

Alaigned Privacy Policy

In this Privacy Policy ("Policy"), when we mention "Alaigned," "We," "Us," or "Our," We are referring to **Alaigned s.r.o.**, a company with its registered address at Na Strži 2102/61a, 140 00 Prague, Czechia, ID No 225 00 634, VAT ID No CZ22500634, registered with the commercial register at the Municipal Court in Prague under the file No C 417510. This Policy governs the way Alaigned handles personal data collected in connection with Your use of Alaigned services, the website www.alaigned.com ("Website") and other products or services that Alaigned operates and in which Alaigned posts a direct link to this Policy (each an "Alaigned Site" or "Our Site").

For purposes of this Policy, "You," "Yourself" and "Your" refers to users of Alaigned Site.

We acknowledge that Your privacy is a matter of great importance to You and that You are concerned about how Your data are utilized and shared online. We hold in high regard and respect the privacy of all users of Our services and visitors to Our Site and We will exclusively gather and employ data in a manner that is beneficial to You, and in compliance with Your rights and Our legal obligations.

Please read this Policy carefully and ensure that You understand it. If You have any questions regarding this Policy, the practices of Alaigned Site or Your dealings with this Website, You may contact Us at privacy@alaigned.com.

1. Introduction

This Policy applies to Our Processing of Your data when You access and/or use Our Site, with Us acting as data controllers.

This Policy would apply to You as a visitor, end-user, representative, end-customer, as applicable (each a "User").

This Policy applies only to Your use of Our Site and does not extend to any websites linked to from Our Site, whether these links are provided by Us or shared by other Users. We lack authority over the collection, storage, or utilization of Your data by other websites. We strongly recommend that You review the privacy policies of such external websites before sharing any information with them.

For purposes of this Policy "personal data" or only "data" means information about an identified or identifiable natural person or which otherwise constitutes "personal data,"

“personal information,” “personally identifiable information” or similar terms as defined in relevant data protection laws.

The data We collect through Our Site will only be used for the purposes outlined in this Policy.

2. Data We Collect

We may collect personal information from Users of Our Sites through various means. These methods include, but are not restricted to, when You visit Our Website, use Our services, subscribe to Our newsletter, complete a form, or participate in other activities, services, features, or resources that We offer on Our Site. Depending on the situation, Users may be requested to provide details such as their name, email address, mailing address, or phone number.

Apart from situations where the User actively decides to provide Us with their personal information, We may also collect Users' "digital fingerprint" information. This information may include details such as the browser name, computer type, and technical data related to how Users connect to Our site, such as the operating system and internet service providers used, along with other relevant information.

If You want to minimize the collection of data about Yourself while browsing Our Website, You can use the privacy mode in Your browser. Different browsers have this feature named differently. (For example: *Google Chrome: Incognito mode; Mozilla Firefox: Private Browsing; Microsoft Edge: InPrivate Browsing; Safari: Private Browsing.*) When using this browsing mode, the browser does not store browsing history, any cookies, or other data related to Your web activity beyond the duration of the session. However, it's important to be aware that even in privacy mode certain parts of Your digital fingerprints may still be gathered.

3. How We Use The Data

We will exclusively use Your personal information in accordance with the guidelines outlined in this Policy, and We will process Your personal information only when a legal basis exists for doing so. Below is a general overview of how Your personal information may be used:

- (a) To respond to Your communications.
- (b) To conduct market research.
- (c) To analyze Your interactions with Our Site.

- (d) To ensure and implement proper and secure authentication into our services.
- (e) To gather feedback, facilitating ongoing enhancements to Our Site and Your user experience.
- (f) To tailor Your preferences to enhance Your experience on Our Site.
- (g) To process HR agenda (job-applications, referrals etc.).
- (h) To carry out Our marketing purposes.

Certain uses listed above will be discussed in greater detail in subsequent sections of this Policy.

Feedback Collection

We may reach out to You to request voluntary feedback regarding Our services, products, or user experience. If You choose to provide feedback, You may share it electronically through various channels. We will always communicate transparently with You about how We plan to use Your feedback.

Customer Testimonials

Alaigned may publish Your testimonials, which may include personal data, on an Alaigned Site. Your consent will always be obtained before posting any testimonials.

Job Applications

Alaigned collects Your personal data to manage recruitment-related activities and support global organizational planning. This includes using Your personal data for evaluating and selecting applicants, such as scheduling and conducting interviews and tests, assessing the results, and carrying out other necessary steps in the recruitment process, including final hiring decisions.

