

MIME, Inc.
Privacy Policy

Effective Date: January 01, 2023
Last Updated: December 09, 2022

Introduction

MIME, Inc. (collectively referred to herein as “MIME”, “we”, “our” or “us”), recognizes the importance of protecting personal data we may collect from visitors and any other individual or entity (“Users”, “you”, or “your”) who visit our web sites or use our services, whether directly through us or as offered by our business partners. This Privacy Policy applies to data collection by MIME and shall apply to the information we collect when you use our website, www.getmime.com and other MIME-related sites, applications, including the Flawless by MIME mobile applications, software, communications, capabilities and services offered by MIME or by a business partner of MIME (each, a “Service” and collectively the “Services”), but excluding services that state that they are offered under a different privacy policy.

Our Privacy Policy explains: (1) what information we collect; (2) why we collect it; (3) how we use that information; (4) how we may share it; (5) the choices we offer, including how to access and update information; (6) and the measures we take to keep your information safe. Specifically, our Privacy Policy covers the following topics:

- When This Privacy Policy Applies
- Terms of Use
- Information We Collect
- How We Use Information We Collect
- Our Legal Basis for Collecting Personal Data
- Information We Share
- Your Failure to Provide Personal Data
- Our Retention of Your Personal Data
- Your Choices and Accessing, Updating or Deleting Your Personal Data
- Your State Privacy Rights
- California Residents
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- Third Party Links
- International Transfer
- How We Protect Personal Data
- Children
- Direct Marketing and “Do Not Track” Signals
- MIME Partners
- Changes to this Privacy Policy
- How to Contact Us

Please familiarize yourself with our privacy practices and let us know if you have any questions. By using the Services, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Services.

We are located in the United States. We will treat information in accordance with this Privacy Policy and the applicable laws of the United States. Irrespective of which country you live in, you authorize us to transfer, store, and use your information in the United States, and any other country where we operate. In some of these countries, the privacy and data protection laws and rules regarding when government authorities may access data may vary from those in the country where you live. Learn more about our data transfer operations in the “International Transfer” section below. If you do not agree to the transfer, storage and processing or other use of your information in the United States, and any other country where we operate, please do not use the Services.

If you have any questions or comments about this Privacy Policy, please submit a request to privacy@getmime.com.

Purpose:

MIME is a technology company that offers its tools and methods both directly and through our business partners (usually our customers). Our technology supports custom, personalized product recommendations using information you supply, including photographs and video if you supply or authorize them. MIME analyzes your photos of your face to provide the most accurate product recommendations possible. MIME will identify information such as: face shape, complexion, hair color, eye color and unique skin attributes which include but are not limited to: acne, wrinkles, fine lines, hyperpigmentation, dark circles and more. In order to do this, we collect information from you and use and share it as described in this Privacy Policy. Our customers use our services so that you can obtain product recommendations from their product lines, and we share information with them in support of those marketing and personalization efforts. Although we analyze features and characteristics of your face when you authorize our use of your photographs and video, we do not perform any facial recognition and do not use any facial recognition technology. Your photos and video are used only to provide your personalized product recommendations.

When this Privacy Policy Applies

Our Privacy Policy applies to all of the Services offered by MIME and its affiliates, including how we share information with MIME partners, and to Services offered on other sites, but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you or other sites linked from our Services. Our Privacy Policy does not cover the information practices of our customers or service providers. Our Privacy Policy also does not apply to the information practices of other companies and organizations who advertise our Services, and who may use cookies, pixel tags and other technologies to serve and offer relevant ads.

Terms of Use

By accessing or using the Services in any manner, you also agree to be bound by MIME’s Terms of Use (the “Agreement”). Please read the Agreement carefully. If you do not accept all of the terms and conditions contained in or incorporated by reference into the Agreement, please do not use the Services.

