

LAST UPDATED: 4/6/2021

HUME AI RESEARCH PRIVACY POLICY

HUME AI (“**we**,” or “**us**”) want you to be familiar with how we collect, use and disclose information. This Research Privacy Policy describes our practices in connection with information that we collect through our research surveys and studies (our “**Research**”).

PERSONAL INFORMATION

“**Personal Information**” is information that identifies you as an individual or relates to an identifiable individual. Our Research collects Personal Information, including:

- Username* (which, if you elect, may be your email address)
- Demographics* (e.g., age, language, country of origin, ethnicity, zip code, level of education)
- Feelings and personality traits*
- Photos and videos of you*
- Recordings of your voice*
- Information necessary to make payments to you, such as your email address or user ID on a third party payment application or crowdsourcing website*

An asterisk indicates that your provision of the information is mandatory.

Collection of Personal Information

We and our service providers collect Personal Information when you participate in one of our surveys or studies. We need to collect Personal Information in order to conduct our Research. If you do not provide the information requested, you may not be able to participate in our Research. If you disclose any Personal Information relating to other people to us or to our service providers in connection with the Research, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

Use of Personal Information

We and our service providers use Personal Information for the following purposes:

- **Conducting Research.**
 - *Enabling you to access our surveys and studies, and paying you amounts owed to you.*
 - *Contributing to our understanding of human emotion.*
 - *Developing technologies such as socially aware digital assistants.*
 - *Performing research and developing machine learning models.*

- *Performing additional research studies (e.g., studies of cultural differences in emotional expression) and developing empathic technology (e.g., developing digital assistants that respond in culturally sensitive ways).*
- *To respond to your inquiries and fulfill your requests, when you contact us via one of our online contact forms or otherwise, for example, when you send us questions, suggestions, compliments or complaints.*
- *To send administrative information to you, such as changes to our terms, conditions, and policies.*
- **Aggregating and/or anonymizing Personal Information.**
 - *We may aggregate and/or anonymize Personal Information so that it will no longer be considered Personal Information. We do so to generate other data for our use, which we may use and disclose for any purpose, as it no longer identifies you or any other individual.*
- **Accomplishing our business purposes.**
 - *For data analysis, for example, to improve our Research;*
 - *For audits, to verify that our internal processes function as intended and to address legal, regulatory, or contractual requirements;*
 - *For fraud prevention and fraud security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft;*
 - *For developing new products and services;*
 - *For enhancing, improving, repairing, maintaining, or modifying our current products and services, as well as undertaking quality and safety assurance measures;*
 - *For identifying usage trends, for example, understanding which parts of our offerings are of most interest to users;*
 - *For determining the effectiveness of our promotional campaigns, so that we can adapt our campaigns to the needs and interests of our users; and*
 - *For operating and expanding our business activities, for example, understanding which parts of our offerings are of most interest to our users so we can focus our energies on meeting our users' interests.*

Disclosure of Personal Information

We disclose Personal Information:

- **To our third-party service providers, to facilitate services they provide to us.**
 - *These can include providers of services such as website hosting, data analysis, payment processing, order fulfillment, return authorization, fraud prevention, information technology and related infrastructure provision, customer service or related benefits (including special promotions), email delivery, auditing, and other services.*

- **To our corporate affiliates and third parties.**

With your consent on the consent form for a particular study, your demographics (e.g., age, gender, race, first language, national origin, education level) and task responses (images and voice recordings of yourself and answers you submit) may be sold to or otherwise shared with third parties, such as academic institutions and industry, corporations, other study participants and participants in other studies. These third parties may be anywhere in the world and may use the information for their own purposes, such as for commercial applications.

- **To the public.**

With your consent on the consent form for a particular study, your national origin and task responses (images and voice recordings of yourself and answers you submit) may be used in surveys or public presentations that other people see, published in scientific publications, shown at meetings of scientists, shown in classrooms to students, shown in public presentations to non-scientific groups, used on television and radio, used by third parties for research projects.

Other Uses and Disclosures

We also use and disclose your Personal Information as necessary or appropriate, in particular when we have a legal obligation or legitimate interest to do so:

- **To comply with applicable law and regulations.**

- *This may include laws outside your country of residence.*

- **To cooperate with public and government authorities.**

- *To respond to a request or to provide information we believe is necessary or appropriate.*

- *These can include authorities outside your country of residence.*

- **To cooperate with law enforcement.**

- *For example, when we respond to law enforcement requests and orders or provide information we believe is important.*

- **For other legal reasons.**

- *To enforce our terms and conditions; and*

- *To protect our rights, privacy, safety or property, and/or that of our affiliates, you or others.*

- **In connection with a sale or business transaction.**

- *We have a legitimate interest in disclosing or transferring your Personal Information to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).*

OTHER INFORMATION

“**Other Information**” is any information that does not reveal your specific identity or does not directly relate to an identifiable individual. The Offerings collect Other Information such as:

