

PRIVACY POLICY

1. Introduction

At Clean my Calls application we collect, process and store your Personal Information as you use our websites, mobile applications, and services (collectively the “Services”). Personal Information is information that can identify you, such as your name, email or street address, or it may be information that could reasonably be linked back to you. This Privacy Statement describes our practices for collecting, storing and processing your Personal Information and the controls we provide you to manage it within our Services.

2. What Information Do We Collect From You?

The table below describes the information we collect from you to provide the Services. In this Privacy Statement, we refer to this as your “Personal Information.”

Information category	Use Description
Credit Card/Payment Information	<ul style="list-style-type: none">• Payment information, such as your credit card number, and your billing and shipping address(es), when you purchase something, such as a premium subscription.
Profile Information	<ul style="list-style-type: none">• We collect the information that you provide when you voluntarily create a user profile. This information may be seen by other users.• Additional personal details that you provide in your profile (for example, a profile image, your name, age, location, etc.), will be visible to other users.
User Provided Content	<ul style="list-style-type: none">• Information you provide about yourself or other living individuals when you voluntarily contribute to the Services, or participate in community discussions.

	<ul style="list-style-type: none"> • For example, you might contribute details (stories, images) about you or other users' family trees, annotate content or records. • Information about deceased persons is not Personal Information under this Privacy Statement.
Social Media Information	If you use Facebook to log into Services, we collect information from your Facebook profile that you choose to provide to us (for example your Facebook profile information).
Additional User Information	<ul style="list-style-type: none"> • Information that you provide to us when you answer email surveys or online questionnaires offered through the Services.
Your Communications	<ul style="list-style-type: none"> • Your 1:1 communications with other users through our communications features, as well as information you provide in communications with Member Services.
Contests and Promotions	<ul style="list-style-type: none"> • Personal Information when you voluntarily participate in contests and special promotions we run through our Services.

3. What Information Do We Collect Through Your Use of the Services?

Information category	Use Description
Mobile Device Information	<p>The Internet protocol ("IP") address of your mobile device, or the proxy server that you use to access the Internet, in addition to other technical information, such as:</p> <ul style="list-style-type: none"> • Your mobile device identifier provided by your mobile device operating system and your mobile operating system. • The name of your mobile carrier.

**Information
shared through
social media
features**

- If you interact with social media through the Services, for example “Like,” “Tweet,” “Pin,” or “Follow Us” links to sites such as Facebook, Twitter, Pinterest, Instagram, and YouTube, we will collect these interactions and whatever account information these services make available to us.
- Your interactions with these features are governed by the privacy statement of the applicable third party company.

**Information
from your use of
the Services**

- Information about your use of the Services, such as when you search or access records or public family trees, which pages you view or links you click on, or when you add people to your tree, etc.

4. Information We Collect From Other Sources

Information category	Use Description
Information from Public and Historical Records	<ul style="list-style-type: none">• Clean my Calls collects records from various sources, usually from official record sources, including newspapers, as well as birth, death, and marriage records, which may contain Personal Information relating to you. These records are generally part of subscription Services.
Information from Third Parties	<ul style="list-style-type: none">• We may also receive information about you from third parties. For example, we may supplement the data we collect with demographic information licensed from third parties in order to personalize the Services and our offers to you.• If you purchase a gift subscription, we will collect Personal Information to complete the gift and notify the recipient.

5. How do We use your Personal Information?

Personal Information (generally)

We use your Personal Information to provide, personalize, improve, update and expand our Services. This includes:

- Processing your payments for subscriptions and other premium products and features;
- Building new and improving existing products and Services;
- Providing insights based on data in Kreateks' database;
- Issuing surveys and questionnaires to collect Additional User Information for use in the Services, as well as facilitating product development and research initiatives;
- Conducting scientific, statistical, and historical research; and
- Detecting and protecting against error, fraud, or other criminal or malicious activity and enforcing our Terms and Conditions.

Communications

We use your Personal Information to communicate with you about the Services, such as when we:

- Respond to your inquiries to Member Services;
- Provide you with a personal report you required;
- Inform you of product changes or new products and services;
- Provide you with information or request action in response to technical, security, and other operational issues.

Market new products and offers from us or our business partners.

- We use your Personal Information to market new products and offers from us or our business partners. This includes advertising personalized to you based on your interests.

Note: You can control how we market to you by using the unsubscribe link in any email you receive, by changing your account preferences.

6. When Do We Share Your Information and Who are the Recipients?

KREATEKS does not share your individual Personal Information with third-parties without your additional consent other than as described in this Privacy Statement. In particular, we will not share your Information with insurance companies, employers, or third-party marketers without your express consent. The circumstances described below explain when sharing might occur:

Service Providers

We use other companies to help us provide the Services to you. As a result, these partner companies will have some of your information in their systems. Our partners are subject to contractual obligations governing data security and confidentiality consistent with this Privacy Statement and applicable laws.