Transactional Emails and Newsletters

If You are an Alaigned customer, prospect and/or business partner, We process Your name and email address to send Transactional Emails. These emails, also referred to as operational emails, are technical-administrative in nature and typically include account notifications, activity updates, or transactional communications, such as demo requests.

Newsletters containing updates about Our events, content, webinars, and other Alaigned news are shared via Our regular marketing emails (“Newsletters”). We may send You



Newsletters either with Your consent or based on Our legitimate interest. The personal data we process in this context includes only Your full name and email address.

You can withdraw Your consent to receive the Newsletter at any time by using the unsubscribe link provided at the end of each Newsletter You receive from us.

In specific circumstances, such as if You are already one of Our customers, prospects and/or business partners, We are authorized to send You the aforementioned Newsletter based on Our legitimate interest, without Your prior explicit consent (so-called direct marketing). Even in this case, You can unsubscribe from the Newsletter at any time by using the unsubscribe link at the end of each email.

You can also unsubscribe from the Newsletter at any time by sending an email to privacy@alaigned.com.

Marketing And Cookies

We partner with a third party advertising partner, or “ad network”, to either display advertising on the Alaigned Site(s) or to manage Our advertising on other sites. Our ad network partner uses cookies and similar technologies to collect information about Your activities on the Alaigned Site and other web sites to provide You with targeted advertising based upon Your interests. If You do not wish to have this information used for the purpose of serving You targeted advertisements, please refer to Our Cookie Policy for instructions on how You may opt out <https://www.alaigned.com/cookie-policy>. Please note this selection does not opt You out of being served generic advertising.

We partner with a third-party advertising partner, or “ad network,” to display advertisements on the Alaigned Site(s) or to manage Our advertising on other websites. Our ad network partner uses cookies and similar technologies to collect information about Your activities on the Alaigned Site and other websites to deliver targeted advertising based on Your interests.

If You do not wish to have this information used for targeted advertisements, please refer to Our Cookie Policy for instructions on how to opt out. Please note that this selection will not prevent You from receiving generic advertisements.

4. How Long We Keep The Data

Alaigned will retain the personal information it has collected when it is essential for legitimate ongoing business needs, which include purposes like legal proceedings or defense, fulfilling legal requirements, preserving precise financial records, settling disputes, and upholding Our agreements. If there is no longer a necessity to retain Your

personal information as outlined here, We will either delete or anonymize Your personal information. In cases where deletion is not immediately feasible, We will securely store Your personal information and keep it isolated from any additional processing until it becomes possible to delete it. In case You use Our services, We will retain the relevant personal information as long as Your account is active, unless we require longer retention due to the aforementioned legitimate business needs.

5. Disclosure Of The Data

We may aggregate statistics related to the usage of Our Site, covering aspects like traffic, usage patterns, user numbers, sales, and more. All such data will be anonymized, excluding any personally identifying information, and may be shared with third parties such as potential investors, affiliates, partners, and advertisers.

Under specific legal circumstances, We may be obligated to share certain data, including Your personal information, as required by legal proceedings, court orders, legislation, or governmental authorities. In such cases, no additional consent from You is necessary, and We will comply with any legally binding requests.

We may engage third parties to provide products and services for Us and/on Our behalf, such as consultants, data analytics, payment processing, technical support or fraud prevention. In such instances, these third parties may require access to some or all of Your data. We will take reasonable steps to ensure the secure and lawful handling of Your data in accordance with Your rights and legal obligations.

In the event of a merger or acquisition, Your personal information may be shared as part of the assets transferred to another company.

6. Security

Safeguarding Your personal information is of utmost importance to Us. We employ reasonably suitable administrative, physical, technical and organizational measures to secure the personal information We collect and process. These measures are tailored to ensure a level of security commensurate with the risk associated with processing Your personal information. If You have any inquiries regarding the security of Your personal information, please reach out to Us using the contact information provided in this Policy.

Despite the precautions We take, it is crucial to acknowledge that the transmission of data over the internet may not be entirely secure. We recommend taking appropriate precautions when transmitting data to Us via the internet.

7. Rights Available To You And Change Of Purpose

You have the choice to decline promotional communications, delete Your personal data from Our database, raise objections to Our processing of Your personal data, withdraw Your personal data from forums or testimonials, unsubscribe from communications related to Our products or services. To do so, simply contact Us at privacy@alaigned.com. There may be instances where We cannot remove Your personal data; if this occurs, We will inform You of the reasons for Our inability to do so.