- IP address (we may also derive your approximate location from your IP address)
- Browser and device information
- App usage data
- Information collected through cookies, pixel tags and other technologies
- Demographic, feelings and personality information and other information provided by you that does not reveal your specific identity
- Information that has been aggregated in a manner such that it no longer reveals your specific identity

Collection of Other Information

We and our service providers may collect Other Information in a variety of ways, including:

- **From you, on surveys or in studies.**
- **Your browser or device.**
 - *Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Mac), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version and the name and version of the Offerings (such as the App) you are using. We use this information to ensure that the Offerings function properly.*
- **Cookies.**
 - *Cookies are pieces of information stored directly on the computer that you are using. Cookies allow us to collect information such as browser type, time spent on the Offerings, pages visited, language preferences, and other traffic data. We and our service providers use the information for security purposes, to facilitate navigation, to display information more effectively, and to personalize your experience. We also gather statistical information about use of the Offerings in order to continually improve their design and functionality, understand how they are used, and assist us with resolving questions regarding them. Cookies further allow us to select which of our offers are most likely to appeal to you and display them while you are on the Offerings. We may also use cookies or other technologies in online advertising to track responses to our ads. If you do not want information collected through the use of cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting a particular cookie (or cookies) from a particular website. You may also wish to refer to <http://www.allaboutcookies.org/manage-cookies/index.html>. If, however, you do not accept cookies, you may experience some inconvenience in your use of the*

Offerings. You also may not receive advertising or other offers from us that are relevant to your interests and needs.

- **Pixel tags and other similar technologies.**

- **Pixel tags.** *Pixel tags (also known as web beacons and clear GIFs) may be used to, among other things, track the actions of users of the Offerings (including email recipients), measure the success of our marketing campaigns, and compile statistics about usage of the Offerings and response rates.*

- **Analytics.** *We use Google Analytics, which uses cookies and similar technologies to collect and analyze information about use of the Offerings and report on activities and trends. This service may also collect information regarding the use of other websites, apps and online resources. You can learn about Google's practices by going to www.google.com/policies/privacy/partners/, and exercise the opt-out provided by Google by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.*

- **Physical Location.**

- *We may collect the physical location of your device by, for example, using satellite, cell phone tower or WiFi signals. We may use your device's physical location to provide you with personalized location-based services and content. In some instances, you may be permitted to allow or deny such uses and/or sharing of your device's location, but if you do we may not be able to provide you with the applicable personalized services and content.*

Uses and Disclosures of Other Information

We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal Information under applicable law, we may use and disclose it for the purposes for which we use and disclose Personal Information as detailed in this Policy. In some instances, we may combine Other Information with Personal Information. If we do, we will treat the combined information as Personal Information as long as it is combined.

SECURITY

We seek to use reasonable organizational, technical and administrative measures to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the "Contacting Us" section below.

CHOICES AND ACCESS

How you can access, change, or delete your Personal Information

If you would like to request to access, correct, update, suppress, restrict, or delete Personal Information, object to or opt out of the processing of Personal Information, or if you would like to request to receive a copy of your Personal Information for purposes of transmitting it to another company (to the extent these rights are provided to you by applicable law), you may contact us in accordance with the “Contacting Us” section below. We will respond to your request consistent with applicable law.

In your request, please make clear what Personal Information you would like to have changed or whether you would like to have your Personal Information suppressed from our database. For your protection, we may only implement requests with respect to the Personal Information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (you may not be able to change or delete your Personal Information until after the completion of a pending transaction).

RETENTION PERIOD

We retain Personal Information for as long as needed or permitted in light of the purpose(s) for which it was obtained and consistent with applicable law.

The criteria used to determine our retention periods include:

- The length of time we use the information for our studies, product development and sales;*
- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); or*
- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).*

THIRD PARTY SERVICES

This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating any website or service to which the Services link or to which we sell data. The inclusion of a link on the Offerings does not imply endorsement of the linked site or service by us or by our affiliates.

USE OF OFFERINGS BY MINORS

The Offerings are not directed to individuals under the age of eighteen (18), and we do not knowingly collect Personal Information from individuals under 18.

JURISDICTION AND CROSS-BORDER TRANSFER

Your Personal Information may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the Offerings you understand that your information will be transferred to countries outside of your country of residence, including the United States, which may have data protection rules that are different from those of your country. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your Personal Information.

SENSITIVE INFORMATION

Unless we request it, we ask that you not send us, and you not disclose, any sensitive Personal Information (e.g., social security numbers, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background, or trade union membership) on or through the Offerings or otherwise to us.

UPDATES TO THIS PRIVACY POLICY

The “*LAST UPDATED*” legend at the top of this Privacy Policy indicates when this Privacy Policy was last revised. Any changes will become effective when we post the revised Privacy Policy on the Offerings.

CONTACTING US

HUME AI, located at 666 3rd Ave New York, NY 10172, is the company responsible for collection, use, and disclosure of your Personal Information under this Privacy Policy.

If you have any questions about this Privacy Policy, please contact us at info@hume.ai or:

Hume AI

666 3rd Ave

New York, NY 10172

Because email communications are not always secure, please do not include credit card or other sensitive information in your emails to us.