Information We Collect

We collect information, including personal data, to provide better services to all our Users and to our customers. We use the term “Personal Data” to refer to any information that identifies or can be used to identify you. Common examples of Personal Data include: full name, email address, photograph or video, your answers to questions we ask about products and product needs, digital identity, such as a login name or handle, information about your device, certain metadata, and data based on analysis of your photos and videos. **We will ask for your specific consent if you wish to upload a photograph or video.**

“Sensitive Personal Data” refers to a smaller subset of Personal Data which is considered more sensitive to the individual, such as race and ethnic origin, precise geolocation, political opinions, religious or philosophical beliefs, trade-union membership, genetic or biometric information, physical or mental health information, medical insurance data, or sexual orientation. If you upload a photograph or video, we may have access to certain Sensitive Personal Data about you. We do not otherwise ask for, collect, or process Sensitive Personal Data as part of our Services.

When you use our Services, we collect Personal Data in the following ways:

1. Information You Give to Us

- Website

You may choose to provide us with Personal Data about yourself, including your name, organization name, title, address, phone number, and email address by participating in product or market research initiatives, entering sweepstakes, completing forms on our website or emailing us, such as when you request information about our Services.

In some instances, you may elect to provide us with general location and address information. You may also provide us with Personal Data about yourself when you report a problem or have a question about our services. The Services offer interactive and social features that permit you to submit content and communicate with us. You may provide Personal Data to us when you post information in these interactive and social features. Please note that your postings in these areas of the Services may be publicly accessible or accessible to other Users.

- Mobile Applications

Certain information is required when creating an account to use our Services on the mobile application, such as your name, email address, birth date, User name and password. If you elect to create an account using Facebook, we will require your Facebook username and/or Facebook ID.

In addition, in order to use the Services, you may choose to provide additional information such as your personal characteristics, including skin tone and type, skin concerns, hair color and type, hair concerns, eye color, age range, photographs, videos and product reviews.

In connection with the use of the Services, your mobile device may collect certain data points like your IP address and mobile device ID. When your device syncs with MIME’s application, certain data recorded on your device is transferred from your device to our servers.

2. Information We Obtain from Your Use of Our Services

We collect certain information automatically, such as your operating system version, browser type, and internet service provider. We also collect information about your interaction with the Services, such as creating or logging into your account, or opening or interacting with the Services on Your mobile device. When you use our Site, we automatically collect and store this information in service logs. This includes: details of how you used our Site; Internet protocol address and domain name; cookies that uniquely identify your browser, the referring web page and pages visited. We may also collect and process information about your actual general location (e.g., city, state, country). The information we collect automatically is statistical data and may or may not include Personal Data, but we may maintain it or associate it with Personal Data we collect in other ways or receive from third parties.

When you provide videos or photographs, we may extract biometric data from them, such as face scans and other measurements, for purposes of providing product recommendations. This biometric information is not shared with our customers. **We will ask for your specific consent if you wish to upload a photograph or video.**

- Location Data

If you grant us access to your location, MIME may collect information about your location when you use our Services. Your location can be determined by: GPS, IP address, and information about things near your device, such as Wi-Fi access points and cell towers. When you use our Services via a wireless device, we may solicit your permission to collect your location data. Some features within our application may only function upon confirmation of your location, and therefore such features will not be available if you choose not to provide your location data to us. The specificity of the location data collected may depend on a number of factors, including the device you are using (e.g. laptop, smartphone or tablet) and how you are connected to the Internet (e.g., via cable broadband connection, WiFi). If you enable location services for our mobile application, we may collect location data periodically as you use or leave open our mobile application. We may associate such location data with Personal Data you provide to us. Depending on the platform you use to access our mobile application (e.g., Apple's iOS, Google's Android), you may be able to control whether location data is collected from within "Settings" or other controls on your wireless device or the mobile application.

- Device ID

When using our Services, we or our service provider may collect your unique device ID. We may use such information for internal purposes and to provide you a better experience, such as to troubleshoot application problems you may experience. We may associate device ID with personal information you provide to us. You may learn more about opt out of any anonymous device ID collection via the privacy settings available within your mobile device.

3. MIME Partners

We may partner with third parties that offer MIME Services to their customers. In such cases, those companies may provide us with your name, email address, similar information and other personal information so that we can provide you and them with our Services.

4. Cookies and Similar Technologies

We and our partners use various technologies to collect and store information when you visit one of our Services, and this may include using cookies or similar technologies to identify your browser or device. We also use these technologies to collect and store information when you interact with services from our partners, such as advertising services. Our third party advertising and analytics partners include Google, Mixpanel and similar partners.

