



GOBOT PRIVACY POLICY

(Modified August 5, 2017 and located at <https://www.getgobot.com/docs/privacy-policy.pdf>)

At Gobot LLC (“Gobot”) we want to be very transparent about how we treat your data. Our Privacy Policy explains how we collect, use, disclose, and protect information that applies to our Service, and your choices about the collection and use of your information.

It is important to understand upfront that this Privacy Policy focuses on how Gobot treats its own customer data. This Policy does not dictate or control how websites using Gobot treat data collected from their website visitors.

Gobot is a service provider to Gobot Customers who use Gobot to build a chatbot for their website. Website visitors (or Users of a Gobot Customer) visit Gobot Customer websites and interact with Gobot chatbots built by Gobot Customers. Gobot collects information on a User under the direction of its Customer, and has no direct relationship with the User whose information it processes. It is important to understand that when a User visits Customer websites that use the Gobot Services, the Customer’s privacy policy applies to that information collected instead of this Gobot Privacy Policy. A link to the Customer’s privacy policy typically can be found on the Customer’s website. Gobot may use your information as permitted by our Customer in accordance with Customer’s privacy policies.

1. HOW WE COLLECT AND USE INFORMATION

Capitalized terms that are not defined in this Privacy Policy have the meaning given them in our Terms & Conditions of Use, found at <https://www.getgobot.com/docs/beta-terms-of-use.pdf>.

We collect the following types of information about you:

Information you provide us directly: We ask for certain information such as your username, first and last name, e-mail address, company, and credit card or billing information when you register for a Company account, or if you correspond with us. We may also retain any messages you send through the Service, and may collect



information you provide in Content you post to the Service. We use this information to operate, maintain, and provide to you the features and functionality of the Service.

Information we may receive from third parties: We may receive information about you from third parties, including, without limitation, our business partners, third party suppliers and customers. For example, if you access our websites or Service through a third-party connection or log-in, for example, through Facebook Connect, by "following," "liking," adding the Company application, linking your account to the Company Service, etc., that third party may pass certain information about your use of its service to Company. You should always review, and if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to the Company Service. You may also unlink your third party account from the Service by adjusting your settings on the third party service.

We use information to operate, maintain, and provide to you the features and functionality of the Service, as well as to communicate directly with you, such as to send you email messages and push notifications and to permit you to share content with others on the Service. We may also send you Service-related emails or messages (e.g., account verification, order confirmations, change or updates to features of the Service, technical and security notices). For more information about your communication preferences, see "Your Choices Regarding Your Information" below.

Use of cookies and other technology to collect information.

We automatically collect certain types of usage information when you visit our website or use our Service. When you visit the Service, we may send one or more cookies — a small text file containing a string of alphanumeric characters — to your computer that uniquely identifies your browser and lets us help you log in faster and enhance your navigation through the site. A cookie may also convey information to us about how you use the Service (e.g., the pages you view, the links you click, how frequently you access the Service, and other actions you take on the Service), and allow us to track your usage of the Service over time. We may collect log file information from your browser or mobile device each time you access the Service. Log file information may include anonymous information such as your web request, Internet Protocol ("IP") address, browser type, information about your mobile device, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information. We may use first-party cookies to maintain a coherent scope for a user session across multiple pages on a single website. These cookies do not track the same user across unrelated domains and attempts to

infer identity across domains is strictly prohibited. We may employ clear gifs (also known as web beacons) which are used to anonymously track the online usage patterns of our Users. In addition, we may also use clear gifs in HTML-based emails sent to our users to track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the Service. We may also collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the Service. These tools collect information sent by your browser or mobile device, including the pages you visit, your use of third party applications, and other information that assists us in analyzing and improving the Service.

When you access our Service by or through a mobile device, we may receive or collect and store a unique identification numbers associated with your device ("Device ID"), mobile carrier, device type and manufacturer, phone number, and, depending on your mobile device settings, your geographical location data, including GPS coordinates (e.g. latitude and/or longitude) or similar information regarding the location of your mobile device.

Gobot may use your information and data as agreed to in the Agreement and to:

- Remember information so that you will not have to re-enter it during your visit or the next time you visit the site.
- Provide custom, personalized content and information, including advertising.
- Provide and monitor the effectiveness of our Service.
- Monitor aggregate metrics such as total number of visitors, traffic, usage, and demographic patterns on our website and our Service.
- Diagnose or fix technology problems.
- Automatically update the Company application on your mobile devices.
- Process transactions between you and Gobot.
- Send e-mails about our Site or respond to inquiries.
- Send e-mails and updates about the Gobot Services, including newsletters.
- Provide support for the Gobot Services.
- Enhance or improve user experience, our Site, or Gobot Services.
- Monitor data to ensure that it complies with your contractual obligations to us.
- Perform any other function that we believe in good faith is necessary to protect the security or proper functioning of our Site or the Gobot Services.
- With your prior consent, we may post your personal testimonials along with those of other satisfied customers on our Site in addition to other endorsements.