Upon Your request and verification of Your identity, Alaigned will provide You with details about the personal data We have gathered from You, whether We possess or process Your personal data on behalf of a third party. You retain the right to get in touch with Us for rectifying, modifying, or deleting Your personal data. To initiate such a request or address any inquiries related to this Policy, please reach out to Us at privacy@alaigned.com. Requests to access, alter, or erase personal data submitted to Alaigned will be attended to within 30 days or earlier if stipulated by applicable laws or regulations.

There may be instances where We cannot grant access to specific personal data. Should Your access request be declined, We will inform You in writing, document the reasons for refusal, and communicate further steps available to You. In cases where a dispute regarding the accuracy of personal data persists unresolved to Your satisfaction, We will annotate the personal data under Our control with a note indicating that a correction was requested but not implemented.

The processing of Your data for purposes other than those described will only occur if permitted by law or if You have consented to the change in the purpose of processing Your personal data. In the event of further processing for purposes other than those for which the data was originally collected, We will inform You about these new purposes prior to further processing and provide You with all relevant additional information.

8. International Transfer

Your personal information and files including their backups are stored on Our servers and the servers of companies We hire to provide services to Us. Your personal information may be transferred across national borders because We have servers located in the United States of America, Ireland, Germany, Netherlands and the companies We hire to help Us run Our business may be located in different countries around the world.

The data collected from You may be transferred to and housed in a country beyond the European Economic Area (EEA, i.e., European Union Member States, Iceland, Liechtenstein,

and Norway). It could also be processed by personnel operating outside the EEA, either within Our organization or among Our partners. If You are an EEA resident and Your personal information undergoes processing outside the EEA, We will ensure that the recipient of Your personal information provides an appropriate level of protection. This assurance may involve measures such as adopting standard contractual clauses for personal information transfer, as endorsed by the European Commission, or seeking Your explicit consent for such international data transfers.

For clarity, this section is not applicable to the data that Our SaaS customers upload to Our systems.

9. Region-Specific Terms: EEA, United Kingdom and Switzerland

The following terms supplement the Policy with respect to Our processing of personal data from the EEA, Switzerland, and the U.K. In the event of any conflict or inconsistency between other parts of the Policy and the terms of this Section 10, the terms of this Section 10 shall govern and prevail with regard to the processing of EEA, Swiss, and U.K. personal data, to the extent applicable.

Your Rights

In limited circumstances, where Aligned processes Your personal data as a data controller, (in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation), as well as Act No. 110/2019 Coll., on the Processing of Personal Data) ("**GDPR**"), You are entitled to certain privacy rights under specific circumstances:

- (a) **Right of access** (You have the right to request access to information about the personal data We process about You at any time, in accordance with Article 15 of the GDPR.)
- (b) **Right to rectification** (In accordance with Article 16 of the GDPR, You have the right to have Us correct any inaccurate personal data concerning You without undue delay.)
- (c) **Right to be forgotten** (You have the right to have Us delete personal data concerning You under the conditions described in Article 17 of the GDPR. These conditions include, in particular, the right to erasure if the personal data are no

longer necessary for the purposes for which they were collected or otherwise processed, if the personal data have been processed unlawfully, in cases where You object to the processing, or if there is a legal obligation to erase the data under Union or Member State law applicable to Us.)

- (d) **Right of restriction of processing** (You have the right to request that We restrict the processing of Your personal data in accordance with Article 18 of the GDPR. This right applies, in particular, if You contest the accuracy of the personal data, for the period necessary for Us to verify their accuracy. It also applies if, in situations where You may have the right to erasure, You request restriction of processing instead of deletion; if the personal data are no longer necessary for Our purposes but are required by You for the establishment, exercise, or defense of legal claims; and if it is not yet clear whether Your objection to processing will be deemed justified.)
- (e) **Right to data portability** (You have the right to receive the personal data concerning You, which You have provided to Us, in a structured, commonly used, and machine-readable format, in accordance with Article 20 of the GDPR.)
- (f) **Right to object** (For reasons relating to Your particular situation, You have the right to object at any time to the processing of Your personal data, including on the basis of Article 6(1)(e) or (f) of the GDPR, in accordance with Article 21 of the GDPR. We will cease processing Your personal data unless We can demonstrate compelling legitimate grounds for the processing that override Your interests, rights, and freedoms, or the processing is necessary for the establishment, exercise, or defense of legal claims. If We process Your personal data for direct marketing purposes, including profiling, You have the right to object to such processing. Upon Your objection, We will stop processing Your personal data for these purposes.)
- (g) **Right to access details around any automated individual decision-making, including profiling. *Alaigned does not engage in any automated decision making, including profiling.***
- (h) **Right to File a Complaint** (If You have any complaints, You have the right to contact the relevant supervisory authority, which for Alaigned is: The Office for Personal Data Protection (Úřad pro ochranu osobních údajů), Pplk. Sochora 27, 170 00 Prague 7, Czechia. Alternatively, You may also contact any supervisory authority within the EU.