The technologies we use for this automatic data collection may include:

Cookies. A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our services. For more information about our use of cookies, including details on how to opt-out of certain cookies, please see our **Cookie Policy**.

Web Beacons. Pages of our services or our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count Users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Clickstream Data. Clickstream data is information collected by our computers when you request Web pages from the Services. Clickstream data may include information such as the page served, the time spent viewing the page, source of the request, type of browser making the request, the preceding page viewed and similar information. Clickstream data permits us to analyze how visitors arrive at the Services, what type of content is popular, what type of visitors in the aggregate are interested in particular kinds of content on the Services.

5. Advertising

We share certain data with third parties to allow us to target existing Users and customers with highly relevant advertising campaigns.

How We Use Information We Collect

We use your Personal Data in ways that are compatible with the purposes for which it was collected or authorized by you, including for the following purposes:

1. To fulfill your requests for information and for product recommendations as part of the Services;

2. To offer ongoing or updated product recommendations to Users when requested by our customers. This means that we may use your complexion, skin, and other data to provide personalized recommendations on an ongoing basis as part of our customer's offering;
3. To present, operate or improve the Services, including analysis of Site activity;
4. To inform you about Services and products available from MIME;
5. To authorize access to our Services;
6. To provide, maintain, administer or expand the Services, performing business analyses, or for other internal purposes to support, improve or enhance our business, the Services, and other products and services we offer;
7. To provide services to our customers;
8. To offer and administer programs;
9. To customize or tailor your experience of the Services;
10. To administer content, promotion, sweepstakes, surveys, voting polls or other features of the Services;
11. To communicate about, and administer your participation in, special programs, surveys, contests, online campaigns, online programs, sweepstakes, and other offers or promotions, and to deliver pertinent emails;
12. To improve our Services;
13. To secure our Services, including to authenticate Users;
14. To use statistical information that we collect in any way permitted by law, including from third parties in connection with their commercial and marketing efforts;
15. To use anonymized and aggregated information, including sharing anonymized and aggregated information with third parties to use for their own purposes;
16. To respond to and support Users regarding their use of the Services;
17. To comply with all applicable legal requirements;
18. To enforce our Terms of Use and other agreements;
19. To perform data analysis and testing;
20. To investigate possible fraud or other violations of our Terms of Use or this Privacy Policy and/or attempts to harm our Users;
21. To resolve disputes;
22. To otherwise fulfill the purpose for which the information was provided;
23. To send you marketing information and other non-transactional communications via email, telephone calls, SMS, or push notifications about us as necessary for our legitimate interest in conducting direct marketing or to the extent that you have provided prior consent.

We use the information we collect from our Services to provide, maintain, and improve them, to develop new services, and to protect our company and our Users. A key part of our internal business use of Personal Data to improve the Services involves machine learning, which helps to recognize specific patterns in information and make predictions about new sets of information based on those patterns. Our algorithms are built, trained and tested using real data, but not any biometric information. Such processing is only done (a) for internal use to improve and develop our Services, (b) based on the contractual requirements of our customers, and (c) when you upload a photo or video and consent to this Privacy Policy as part of the upload process.

We use information collected from cookies and other technologies, to improve your User experience and the overall quality of our services. For example, by saving your language preferences, we'll be able to have our services appear in the language you prefer. We may use your Personal Data to see which web pages you visit at our Site, which web site you visited before coming to our Site, and where you go after you

leave our Site. We can then develop statistics that help us understand how our visitors use our Site and how to improve it. We may also use the information we obtain about you in other ways for which we provide specific notice at the time of collection.

We will ask for your consent before using information for a purpose other than those set out in this Privacy Policy.

