

# DeepMedia B2B Privacy Policy

Last updated: March 14, 2024

Thank you for taking the time to read our privacy policy. At DeepMedia.AI (“**DeepMedia**”, “**we**”, or “**us**”), your privacy is of the utmost importance. We want you to be fully informed about the information we collect, how it is used, shared, and protected, and the choices you have with it and explain the privacy and data practices at DeepMedia.

This privacy policy sets out how we collect, use, process, store, share and disclose personal information in providing the Services.

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## About Us

We provide software to help determine media authenticity (aka; ‘deepfakes’). We help our business customers (“**Customers**”) detect deepfakes or other inauthenticity through our proprietary solutions and products including our DeepID Solutions (collectively, our “**Services**”).

### 1. Personal Information We Collect

#### Customer Information:

In order to serve our Customers, DeepMedia will collect various information on our Customers, including:

- Employee information including your name, company email, company name, company website URL.
- Correspondence, which may include any personal information provided during an email correspondence or customer service engagement.
- Billing and administrative finance information.

- Information about how our Customers use our Services, including time spent on our applications, behavioral activity, and metadata associated with software interactions.

#### End Consumer Information From Customers:

When our Customers use our Services, they may upload media containing images and other content of consumers that may be considered ‘personal information’ under various privacy laws. (“**End Consumers**”) Please note, our technology works by detecting anomalies or manipulations in the Media uploaded by our Customers. We do not engage in biometric analysis of faces or voices, such as with facial recognition technology. Our Services do not collect or use End Consumer personal information for any purpose other than in conjunction with media manipulation.

### **2. How We Use Personal Information**

Subject to the terms of our Customer agreements, we may use personal information for the following purposes:

- To provide our Services, namely to enable account creation so our customers can upload Media.
- Customer support, including email.
- To improve our Services.
- To authenticate, verify or otherwise ensure compliance with Customer written instructions or to mitigate the risk of fraud.
- For any legal purpose necessary, including IP protection, or if DeepMedia is required to process information as a result of a court order or other legal or regulatory proceeding.

### **3. How We Disclose Personal Information**

Our Services provide Customers with the ability to synchronize certain external software or data applications with DeepMedia, which may include the transfer of personal information. Some of the types of applications are:

- Media systems.
- Cloud services.
- Customer Support.
- Customer Relationship Management.

Subject to Customer agreements, we may disclose personal information in order to:

- Protect the legal rights of our company, our employees, our agents, and our affiliates.
- Protect the safety and security of those who access and use our Services.

- Detect and protect against fraud.
- Comply with law or legal process, including responding to subpoenas.
- Complete a legal transaction related to the sale of our business or any assets.

DeepMedia may share aggregate or anonymous information for any purpose. This means that the information we share does not identify specific individuals, or is combined with other data to protect individuals' privacy.

#### **4. Privacy Choices**

If DeepMedia maintains your personal information as part of a Customer or potential Customer relationship, you have the right to exercise the following choices with our use of your personal information:

- Access the personal information we maintain about you.
- Delete the personal information we maintain about you.
- Correct inaccurate personal information we maintain about you
- Opt out of certain uses of your personal information, notably marketing emails by clicking the 'unsubscribe' link within any marketing email.

You can exercise these rights by contacting us at [privacy@deepmedia.com](mailto:privacy@deepmedia.com).

**If you are an End Consumer who believes that one of our Customers has shared your personal information with us, please contact a representative of that Customer rather than email us with your request.** We can not provide personal information about a specific individual on behalf of a Customer without our Customer's express written instructions.

#### **5. Security**

We maintain reasonable safeguards to protect against unauthorized access, use, modification, and disclosure of personal information in our custody and control. Despite our efforts, we cannot guarantee that unauthorized access or use will never occur. It is important that you take steps to keep your information safe and secure. Choose an account password that is hard for others to guess and don't reveal it to third parties. If you use a shared public computer, do not opt to have your login ID or password remembered and be sure to log out of your account when you finish.

#### **6. Retention**

We will retain personal information according to the terms of our written agreements.

#### **7. U.S. State-Specific Notice**

Some U.S. states have enacted comprehensive privacy laws. The California Consumer Privacy Act, as amended by the California Privacy Rights Act or "CPRA" (collectively, the "**CCPA**"), the

Virginia Consumer Data Protection Act (“**VCDPA**”), the Colorado Privacy Act (“**CPA**”), the Connecticut Data Privacy Act (“**CTDPA**”) the Utah Consumer Privacy Act (“**UCPA**”), the Oregon Consumer Privacy Act (“**OCPA**”), the Texas Data Privacy and Security Act (“**TDPSA**”), and the Montana Consumer Data Privacy Act (“**MTCDDPA**”) create additional privacy obligations for businesses and provide their residents with additional privacy rights.