In conclusion, We would like to inform You that if You exercise Your rights under Articles 15 to 22 of the GDPR, We will process the personal data You provide to Us in this context for the purpose of fulfilling these rights and to be able to provide evidence of this. This



processing is based on the legal basis of Article 6(1)(c) GDPR in conjunction with Articles 15 to 22 GDPR.

If You need any further information regarding those privacy rights, You can always contact Us at privacy@alaigned.com.

Provision of Personal Data

Legal Investigations and Enforcement

If necessary to investigate unlawful use of Our services or resolve legal matters, personal data may be shared with law enforcement authorities and, where applicable, harmed third parties. This will only occur when there is reasonable suspicion of illegal or abusive conduct. Data may also be shared to enforce contracts or other agreements. Additionally, We are legally obligated to provide information to certain public authorities upon request, including law enforcement agencies, authorities prosecuting administrative offenses subject to fines, and tax authorities.

This data sharing is based on Our legitimate interest in combating misuse, prosecuting criminal acts, and ensuring, asserting, and enforcing claims under Article 6(1)(f) GDPR or on legal obligations under Article 6(1)(c) GDPR.

Service Providers and Processors

In providing Our services, We rely on contractually bound third parties and external service providers (“processors”). In these cases, personal data is shared with these processors to enable further processing. We carefully select these processors and regularly monitor them to ensure Your rights and freedoms are protected. Processors are authorized to use the data exclusively for the purposes We specify and are contractually obligated to handle Your data in compliance with this Privacy Policy and applicable data protection laws.

This data sharing with processors is based on Article 28(1) GDPR. We primarily use processors for the purpose of obtaining IT, Cloud and Software services.

Administrative and Operational Purposes

For administrative purposes and the organization of Our operations, financial accounting, and compliance with legal obligations such as archiving, We may share or transfer personal data obtained in connection with the provision of Our contractual services. This includes sharing data with tax authorities, advisors (e.g., tax consultants, auditors, attorneys-at-law), entities tasked with fee collection, and payment service providers.

This data sharing is based on Our legitimate interest in maintaining Our business operations, fulfilling Our tasks, and providing Our services under Article 6(1)(f) GDPR or on legal obligations under Article 6(1)(c) GDPR.

Corporate Restructuring

As Our business evolves, changes in the structure of the Alaigned company group may occur, such as changes in legal form, or the establishment, purchase, or sale of subsidiaries, parts of companies, or corporate divisions. During such transactions, data related to Our customers and contacts may be transferred along with the business unit being sold or acquired.

We ensure that any transfer of personal data to third parties in the scope described above is carried out in accordance with this Privacy Policy and applicable data protection laws.

Such data sharing is justified by Our legitimate interest in aligning the organizational structure of Our group with economic and legal conditions under Article 6(1)(f) GDPR.

10. Changes To This Policy, Your Acceptance And Contact

We may change this Privacy Policy as We may deem necessary from time to time, or as may be required by law. Your continued use of Our Sites after any changes or revisions to this Policy indicates Your agreement to the terms of the revised Privacy Policy. We recommend that You check this page regularly to keep up-to-date.

The date at the top of this Policy indicates when it was last updated.

By using Our Sites, You express Your agreement with the terms and conditions detailed in this Policy. If You disagree with Our terms and conditions, it is recommended to refrain from any further use of Our Sites. Additionally, continuing to use Our Sites after updates or modifications to Our terms and conditions have been posted indicates Your acknowledgment and acceptance of those changes.

Should You have any inquiries regarding this Policy or how We handle Your data, feel free to reach out to Us at privacy@alaigned.com.



For general questions, You may contact Us at:

Aligned s.r.o.

get@aligned.com

Na Strži 2102/61a, 140 00 Prague

Czechia