Our Legal Basis for Collecting Personal Data

Whenever we collect Personal Data from you, we may do so on the following legal bases:

1. Your consent to such collection and use;
2. Out of necessity for the performance of an agreement between us and you, such as your agreement to use our Services or your request for Services;
3. Our legitimate business interest, including but not limited to the following circumstances where collecting or using Personal Data is necessary for:
 - Intra-organization transfers for administrative purposes;
 - Product development and enhancement, where the processing enables MIME to enhance, modify, personalize, or otherwise improve our services and communications for the benefit of our Users, and to better understand how people interact with our Services;
 - Communications and marketing, including processing data for direct marketing purposes, and subject to your opt-in for these purposes, and to determine the effectiveness of our promotional campaigns and advertising;
 - Fraud detection and prevention;
 - Enhancement of our cybersecurity, including improving the security of our network and information systems; and
 - General business operations and diligence;

Provided that, in each circumstance, we will weigh the necessity of our processing for the purpose against your privacy and confidentiality interests, including taking into account your reasonable expectations, the impact of processing, and any safeguards which are or could be put in place. In all circumstances, we will limit such processing for our legitimate business interest to what is necessary for its purposes.

Information We Share

Other than as disclosed in this Privacy Policy, we do not share personal data with companies, organizations and individuals outside of MIME unless one of the following circumstances applies:

- **With your consent.** We will share Personal Data with companies, organizations or individuals outside of MIME when we have your consent to do so. For example, we will ask for your consent before recording audio and video of a User session. The recording is used solely for MIME's analytical purposes and improvement of MIME's Services and processes. Please note that giving consent is voluntary and you have the opportunity to withdraw your consent at any time. This does not apply in case of recording different communications (including video) for product and market research.

- **Corporate Affiliates.** MIME may share certain personal information with its affiliates (including parent company, sister companies and subsidiaries.)

- **Customers.** We share the following Personal Data with our customers:
 - IP address
 - Complexion
 - Undertone
 - Hair Color
 - Eye Color
 - Skin details (acne, wrinkles, fine lines, etc.)
 - Time of interaction
 - Email address if provided by User
 - Mobile number if provided by User
 - User’s full name, first name, or last name if provided by User

- **User Experience Information.** We may share information about your experience using the Services (including personal information and usage data) that we have collected about you in accordance with this Privacy Policy with our third party advertising partners, to permit such third parties to deliver advertisements when you visit other websites or mobile applications. This information is used to tailor online advertisements to your perceived interests (based on the behavioral information collected about you) and to provide advertising-related services such as reporting, attribution, analytics, and market research. You may be able to stop receipt of advertising in accordance with DAA and NAI opt-out mechanisms, as further described in the “Your Online Ad Choices” section of this Privacy Policy.
- **Enterprise Accounts.** Your employer or your organization may offer you access to our Services. We will share Personal Data with your employer or organization. Your employer or organization can review and manage your use of such enterprise Services.
- **For External Processing to Support our Business.** We provide personal information to our affiliates or other trusted businesses or partners to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures. These third parties include marketing partners, third party hosted services providers, and similar partners. It is our policy to only share Personal Data with contractors, service providers and other third parties who are bound by contractual obligations to keep Personal Data confidential and use it only for the purposes for which we disclose it to them. Under certain circumstances, you may avoid having us share your information with our business partners and vendors by not granting us permission to share your information. Not granting us permission to share your information with our business partners or vendors may limit your access to their services through the Services.
- **Joint Marketing Partners.** We may share your personal information with third parties that we have partnered with to jointly create and offer a product or service. These joint marketing partners may only use this information to market products and services to you. Additionally, to the extent permitted by law, MIME’s joint marketing partners may share your personal information with us to better serve you.
- **For Legal Reasons.** We will share Personal Data with companies, organizations or individuals outside of MIME if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:
 - meet any applicable law, regulation, legal process or enforceable governmental request.

- enforce applicable Terms of Use or Services Agreement, including investigation of potential violations.
- detect, prevent, or otherwise address fraud, security or technical issues.
- protect against harm to the rights, property or safety of MIME, our Users or the public as required or permitted by law.

We attempt to notify Users about legal demands for their Personal Data when appropriate in our judgment, unless prohibited by law or court order or when the request is an emergency. We may dispute such demands when we believe, in our discretion, that the requests are overbroad, vague or lack proper authority, but we do not promise to challenge every demand.

