

## **Alphataba Privacy Policy**

The Alphataba Privacy Policy describes the privacy practices of Alphataba's website. Please note that in order to use our website at [www.alphataba.us](http://www.alphataba.us), you authorize Alphataba to transfer your personal information across national borders and to other countries where Alphataba and its partners operate, including the United States. The privacy protections and rights of authorities to access your information in these countries may not be equivalent to those in your country. We will only transfer your personal information to these countries where permitted to do so by law and we will take steps intended to ensure that your personal information continues to receive appropriate protections.

If the content or information that you store on Alphataba website contains personal information of other individuals, you must be legally permitted to share the personal information with Alphataba.

This privacy policy describes how Alphataba (also referred to as "we," "us" or "our") will make use of your information in various ways when you use our services.

For more information, or if you have questions or concerns regarding this Privacy Policy, you may email us at [sales@alphataba.com](mailto:sales@alphataba.com) or write to us at: Alphataba Inc., 3120 Scott Blvd, Santa Clara, CA 95054, Attn: Privacy.

### **What Information Does Alphataba Collect?**

- When you register to use Alphataba website, contact us for support or request for quotation with us, Alphataba collects information that identifies you, we require you to provide certain information, which may include your name, email, zip code or other personally identifiable information. When your order is confirmed, we collect additional information from you, including personally identifiable information such as your address and telephone number.
- To facilitate your use of our services, we provide you with the ability to register and create an account at [www.alphataba.com](http://www.alphataba.com). In order to register and create an account, you are required to provide certain information, including personally identifiable information. As you use the services you may be able to add additional information to your account.
- In connection with orders you place with us or otherwise, you may send email or other communications to us. We also provide users with surveys requesting information about your experience with us and our services to which you may respond and we may provide you with other opportunities to submit reviews, comments, feedback and other information about us and our services. We will collect and retain those communications, responses and submissions.

- We may also provide community activities on our website, such as a blog that permits user comments or feedback. You are not required to disclose any personally identifiable information when submitting or posting comments or other information through such community activities, but you will be able to do so in connection with the submitted or posted information that you generate. As this information will be publicly available to users of our services, we urge you to use caution when including personally identifiable information through such community activities.
- We collect information about your interaction with and your use of our website and services, such as your IP address, your device, browser and operating system type and version, event information such as device crashes, which pages you view, which page linked you to our website, and which link you select when you leave our website.
- We use various technologies to collect information through your interaction with and use of our website and services. These technologies include cookies (small files that are sent to your browser or device when you visit a website which allow the website to recognize you when you visit again and permit storage of information such as user preferences) and may also include web beacons, clear GIFs, pixels and other pixel tags (small blocks of code that can be used to read and place cookies and transmit information), HTML5 and other local storage and caching (technology that allows an application or website to store and retrieve data on a user's device) and similar technologies. For some of these technologies, your device or browser may offer settings which may enable you to disable the usage of such technologies. However, some services or features may not function properly or as well as a result, and the settings offered by your device or browser may only apply to that device or browser.
- We may also collect information from other sources and add it to our database. For example, we may use third party marketing and sales services or manual updates by our employees to supplement existing databases of user information.

**How does Alphataba use the information it collects about me, and what are the legal bases for these uses?**

Alphataba uses the information we collect about you for the following purposes:

- To fulfill a contract, or take steps linked to a contract: this is relevant where you register to use an Alphataba website (whether paid, or as a three-month trial). This includes:
  - Providing you with the Alphataba website for which you have registered, and any other services or products that you have requested;
  - Providing you with quotations for products, assemble and deliver your orders;
  - Verifying your identity;
  - Taking payments;
  - Sending you necessary communications (for example, related to payments or expiration of your subscription); and
  - Providing customer service or support.

- As required by Alphataba to conduct our business and pursue our legitimate interests, in particular:
  - Providing you with the Alphataba website for which you have registered and any other products and services you have requested;
  - Analyzing your use and measuring effectiveness of our website to better understand how it is being used so we can improve it and engage and retain users;
  - Sending you information about Alphataba products and services, special offers and similar information, and sharing your information with third parties for their own marketing purposes (where your consent is not required);
  - Analyzing your use of our website, and interaction with our communications, to tailor and customize the website, and marketing communications;
  - Detecting, preventing, or otherwise addressing fraud, security or technical issues, as well as to protecting against harm to the rights, property or safety of Adobe, our users, or the public;
  - Conducting surveys and market research about our customers, their interests, the effectiveness of our marketing campaigns, and customer satisfaction (unless we need consent to undertake such surveys, in which case we will only do this with your permission);
  - Investigating and responding to any comments or complaints that you may send us;
  - Checking the validity of the sort code, account number and card number you submit if you use a credit or debit card for payment, in order to prevent fraud;
  - Sharing account information registered under a business email address with employers for account migrations purposes;
  - If we merge with or are acquired by another company, sell an Alphataba website, or business unit, or if all or a substantial portion of our assets are acquired by another company, your information will likely be disclosed to our advisers and any other prospective purchaser's advisers and will be one of the assets that is transferred to the new owner; and
  - In connection with legal claims, compliance, regulatory and investigative purposes as necessary (including disclosure of information in connection with government agency requests, legal process or litigation).

