

## **PRIVACY POLICY**

**Last Updated:** 04/03/2025

We at Carevox, LLC (DBA: **Carely.AI**) ("**Carely.AI**," "we," "us," or "our") have created this privacy policy (this "Privacy Policy") because we know that you care about how information you provide to us is used and shared. This Privacy Policy relates to the information collection and use practices of **Carely.AI** in connection with our website located at <sup>www.carelyai.com</sup> ~~www.carevoxai.com~~ (the "Website"), our Products which is made available as a web application via our Website, or when you otherwise interact with us in any way.

### **DESCRIPTION OF USERS AND ACCEPTANCE OF TERMS**

This Privacy Policy applies to visitors to the Website, who view only publicly-available content ("Visitors"), customers who have signed up to access and use the Products (the "Customers"), and Customer's employees or contractors authorized by Customer to access and use the Products ("Authorized Users").

By visiting our Website, Visitors are agreeing to the terms of this Privacy Policy and the accompanying Terms of Use.

By accessing and/or using the Products, each Customer and Authorized User is agreeing to the terms of this Privacy Policy and the accompanying Terms of Use.

Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in our Terms of Use as the content requires.

### **I. THE INFORMATION WE COLLECT AND/OR RECEIVE**

In the course of operating the Website, providing the Products, and/or interacting with you, we will collect (and/or receive) the following types of information. You authorize us to collect and/or receive such information.

#### **1. Contact Information.**

When you contact us through the Website, email or by mail, when you call us, when you subscribe to receive more information about our products and services, you will be asked to provide certain information, including but not limited to, your name, email address, phone number, company name, job title, and any other information you are contacting us about (collectively, the "Contact Information"). The Contact Information is used to provide the requested service or information and to contact you for purposes of direct marketing of our current and future services.

#### **2. Account Information.**

In order to access and use our Products, you will have to use the username and password that we provide to you (collectively, "Account Information"). We use the Account Information to process the creation of your account, including to verify your identity, and to manage your account.

### 3. Billing Information.

In order to pay our Fees, you will be required to provide certain additional information which may include a credit card number, expiration date, billing address, billing zip code, activation code, bank information, and similar information (“Billing Information”). Such Billing Information will be collected and processed by our Third-Party Payment Processor pursuant to the terms and conditions of their privacy policies and terms of use. We do not directly obtain, store, or process any Billing Information.

### 4. Information obtained automatically from your online activity.

When you access or use the Website and the Products, we use browser cookies, pixels, web beacons, and similar technologies (collectively, “Tracking Technologies”) to automatically collect or receive certain standard technical information and other data. This other data may include: traffic data; usage data (including but not limited to, profiles viewed, matches made, features used, frequency and duration of the Website and the Products usage, and interactions with content on the Website and the Products); location data; device information (including but not limited to, type of device, mobile device Products, operating system, browser type, screen resolution, IP address and other technical information); logs and other communications data sent to us by your computer, mobile device, tablet, or any other device over time on our Website and Products; and your online activity across third party websites, apps, and devices. We may also evaluate your computer, mobile phone, or other access device to identify any malicious software or activity that may affect the availability of our Website and Products.

When you access or use the Website and the Products, advertising companies, analytics networks and providers, and other third parties may use Tracking Technologies to collect information about your online activities over time and across different websites, apps, online services, digital properties and devices.

The data we or third parties collect automatically may include personal information and/or statistical data that may not identify you personally; however, we or third parties may maintain, combine, or associate it with personal information collected in other ways or received from third parties. We and/or third parties use this information to (i) enhance the performance and functionality of the Website and Products; (ii) personalize your experience with the Website and Products, understand how you use the Website and Products, maintain a persistent session, and improve and further develop the Website and Products; and (iii) serve targeted and other advertising, and provide custom experiences, across other sites, apps, online services, digital properties and devices, measure how the ads perform, and for analytics purposes.

The Tracking Technologies used on the Website and the Products include the following, among others:

*Cookies:* Cookies are small packets of data that a website stores on your computer’s hard drive so that your computer will “remember” information about your visit. In addition to collecting information, we use cookies to help us authenticate users, provide content of interest to you, analyze which features you use most frequently, and measure and optimize advertising and

promotional effectiveness. To do this, we may use both session cookies, which expire once you close your web browser, and persistent cookies, which stay on your computer until you delete them. For information regarding your choices regarding Cookies, please see Section III of this Privacy Policy.

*Local Storage Technologies:* We may use local storage technologies, like HTML5, that provide cookie-equivalent functionality but can store larger amounts of data on your device outside of your browser in connection with specific applications.

*Web Beacons:* We use Web beacons, also known as pixel tags or clear GIFs, to demonstrate that a webpage or email address was accessed or opened, or that certain content was viewed or clicked.

*Third Party Sites:* When access to the Website and/or the Products is made available to you through third-party sites, please be aware that these other sites maintain their own policies regarding Tracking Technologies and the collection and use of information. You are responsible for reviewing those policies.