- **Business Transfers.** If we establish a new related entity, are acquired by or merged with another organization, or if substantially all of our assets are transferred to another organization, Personal Data about our Users is often a transferred business asset. In the event that MIME itself or substantially all of our assets are acquired, Personal Data about our Users may be one of the transferred assets.
- **Non-Personal and Aggregate Site Use Information.** MIME may compile and share your information in aggregated form (i.e., in a manner that would not personally identify you) or in de-identified form so that it cannot reasonably be used to identify an individual (“De-Identified Information”). We may disclose such de-identified information publicly and to third parties, or to MIME Partners under agreement with us. MIME may also disclose De-Identified Information for general research purposes and in research collaborations with third parties. MIME may also use De-Identified Information for commercial collaborations with private companies for purposes such as product design or enhancement of Services.

Your Failure to Provide Personal Data

- Your provision of Personal Data is required in order to use certain parts of our services and our programs. If you fail to provide such Personal Data, you may not be able to access and use our Services and/or our programs, or parts of our Services and/or our programs. For example, we cannot guarantee that we can provide Services in respect of an anonymous User, and therefore the use of our Service is subject to the disclosure of Personal Data to us and consenting to the processing of Personal Data by our customer and us. Giving consent is voluntary, but failure to do so may mean that we may not be able to provide you with the Service. For example, we will not be able to verify your complexion and provide product recommendations without your providing a photo. In some circumstances, e.g. for the purpose of automated decision-making, you may be asked to provide us with explicit consent. If you have granted our customer and/or us a consent to process Personal Data, the details of such processes and purposes thereof will be outlined in the consent itself.

Our Retention of Your Personal Data

We may retain your Personal Data for a period of time consistent with the original purpose for collection. Generally speaking, this means the longer of three (3) years or for the duration specified by our customer. We also may retain your Personal Data during the period of time needed for us to pursue our legitimate business interests, conduct audits, comply with our legal obligations, resolve disputes and enforce our agreements.

We retain your Personal Data even after your business relationship with us ends if reasonably necessary to comply with our legal obligations (including law enforcement requests), meet regulatory requirements, resolve disputes, maintain security, prevent fraud and abuse, enforce our Terms of Use, or fulfill your request to “unsubscribe” from further messages from us.

After our retention periods end, or after your account has been closed (whichever is longer), we will retain de-personalized information that cannot be used to identify you and use it for our internal business purposes, including to improve our Services.

Your Choices and Accessing, Updating or Deleting Your Personal Data

Whenever you use our Services, we aim to provide you with choices about how we use your Personal Data. We also aim to provide you with access to your Personal Data. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. Subject to applicable law, you may obtain a copy of personal information we maintain about you or you may update or correct inaccuracies in that information by contacting us. To help protect your privacy and maintain security, we will take steps to verify your identity before granting you access to the information. In addition, if you believe that personal information we maintain about you is inaccurate, subject to applicable law, you may have the right to request that we correct or amend the information by contacting us as indicated in the How to Contact Us section below.

- **Your Rights With Respect to Personal Data**

Some data protection laws, including the European Union’s General Data Protection Regulation (“GDPR”), and corresponding legislation in Switzerland and in the United Kingdom, provide you with certain rights in connection with Personal Data you have shared with us. If you are resident in the European Economic Area, you may have the following rights:

1. **The right to be informed.** You are entitled to be informed of the use of your Personal Data. This Privacy Policy provides such information to you.
2. **The right of access.** You have the right to request a copy of your Personal Data which we hold about you.
3. **The right of correction:** You have the right to request correction or changes of your Personal Data if it is found to be inaccurate or out of date.
4. **The right to be forgotten:** You have the right to request us, at any time, to delete your Personal Data from our servers and to erase your Personal Data when it is no longer necessary for us to retain such data. Note, however, that deletion of your Personal Data will likely impact your ability to use our services.
5. **The right to object (opt-out):** You have the right to opt-out of certain uses of your Personal Data at any time.
6. **The right to data portability:** You have the right to a “portable” copy of your Personal Data that you have submitted to us. Generally, this means your right to request that we move, copy or transmit your Personal Data stored on our servers / IT environment to another service provider’s servers / IT environment.
7. **The right to refuse to be subjected to automated decision making, including profiling:** You have the right not to be subject to a decision and insist on human intervention if the decision is

based on automated processing and produces a legal effect or a similarly significant effect on you.

