Privacy Policy shall take effect from the Effective Date stipulated in the Amendment. However, the Company shall notify the users at least thirty (30) days in advance of any major changes in the Privacy Policy, such as the items of personal information to be collected or the rights of the users.