If you choose, you can set your browser to reject cookies or you can manually delete individual or all of the cookies on your computer by following your browser's help file

directions. Note that turning off cookies may also disable functions of many websites you visit.

2. SHARING OF YOUR INFORMATION

We may share your personal information in the instances described below. For further information on your choices regarding your information, see the section below called, "Your Choices Regarding Your Information."

Remember, our Services allow you to connect with your website visitors. Information you include in your chatbots will be visible to your website visitors and may be searchable by search engines which may display certain of your information publicly. By using the Service, you consent to have your chatbot information displayed to your website visitors. Consider your own privacy and personal safety when logging in to our Service and sharing your information with anyone.

We may also share your personal information with:

- Third parties, including tools Gobot integrates with, who we think may offer you products or services you may enjoy.
- Other companies owned by or under common ownership as Company or our ultimate holding company (i.e., any organization that owns or controls us) and any subsidiaries it owns. These companies will use your personal information in the same way as we can under this Policy.
- Third party vendors, consultants and other service providers that perform services on our behalf, in order to carry out their work for us, which may include payment processing and tracking, subscription management, identifying and serving targeted advertisements, content or service fulfillment, or providing analytics services.
- The public and other members of the Service at your request. Any information or content that you voluntarily disclose for posting to the Service. If you remove information that you posted to the Service, copies may remain viewable in cached and archived pages of the Service, or if other users of our Service have copied or saved that information.
- At your request or otherwise with your consent, third party vendors, consultants and other service providers who will provide you with services, such as e-mail service providers.
- Other parties in connection with any company transaction, such as a merger, sale of company assets or shares, reorganization, financing, change of control

or acquisition of all or a portion of our business by another company or third party or in the event of bankruptcy or related or similar proceedings.

- Third parties as required to (i) satisfy any applicable law, regulation, subpoena/court order, legal process or other government request, (ii) enforce our Terms & Conditions Agreement, including the investigation of potential violations thereof, (iii) investigate and defend ourselves against any third party claims or allegations, (iv) protect against harm to the rights, property or safety of Gobot, its users or the public as required or permitted by law, (v) detect, prevent or otherwise address criminal (including fraud or stalking), security or technical issues, or (vi) otherwise protect the security and integrity of our Service or protect the rights, property or personal safety of Gobot, our users or others.

Ads on Gobot: We may also share certain information (but never your personal information) such as your location, browser and cookie data and other data relating to your use of our Service with our business partners to deliver advertisements ("ads") that may be of interest to you. Gobot may allow third-party ad servers or ad networks to serve advertisements on the Service. These third-party ad servers or ad networks use technology to send, directly to your browser or mobile device, the ads and ad links that appear on the Service, and will automatically receive your IP address when they do so. They may also use other technologies (such as cookies, JavaScript, device identifiers, location data, and clear gifs, see above) to compile information about your browser's or device's visits and usage patterns on the Service, and to measure the effectiveness of their ads and to personalize the advertising content. Gobot does not sell, rent, or share the information we collect directly from you or about you from third parties with these third-party ad servers or ad networks for such parties' own marketing purposes.

Please note that an advertiser may ask Gobot to show an ad to a certain audience of Gobot users (e.g., based on demographics or other interests). In that situation, Gobot determines the target audience and Gobot may serve the advertising to that audience and only provide anonymous aggregated data to the advertiser. If you respond to such an ad, the advertiser or ad server may conclude that you fit the description of the audience they are trying to reach.

The Gobot Privacy Policy does not apply to, and we cannot control the activities of, third-party advertisers. Please consult the respective privacy policies of such advertisers or contact such advertisers for more information.

3. HOW WE STORE AND PROTECT YOUR INFORMATION

Storage and Processing: Your information collected through the Service may be stored and processed in the United States or any other country in which Gobot or its subsidiaries, affiliates or service providers maintain facilities. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which Company or its parent, subsidiaries, affiliates or service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

Keeping your information safe: Gobot cares about the security of your information and uses commercially reasonable safeguards to preserve the integrity and security of all information collected through the Service. These safeguards include using Secure Socket Layer (SSL) Certificates and two-factor authentication. Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. We also take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information. All transactions are processed through a gateway provider and are not stored or processed on our servers. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your email communications from Gobot, at all times. However, Gobot cannot ensure or warrant the security of any information you transmit to Gobot or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed. Your privacy settings may also be affected by changes to the functionality of third party sites and services that you add to the Service, such as social networks. Gobot is not responsible for the functionality or security measures of any third party.