8. The right to lodge a complaint with a supervisory authority.

You may also have the right to make a GDPR complaint to the relevant Supervisory Authority. A list of Supervisory Authorities is available here: http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

If you need further assistance regarding your rights, please contact us using the contact information provided below and we will consider your request in accordance with applicable law. To make these requests, you may contact us using the contact information below, and we will consider your request in accordance with applicable laws. For your protection, we may need to verify your identity before responding to your request, such as verifying that the email address from which you send the request matches your email address that we have on file. If we no longer need to process Personal Data about you in order to provide our Services or our Services, we will not maintain, acquire or process additional information in order to identify you for the purpose of responding to your request.

In some cases our ability to uphold these rights for you may depend upon our obligations to process personal information for security, safety, fraud prevention reasons, compliance with regulatory or legal requirements, or because processing is necessary to deliver the services you have requested. Where this is the case, we will inform you of specific details in response to your request.

- **Changing or Deleting Your Information**

You may update or correct information about yourself by making changes to your profile in your account or by emailing us at privacy@getmime.com. If you completely delete all such information, then your account may become deactivated. We may retain an archived copy of your records as required by law, to comply with our legal obligations, to resolve disputes, to enforce our agreements or for other legitimate business purposes.

We may contact you to request that you update your Personal Data on a regular basis to ensure its integrity for the purposes of ongoing data management.

- **Our Email Opt-in/Opt-out Policy**

By providing an email address on the MIME Services or Services, you agree that we may contact you in the event of a change in this Privacy Policy, to provide you with any Service related notices, or to provide you with information about our events, invitations, or related educational information.

For purposes of this Privacy Policy, “opt-in” is generally defined as any affirmative action by a User to submit or receive information, as the case may be.

We currently provide the following opt-out opportunities:

1. At any time, you can follow a link provided in offers, newsletters or other email messages (except for e-commerce confirmation or service notice emails) received from us or a MIME Partner to unsubscribe from the service.
2. At any time, you can contact us through privacy@getmime.com or the address provided below

to unsubscribe from the service and opt-out of our right per your consent under the terms of this Privacy Policy to share your Personal Data.

Notwithstanding anything else in this Privacy Policy, please note that we always reserve the right to contact you in the event of a change in this Privacy Policy, or to provide you with any service related notices.

- **Your Online Ad Choices**

You may find more information about entities involved in online advertising and additional choices you may make, including opt-out of having your information used for internet-based advertising, through the Network Advertising Initiative (“NAI”) at the NAI Service, and the Digital Advertising Alliance (the “DAA”) at the DAA consumer choice service. MIME is a participant in the online industry’s self-regulatory program administered by the DAA and has agreed to adhere to the DAA’s principles applicable to interest-based ads.

The tools provided at the DAA opt-out page and the NAI opt-out page are provided by third parties, not MIME. MIME does not control or operate these tools or the choices that advertisers and others provide through these tools.

Your State Privacy Rights

California Residents

If you reside in California, you may have certain additional rights regarding your “personal information” as defined under the California Consumer Privacy Act of 2018 (CCPA) or otherwise. This section of our Policy supplements the information provided elsewhere in this Policy.

We may collect the following CCPA categories of personal information from you based on the Services you use:

Category	Examples	Collected and Processed by Us
A. Identifiers.	A real name, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.	Yes
B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, physical characteristics or description, address, telephone number. Some personal information included in this category may overlap with other categories.	Yes
C. Protected classification characteristics	Age (40 years or older), race, color, ancestry, national origin, citizenship, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression).	Yes

under California or federal law.		
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Yes
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	Yes
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Yes
G. Geolocation data.	Physical location or movements.	Yes
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	No
I. Professional or employment-related information.	Current or past job history or performance evaluations.	No
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	No
K. Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Yes

During the preceding 12 months, we have not sold your personal information to third parties as that term is defined by the CCPA.

We may transfer your personal data to third party processors in order to achieve the purposes of the processing listed in “How We Use Information We Collect” above, but only with the third-party

processors with whom we have a data protection agreement in place, including Heroku, Amazon AWS, Cloudinary, Google Cloud Platform, Microsoft Azure and similar hosting or CDN providers.

