

Privacy Policy for User-Generated Content

Qualzai Inc. PRIVACY POLICY

Qualzai Inc. (the "Company") is committed to maintaining robust privacy protections for its users. Our Privacy Policy ("Privacy Policy") is designed to help you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

For purposes of this Agreement, "Site" refers to the Company's website, which can be accessed at qualz.ai or through our messaging partners.

"Service" refers to the Company's services accessed via the Site, in which users can create a research study, have qualz.ai conduct interviews and get analysis of such interviews.

The terms "we," "us," and "our" refer to the Company.

"You" refers to you, as a user of our Site or our Service.

By accessing our Site or our Service, you accept our Privacy Policy and [Terms of Use](#) and you consent to our collection, storage, use and disclosure of your Personal Information as described in this Privacy Policy.

I. INFORMATION WE COLLECT

We collect "Non-Personal Information" and "Personal Information." **Non-Personal Information** includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. **Personal Information** includes your email and any other information which you submit to us through the registration process at the Site. It also includes any responses to research design questions, survey questions and interview questions that you submit to Qualzai during the creation of the study, while conducting the study, or during analysis and storage.

1. Information collected via Technology

To activate the Service you do not need to submit any Personal Information other than your email address. To use the Service thereafter, you do not need to submit further Personal Information. However, in an effort to improve the quality of the Service, we track information provided to us by your browser or by our software application when you view or use the Service, such as the website you came from (known as the "referring URL"), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user's browser from our servers and are stored on the user's computer hard drive. Sending a cookie to a user's browser enables us to collect Non-Personal information about that user and keep a record of the user's preferences when utilizing our services, both on an individual and aggregate basis. For example, the Company may use cookies to collect the following information: like login behavior, continued use behavior.

The Company may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser.

2. Information you provide us by registering for an account

In addition to the information provided automatically by your browser when you visit the Site, to become a subscriber to the Service you will need to create a personal profile. You can create a profile by registering with the Service and entering your email address, and creating a user name and a password. By registering, you are authorizing us to collect, store and use your email address in accordance with this Privacy Policy.

3. Children's Privacy

The Site and the Service are not directed to anyone under the age of 13. The Site does not knowingly collect or solicit information from anyone under the age of 13, or allow anyone under the age of 13 to sign up for the Service. In the event that we learn that we have gathered personal information from anyone under the age of 13 without the consent of a parent or guardian, we will delete that information as soon as possible. If you believe we have collected such information, please contact us at service@qualz.ai.

4. Data Collection Services

Data Collection Services refers to the use of Qualz.ai to collect information from participants in a study. This is relevant to product categories of 'Dynamic Survey' and 'Interviews'. The minimum amount of information that is collected from a participant in these settings are a non-identifiable participant code that links to a particular study or an identifier such as an email address if this is required by the user's data collection policies. These are kept separate and are not part of the overall study information viewable by the user of the website creating the study. Any other personal identifiable information divulged by the participant in the studies themselves is the responsibility of the user creating the study and the questionnaire. It is the user's responsibility to remove these information when detected in the course of a survey or an interview.

5. Transcription Services

Transcription refers to the use of Artificial Intelligence tools to transcribe audio or video data uploaded by the user to text transcripts. This is an optional feature that can be utilized if the user has audio or video data and wishes to utilize the Data Analysis services. Qualz.ai offers two options for transcription services:

a) **Local machine transcription:** This refers to a secured sandboxed server that does the transcription that does not require transferring data to a third party service provider such as a cloud. This service is not available as part of the standard use of the website but can be included on a per-project basis. A separate request needs to be made during project onboarding to use the local machine transcription. It is the responsibility of the user to verify that no personally identifiable information is present after the transcription service and delete any such information before using the Data Analysis Services.

b) **Qualz.ai Cloud based Transcription:** This option is the standard option available in the website. The process includes sending the audio or video files temporarily to a secured cloud server in an encrypted format. The cloud server then transcribes and diarizes the audio or video file and immediately deletes any artifacts except when required by state and local laws. The resulting transcripts are available in the website dashboard where the user can review the transcripts and remove any personally identifiable information before using other Qualz.ai services.

6. Data Analysis Services

Qualz Deep Insights is the product or service that processes the information including qualitative and quantitative analysis. It is the user's responsibility to remove any personal identifiers if present before running the analysis processes. Qualz.ai does not train our models on, trade, sell or otherwise share any information collected during the data collection process and the qualitative analysis process. We take all standard and state of the art measures like de-identification, encryption at rest and motion to ensure that only the user who creates the study or the other users they explicitly grant permission to have access to this data for anything other than customer support or consulting services Qualz.ai professionals provide.

II. HOW WE USE AND SHARE INFORMATION

Personal Information

Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We do share Personal Information with vendors who are performing services for the Company, such as the servers for our email communications who are provided access to user's email address for purposes of sending emails from us. Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy. In general, the Personal Information you provide to us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about promotional offers.

We may share Personal Information with outside parties if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to meet any applicable legal process or enforceable governmental request; to enforce applicable Terms of Service, including investigation of potential violations; address fraud, security or technical concerns; or to protect against harm to the rights, property, or safety of our users or the public as required or permitted by law.

Non-Personal Information

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information as set forth in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

III. DATA DE-IDENTIFICATION AND USER RESPONSIBILITY

We are committed to ensuring the privacy and security of all data processed through our services. It is the responsibility of the user to de-identify any personally identifiable information (PII) and sensitive health information prior to uploading it to our platform. Users must remove or obscure all direct and indirect identifiers in accordance with applicable legal and ethical guidelines. We provide guidance on recognized de-

identification techniques but does not take responsibility for the failure to de-identify any data provided by users.

IV. HOW WE PROTECT INFORMATION

We implement security measures designed to protect your information from unauthorized access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks.

V. DATA RETENTION AND DELETION

Data uploaded to Qualz.ai is retained only for the duration necessary to fulfill the agreed-upon project objectives or until the user opts to delete the data from their account. Post-deletion, Qualz.ai retains the data for a maximum period of 30 days to ensure data recovery in cases of accidental deletions, unless longer retention is mandated by statutory or legal obligations. Users are encouraged to manage their data retention according to their project needs and compliance requirements.

VI. YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional e-mail. You can also indicate that you do not wish to receive marketing communications by responding to the email or sending an email at service@qualz.ai. Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out via email, we may continue to send you administrative emails including, for example, periodic updates to our Privacy Policy.

VII. LINKS TO OTHER WEBSITES

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

VIII. CHANGES TO OUR PRIVACY POLICY

The Company reserves the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your

account or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

IX. CONTACT US

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to service@qualz.ai.

Last Updated: 06/02/2023