Compromise of information: In the event that any information under our control is compromised as a result of a breach of security, Gobot will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

4. YOUR CHOICES ABOUT YOUR INFORMATION

Commercial and marketing communications: We use the information we collect or receive to communicate directly with you. We may send you emails containing newsletters, promotions and special offers. If you do not want to receive such email messages, you will be given the option to opt out or change your preferences. We also use your information to send you Service-related emails (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the Service, technical and security notices). You may not opt out of Service-related e-mails (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the Service, technical and security notices).

You control your account information and settings: You may update your account information at any time by logging into your account and changing your profile settings. You can also stop receiving promotional email communications from us by clicking on the "unsubscribe link" provided in such communications. We make every effort to promptly process all unsubscribe requests. If you have any questions about reviewing or modifying your account information, you can contact us directly at **max@getgobot.com**.

Online Advertising. We may permit third party online advertising networks to collect information about your use of our website over time so that they may display ads that may be relevant to your interests on our Service as well as on other websites or apps. Typically, the information collected for this purpose is collected through cookies or similar tracking technology. The only way to completely opt out of the collection of any information through cookies or other tracking technology is to actively manage the settings on your browser or mobile device. Please refer to your mobile device or browser's technical information for instructions on how to delete and disable cookies, and other tracking/recording tools. (To learn more about cookies, clear gifs/web beacons and related technologies, you may wish to visit <http://www.allaboutcookies.org> and/or the Network Advertising Initiative's online resources, located at <http://www.networkadvertising.org>). Depending on your type of device, it may not be possible to delete or disable tracking mechanisms on your mobile device. Note that disabling cookies and/or other tracking tools prevents Gobot or its business partners from tracking your browser's activities in relation to the Service, and for use in targeted advertising activities by third parties. However, doing so may disable many of the features available through the Service. If you have any questions about opting out of the

collection of cookies and other tracking/recording tools, you can contact us directly at **max@getgobot.com**.

How long we keep your Content: Following termination or deactivation of your account, Gobot may retain your profile information and Content for a commercially reasonable time for backup, archival, or audit purposes.

5. CHILDREN'S PRIVACY

Gobot does not knowingly collect or solicit any information from anyone under the age of 18 or knowingly allow such persons to register as users. The Service and its content are not directed at children under the age of 18. In the event that we learn that we have collected personal information from a child under age 18 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 18, please contact us at **max@getgobot.com**.

6. LINKS TO OTHER WEB SITES AND SERVICES

We are not responsible for the practices employed by websites or services linked to or from the Service, including the information or content contained therein. Please remember that when you use a link to go from the Service to another website, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link or advertisement on our website, are subject to that third party's own rules and policies. In addition, you agree that we are not responsible for and we do not have any control over any third-parties that you authorize to access your Content. If you are using a third-party website or service and you allow such a third-party access to your Content you do so at your own risk. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources other than through the Service.

7. RIGHT TO ACCESS, EDIT, AND REMOVE YOUR INFORMATION

You have a right to access personal information we hold about you. Whenever you use our Site or Services, we strive to make sure that the Personal Information is correct. If that information is wrong, we give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. When updating your Personal Information, we may ask you to verify your identity before making any changes. We may reject requests that are not consistent with law, risk the privacy of others or would be extremely impractical. Because we may protect



information from accidental or malicious destruction, even after information is deleted from the Gobot Services, it may not be immediately deleted from Gobot's servers.

To request removal of your Personal Information from our Site, Services, blog or social media, contact us at max@getgobot.com.

If a User interacts with one of our Customers and the User seeks to access, or correct, amend, or delete inaccurate data or no longer wants to be contacted by one of our Customers, the User should direct its inquiry to the Customer because the Customer is the data controller. If the Customer requests Gobot to remove the Personal Information, we will respond to their request within 30 days.

8. INTERNATIONAL TRANSFER

We store and process information about you on computers in the United States. Privacy laws local to our servers and computers will apply to information we store about you.

9. DO NOT TRACK SETTING

We treat the data of everyone who comes to our site in accordance with this Privacy Policy, whatever their Do Not Track setting.

10. CHANGES TO OUR PRIVACY POLICY

Gobot may modify or update this Privacy Policy from time to time to reflect the changes in our business and practices, and so you should review this page periodically. When we change the policy in a material manner we will update the 'last modified' date at the top of this page. If you are a visitor to this Site and disagree with the Privacy Policy, you should leave the Site and/or cancel your agreement with Gobot.

11. HOW TO CONTACT US

If you have any questions about this Privacy Policy or the Service, please contact us at max@getgobot.com or via postal mail at:

Gobot Attn: PRIVACY, Gobot LLC, 378 Crest Rd, Ridgewood, NJ 07450

We will make every effort to address your concerns.