We may also share your personal information by disclosing it to a third party for a business purpose, and for any other purpose with your consent. We only make these business purpose disclosures under written contracts that describe the purposes, require the recipient to keep the personal information confidential, and prohibit using the disclosed information for any purpose except performing the contract. In the preceding twelve (12) months, we have disclosed personal information for a business purpose to the categories of third parties indicated in the chart below. In the preceding twelve (12) months we may also have “shared” your personal information as defined by the CCPA. You can ask that we not do so [here](#).

Except as disclosed in this Privacy Policy, we do not transfer your personal information to third parties.

Personal Information Category	Category(ies) of Third-Party Recipients And Business Purpose
A: Identifiers.	Customers, service providers, affiliates and business In order to provide our Services to you and to our customers To process your orders and results To improve our Services
B: California Customer Records personal information categories.	Customers, service providers, affiliates and business partners In order to provide our Services to you To process your orders and results To improve our Services
C: Protected classification characteristics under California or federal law.	Customers, service providers, affiliates and business partners In order to provide our Services to you To process your orders and results To improve our Services
D: Commercial information.	Service providers and affiliates In order to provide our Services to you To process your orders and results To support advertising to you To improve our Services
E: Biometric information.	In order to provide our Services to you

	To process your personalized results To improve our Services
F: Internet or other similar network activity.	Customers, service providers, affiliates and business partners In order to provide our Services to you To support advertising to you To improve our Services
G: Geolocation data.	Customers, service providers, affiliates and business partners In order to provide our Services to you To improve our Services
H: Sensory data.	None
I: Professional or employment-related information.	None
J: Non-public education information.	None
K: Inferences drawn from other personal information.	Customers, service providers, affiliates and business partners To support advertising to you To improve our Services

In addition, California consumers may have the following rights under the CCPA:

- To request that we disclose what information we collect, use, or disclose about you
- To know the specific pieces of information we hold about you
- To request the deletion of your personal information, with some exceptions
- To ask that we not sell or share your personal information (as those terms are defined in the CCPA)

To exercise your rights under the CCPA, you may email us at privacy@getmime.com.

Illinois and Texas Residents

The Illinois Biometric Information Privacy Act and the Business and Commerce Code of Texas on the Capture or Use of Biometric Identifiers regulate the collection, storage, use, and retention of “biometric identifiers” and “biometric information.” “Biometric identifier” means a retina or iris scan, fingerprint, voiceprint, or scan of hand or face geometry. Biometric identifiers do not include writing samples, written signatures, photographs, human biological samples used for valid

scientific testing or screening, demographic data, tattoo descriptions, or physical descriptions such as height, weight, hair color, or eye color. “Biometric information” means any information, regardless of how it is captured, converted, stored, or shared, based on an individual’s biometric identifier used to identify an individual.

MIME collects certain biometric identifiers and biometric information, namely face scan information (face geometry information and information based on that), during the product recommendation process to ensure a human face is found within a user submitted photograph. We do not use any facial recognition technology.

For Illinois residents, we will permanently destroy their biometric identifiers and biometric information when the initial purpose for collecting or obtaining such identifiers or information has been satisfied or within 3 years of the individual’s last interaction with MIME’s customer, whichever occurs first.

For Texas residents, we will permanently destroy their biometric identifiers the later of (1) one year after the purpose for collecting the identifier expires, or (2) one year after any recordkeeping obligations imposed by law in connection with the collection of the biometric identifier expires.

Except where prohibited by law, your biometric data is accessible only to us and our service providers, which process your data only on our behalf to provide the Services. We do not share biometric data with any other third parties. The customer on whose behalf MIME processes your data may receive from us information about you, but we do not disclose your biometric data to customers.

By clicking the relevant icons, checkboxes or tick boxes presented prior to the verification or authentication process, and choosing to continue, you acknowledge and agree that you have read the relevant disclosures, and that you voluntarily consent to MIME’s collection, storage, retention, use, and disclosure of your biometric data.

We use the reasonable standards of care within our industry to store, transmit, and protect from disclosure your biometric data, in a manner that is the same as or more protective than the manner in which it stores, transmits, and protects other confidential and/or sensitive information. We do not sell, lease, or trade the biometric data.