Additional Privacy Rights:

In addition to the rights granted above, if you are a resident of California, Virginia, Colorado, or Connecticut, you have the right to:

- **Opt out of the ‘sale’ or ‘share’ of your personal information for the purpose of targeted advertising.** We do not ‘sell’ or ‘share’ personal information as defined by applicable law.
- **Sensitive Personal Information.** Residents of Virginia, Colorado, Connecticut, and Oregon have the right to opt in to the collection and use of their sensitive personal information; residents of California and Utah have the right to opt out of the collection and use of sensitive personal information. **Please note, face and voice prints are only considered sensitive personal information where they are used to identify individuals. We do not process face or voice prints to identify individuals, we process Media to detect manipulations in the Media itself, not by identifying individuals.**

You can exercise these rights by emailing us at [privacy@deepmedia.com](mailto:privacy@deepmedia.com) or via the ‘Your Privacy Choices’ webform.

**8. EEA/UK Notice**

The European Economic Area (“**EEA**”) and the United Kingdom (“**UK**”) have each enacted privacy laws. The European Union’s (“**EU**”) and the UK’s General Data Protection Regulation (collectively, the “**GDPR**”) create additional privacy obligations for ‘Controllers’ of personal data and provide EU and UK residents with additional privacy rights.

Legal Basis:

Under the GDPR, we process personal data under the following legal bases.

<b>Processing Activity</b>	<b>Legal Basis under GDPR</b>
Collection and Processing of Customer or Customer Personal Data to maintain and fulfill the Services	Contract Fulfillment
Improving our Services	Legitimate Interest
Product or Service-Related Communications to Customers	Legitimate Interest

### Controller Designation:

Under the GDPR, we are designated as a 'Controller. A list of our subprocessors is available to our enterprise customers on-demand.

### Cross-Border Data Transfers:

Our retail Services are directed and offered only to individuals within supported regions in the United States. All data is stored in the United States. As such, if you are a resident of the EEA, UK, or Switzerland, we may transfer to, and store the data we collect about you, to countries other than the country in which the data was originally collected, including the United States. Those countries may not have equivalent data protection laws as the country in which you provided the data. When we transfer your data to other countries, we will protect the data as described in this Privacy Policy and comply with applicable legal requirements providing adequate protection for the transfer of data to countries outside the EEA, UK, and Switzerland. We rely on Standard Contractual Clauses ("SCCs") for the transfer of personal data to countries that have not received an applicable adequacy decision, as well as the UK's 'International Data Transfer Addendum' to the SCCs.

For more information on cross-border transfers of your Personal Data or the appropriate safeguards in place, please contact us at [privacy@deepmedia.com](mailto:privacy@deepmedia.com).

### Additional Rights for UK or European Economic Area Residents:

In addition to the rights granted above, if you are a UK or EEA resident, the GDPR grants you the right to lodge a complaint against us with your local data protection authority. You can find your data protection authority at [https://edpb.europa.eu/about-edpb/about-edpb/members\\_en](https://edpb.europa.eu/about-edpb/about-edpb/members_en).

## **9. Children's Privacy**

We do not intentionally collect any personal information from children under the age of 13. If you are under the age of 13, please ask a parent or guardian for help in using our website or purchasing any products. If you believe we have obtained personal information associated with children under the age of 13 (or 16 in California), please contact us at [privacy@deepmedia.com](mailto:privacy@deepmedia.com) and we will delete it.

## **10. Third-Party Links**

The Services may contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our sites and to read the privacy statements of any other site that collects personally identifiable information.

## **11. Changes To This Privacy Policy**

We may update this Privacy Policy from time to time as we update or expand our Services. If we make material changes, we will post the updated Privacy Policy on this page with a 'Last

Updated' effective date of the revisions. We encourage you to look for updates and changes to this Privacy Policy by checking this page when you access our Services.

## **12. Contact Us**

If you have any questions about our privacy or security practices, or if you are a DeepMedia Customer and would like to request access to or correction of your personal information, you can contact us by email at [privacy@deepmedia.com](mailto:privacy@deepmedia.com) or at:

DeepMedia Privacy Office  
PO Box 32017  
Oakland, CA 94607-3317, US