These processing partners include our:

- Payment processors;
- Cloud services infrastructure providers;
- Vendors that assist us in marketing, analytics, and fraud prevention; and,
- Some Member Services functions.

Legal or Regulatory Process

We may share your Personal Information if we believe it is reasonably necessary to:

- Comply with valid legal process (e.g., subpoenas, warrants);
- Enforce or apply the Terms and Conditions;
- Protect the security or integrity of the Services; or
- Protect the rights, property, or safety, of KREATEKS, our employees or users.

If we are compelled to disclose your Personal Information to law enforcement, we will do our best to provide you with advance notice, unless we are prohibited under the law from doing so.

A note about aggregated data We may disclose user information in an aggregated form as part of the Services or our marketing, or in scientific publications published by us or our research partners. Such disclosure will never include Personal Information.

7. Your Choices and Access to Your Personal Information

Subject to certain exceptions, you have a right to request access to your Personal Information and to be provided with a copy of certain information you provided in a portable form, as well as to seek to update, delete or correct this information by using the tools described below or by contacting KREATEKS. Details and options for accessing this information are listed below.

Clean my Calls You can access and update the following sections of the privacy settings:

- Email Preferences,
- Settings, and
- Alerts.

Mobile You can also control your information using the settings available in mobile application.

Advertising If you do not want us to use data about your interests or behaviors to serve you targeted ads, you may change your settings as described in our Cookie Policy.

8. How can I delete my Personal Information?

You can delete your Personal Information in a number of ways.

Personal Information

To the extent you have shared information through the Services, KREATEKS will not be able to remove any copies of information that other members may have retained.

Please direct any request to remove information from linked archival records to the responsible archival entity.

We will consider requests for removal of Personal Information from the searchable indexes of the records we hold on a case-by-case basis in accordance with law.

General

Please note that there may be some latency in deleting your Personal Information from our backup systems after it has been deleted from our production, development, analytics, and research systems. Also, our partners may retain information they receive from us in order to comply with laws or regulations that may require them to do so. KREATEKS may also retain certain information as reasonably necessary to comply with our legal obligations (including law enforcement requests), resolve disputes, maintain security, prevent fraud and abuse, as well as to comply with tax, payment industry, securities, and clinical regulatory compliance requirements.

9. Security

KREATEKS maintains a comprehensive information security program designed to protect our customers' Personal Information using administrative, physical, and technical safeguards.

The specific security measures used are based on the sensitivity of the Personal Information collected. We have measures in place to protect against inappropriate access, loss, misuse, or alteration of Personal Information under our control.

KREATEKS' Security Team regularly reviews our security and privacy practices and enhances them as necessary to help ensure the integrity of our systems and your Personal Information.

We use secure server software to encrypt Personal Information, and we only partner with security companies that meet and commit to our security standards. While we cannot guarantee that loss, misuse or alteration of data will not occur, we use reasonable efforts to prevent this.

It is also important for you to guard against unauthorized access to your Personal Information by maintaining strong passwords and protecting against the unauthorized use of your own computer or device.

10. Changes to this Statement

We may modify this Privacy Policy at any time, but we will provide prominent advance notice of any material changes to this Statement, such as posting a notice through the Services, on our websites, or sending you an email, to provide you the opportunity to review the changes and choose whether to continue using the Services.

We will also notify you of non-material changes to this Statement as of their effective date by posting a notice through the Services, on our websites, or sending you an email. Your continued use of our Services after notice of non-material changes means that you consent to the updated Privacy Statement. Feel free to contact us: support@createx.by.

11. Legal basis under EU General Data Protection Regulation for processing personal information of EU residents.

Where you have consented to data processing, your consent provides the legal basis to process your Personal Information. We rely on your explicit consent to process your Genetic Information. You have the right to withdraw consent at any time. Please note that your withdrawal of consent to collect and process your Personal Information will not affect the lawfulness of processing your Personal Information based on your consent before you withdrew your consent.

We may also process your Personal Information on the basis of contractual necessity to perform a contract we have with you. For example, we process your credit card details when you provide them in order to use our Services or purchase access to premium features such as our DNA testing services.

We may also process your Personal Information on the basis of our legitimate interests, including in providing and improving the Services. For example, KREATEKS has a legitimate interest in understanding your login history so we can assess your interaction with our Services. We also have a legitimate interest in providing and developing interesting features to provide to our users. We use your Personal Information to keep our Services safe and secure and we do so as it necessary to pursue your and our legitimate interests in ensuring that our Services are secure, and to protect against fraud, spam and abuse.

Where we rely on legitimate interests to process your Personal Information, you have the right to object to such processing (meaning that you can ask us to stop). You can use your Privacy Settings to control certain ways in which we process your data. You can also contact us, using the details below, to object to other forms of processing.