Residents of Other States

Colorado, Connecticut, Virginia, and Utah each provide their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Data portability.
- Opt-out of personal data processing for targeted advertising and sales.

Colorado, Connecticut, and Virginia also provide their state residents with rights to:

- Correct inaccuracies in their personal information, taking into account the information's nature and processing purpose.
- Opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise any of these rights please contact us at privacy@getmime.com.

Third Party Links

The Services may contain links to webpages operated by parties other than MIME. We do not control such websites and are not responsible for their contents or the privacy policies or other practices of such websites. Our inclusion of links to such websites does not imply any endorsement of the material on such websites or any association with their operators. Further, it is up to the User to take precautions to ensure that whatever links the User selects or software the User downloads (whether from this Site or other websites) is free of such items as viruses, worms, trojan horses, defects and other items of a destructive nature. These websites and services may have their own privacy policies, which the User will be subject to upon linking to the third party's website. MIME strongly recommends that each User review the third party's terms and policies.

International Transfer

We are committed to complying with applicable laws, regulations and mandatory government standards regarding the protection of Personal Data.

Personal Data and any additional information submitted may be used globally in connection with employment, business processes within MIME, or communicating with our MIME Partners. Therefore, Personal Data may be transferred to such entities worldwide, where it will be processed in accordance with this Privacy Policy and laws that are applicable in each country. Countries where we process data may have laws which are different, and potentially not as protective, as the laws of your own country.

If we transfer your Personal Data out of your jurisdiction, we will implement suitable safeguards and rely on legally-provided mechanisms to lawfully transfer data across borders to ensure that your Personal Data is protected.

How We Protect Personal Data

MIME maintains administrative, technical and physical safeguards designed to protect the User's Personal Data and information against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. We implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk, taking into account technological reality, cost, the scope, context and purposes of processing weighted against the severity and likelihood that the processing could threaten individual rights and freedoms. For example, we restrict access to personal information to MIME employees, contractors, business partners and agents who need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these

obligations. We use commercially reasonable security measures such as encryption, firewalls, and Secure Socket Layer software (SSL) or hypertext transfer protocol secure (HTTPS) to protect Personal Data.

If MIME collects account information for payment or credit, MIME will use the information only to complete the task for which the account information was offered.

Children

The Site is not intended for use by children. We do not intentionally gather Personal Data about United States visitors who are under the age of 13 or about European Union, United Kingdom or Swiss visitors who are under the age of 16. If a child has provided us with Personal Data, a parent or guardian of that child may contact us to have the information deleted from our records. If you believe that we might have any information from a child under the ages of 13 or 16 in the applicable jurisdictions, please contact us at privacy@getmime.com. If we learn that we have inadvertently collected the personal information of a child under 16, or equivalent minimum age depending on jurisdiction, we will take steps to delete the information as soon as possible.

Direct Marketing and “Do Not Track” Signals

MIME does not track its users over time and across third party websites to provide targeted advertising and therefore does not respond to Do Not Track (DNT) signals. However, some third party sites do keep track of your browsing activities when they serve you content, which enables them to tailor what they present to you. If you are visiting such sites, your browser may include controls to block and delete cookies, web beacons and similar technologies, to allow you to opt out of data collection through those technologies.

California residents are entitled to contact us to request information about whether we have disclosed Personal Data to third parties for the third parties’ direct marketing purposes. Under the California “Shine the Light” law, California residents may opt-out of our disclosure of Personal Data to third parties for their direct marketing purposes. You may choose to opt-out of the sharing of your Personal Data with third parties for marketing purposes at any time by submitting a request to privacy@getmime.com. California users may request further information about our compliance with this law by contacting us at privacy@getmime.com or by writing to us at the address listed in the “How to Contact Us” section.

Changes to this Privacy Policy

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services or programs, email notification or privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.

How to Contact Us

If you have any specific questions about this Privacy Policy, you can contact us via email or phone or by writing to us at the address below:

Send e-mail to: privacy@getmime.com

Send mail to our address:

MIME, Inc.
Attn: Privacy Policy Inquiry
7491 N Federal Hwy, Suite C-5 #171
Boca Raton, Florida 33487
United States of America