On other occasions where we ask you for consent, we will use the information for the purposes which we explain at that time. Where we rely on consent to process data, you can withdraw your consent to such activities at any time.

- For legal reasons:
  - Responding to requests by government or law enforcement authorities conducting an investigation.

- To detect, prevent, or otherwise address fraud, security, potential illegal activities, or technical issues and software piracy (e.g., to confirm that software is genuine and properly licensed), helping to protect you as well as Adobe.

Where this processing and these disclosures are not strictly required by law, Alphataba may rely on its legitimate interests and those of third parties described above.

### **How Does Alphataba Protect the Integrity and Security of Personal Information?**

We work hard to protect your personal information. We also take reasonable steps to ensure that the personal information we process is accurate, complete, and current, but we depend on our users to update or correct their personal information whenever necessary. Your Alphataba registered user account information is protected by a password that you select for your privacy and security. We encourage you to use “strong” passwords (that use a combination of upper and lower case letters, number and symbols). Please also make sure to protect your account information and log off when you are done using our services, especially if other users have access to the device you are using to access the services. Please be aware, however, that no protection measures are perfect or impenetrable. Although we believe the measures we take are reasonable measures to protect the integrity and security of your personally identifiable information, we cannot guarantee its absolute integrity and security or that unauthorized third parties will never be able to defeat the security measures taken by Alphataba or our third-party service providers. We assume no liability or responsibility for disclosure of your information due to errors in transmission, unauthorized third-party access, or other causes beyond our control. You play an important role in keeping your personal information secure. You should not share your user name, password, or other security information for your Tempo Automation account with anyone. If we receive instructions using your user name and password, we will consider that you have authorized the instructions.

### **Where does Alphataba store my personal information?**

Your personal information and files are stored on Alphataba’s servers and the servers of companies we hire to provide services to us.

### **What rights do I have in respect of my personal information and how can I exercise these rights?**

Under the law of some jurisdictions, you may have the right to ask us for a copy of your personal information; to correct, delete or restrict (stop any active) processing of your personal information; and to obtain the personal information you provide to us for a contract or with your consent in a structured, machine readable format, and to ask us to share (port) this information to another controller.

In addition, you can object to the processing of your personal information in some circumstances (such as where we are using the information for direct marketing).

These rights may be limited, for example, if fulfilling your request would reveal personal information about another person, or if you ask us to delete information which we are required by law to keep or which we need to defend claims against us.

### **What rights do I have if I am a California consumer?**

Residents of the State of California, under the California Civil Code, have the right to request from certain companies conducting business in California a list of all third parties to which the Company has disclosed personal information during the preceding year for direct marketing purposes and a disclosure of the shared information. Alternatively, the law provides that a company may have a privacy policy that provides you with an “opt-in” choice for use of your personal information by affiliates or third parties for direct marketing purposes or an “opt-out” choice with information on how to exercise your opt-out option. We qualify for and select the “opt-in” choice. As described above under the sub-heading “When Do We Share Personal Information With Others?”, we will not provide your personal contact information to affiliates or third parties for direct marketing purposes without your “opt-in” consent. If you are a California resident and would like more information about our compliance with your California privacy rights, send your request to us at Alphataba Inc., 3120 Scott Blvd, Santa Clara, California 95054, Attn: Privacy Matters.

### **Will this privacy policy change?**

Occasionally, we may change this privacy policy to allow Alphataba to accommodate new technologies, industry practices, regulatory requirements or for other purposes. If we do, we will change the "last updated" date at the top of this policy and the revised policy will be posted to this page so that you are aware of the information we collect, how we use it, and under what circumstances we may disclose it. We recommend that you review this Privacy Policy periodically so that you are aware of any changes. Under certain circumstances (for example with certain material changes) we will provide notice to you of these changes and, where required by applicable law, we will obtain your consent. Notice may be by email to you, by posting a notice of such changes on our website, or by other means consistent with applicable law.