#### 5. Information obtained from third-party analytics services.

We may use one or more third-party analytics services (such as Google Analytics) to evaluate your use of the Website and the Products, compile reports on activity (based on their collection of IP addresses, Internet service provider, browser type, operating system and language, referring and exit pages and URLs, data and time, amount of time spent on particular pages, what sections of the Website and the Products you visit, number of links clicked while on the Website and the Products, search terms and other similar usage data), and analyze performance metrics. These third parties use cookies and other technologies to help analyze and provide us the data. By accessing the Website and/or the Products, you consent to the processing of data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy. For more information on these third parties, including how to opt out from certain data collection, please visit the sites below. Please be advised that if you opt out of any service, you may not be able to use the full functionality of the Website and the Products.

For Google Analytics, please visit: <https://www.google.com/analytics>

## **II. HOW WE USE AND SHARE THE INFORMATION**

We may use and share your personal information as set forth below:

- To provide the Website and the Products;
- To solicit your feedback, inform you about our products and services and those of our third-party marketing partners;
- To monitor, support, analyze, and improve the Website and the Products;
- To communicate with you regarding the Website and the Products;

- To fulfill your requests for information regarding new or improved products and services;
- To engage in marketing, advertising, and tracking activities, and evaluate the efficacy of our efforts, provided that, where required under applicable law, we will obtain your prior opt-in consent to send electronic marketing communications and/or our newsletter;
- To engage research, project planning, troubleshooting problems, and detecting and protecting against error, fraud, or other criminal activity;
- To protect the safety and security of our Website and Products, businesses and customers;
- To third-party contractors and service providers that provide services to us in the operation of our business and assistance with the Website and the Products, such as technical support for the Website and the Products and providing services such as IT and cloud hosting, payment processing and financing, transactions reporting, customer relationship management, email marketing, advertising services, analytics services, shipping and distribution, name and address verification, marketing and order fulfillment, email distribution, market research, fraud detection and preventions, promotions management, administrative services and among others;
- To create and disclose aggregated, anonymous, user statistics and other information to (i) affiliates, agents, business partners, and other third parties; (ii) describe the Website and the Products to current and prospective business partners; and (iii) other third parties for lawful purposes;
- To share some or all of your information with our parent company, subsidiaries, affiliates or other companies under common control with us;
- To fulfill our legal and regulatory requirements;
- To comply with applicable law, such as to comply with a subpoena, or similar legal process, and when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- To assess or complete a corporate sale, merger, reorganization, sale of assets, dissolution, investment, or similar corporate event where we expect that your personal information will be part of the transferred assets;
- To audit our internal processes for compliance with legal and contractual requirements or our internal policies;

- To prevent, identify, investigate, and deter fraudulent, harmful, unauthorized, unethical, or illegal activity, including cyberattacks and identity theft; and
- Otherwise, with your consent.

We will take reasonable measures (e.g., by contract) to require that any party receiving any of your personal information from us, including for purposes of providing the Website and the Products, undertakes to: (i) retain and use such information only for the purposes set out in this Privacy Policy; (ii) not disclose your personal information except with your consent, as permitted by applicable law, or as permitted by this Privacy Policy; and (iii) generally protect the privacy of your personal information.

### **III. ACCESSING AND MODIFYING INFORMATION AND COMMUNICATION PREFERENCES**

*Update Information:* If the personal information we have for you changes, you may correct, update, or delete it by contacting us as set forth in Section XII of this Privacy Policy. You may correct, update, or delete some of their personal information directly in your account on the Products. We will use commercially reasonable efforts to process all such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our databases. Additionally, we will retain and use your information (or copies thereof) as necessary to comply with our legal and/or regulatory obligations, resolve disputes, and enforce our agreements.

*Marketing Communications:* You may manage your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located on the bottom of any of our marketing emails. Please note that you cannot opt out of receiving transactional e-mails.

*Cookie Management:* Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies or other Tracking Technologies, the Website and the Products may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

You will need to apply these opt-out settings on each device from which you wish to opt-out. We cannot offer any assurances as to whether the companies we work with participate in the opt-out programs described above.

### **IV. HOW WE PROTECT THE INFORMATION**

We take commercially reasonable security measures to ensure that your information is treated securely and is protected from loss, misuse, and unauthorized access, disclosure, alteration, and destruction, taking into account the risks involved in processing and the nature of such data, and in compliance with applicable laws and regulations. Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to us. In particular, e-mail sent to or from the Website and/or the Products may not

be secure, and you should therefore take special care in deciding what information you send to us via e-mail or other electronic means.

## **V. EXTERNAL SITES**

The Website and the Products may contain links to third-party websites (“External Sites”). These links are provided solely as a convenience to you and not as an endorsement by us of the content on such External Sites. The content of such External Sites is developed and provided by others. You should contact the website administrator or webmaster for those External Sites if you have any concerns regarding such links or any content located on such External Sites. We are not responsible for the content of any linked External Sites and do not make any representations regarding the content or accuracy of materials on such External Sites. You should take precautions when downloading files from all websites to protect your computer from viruses and other destructive programs. If you decide to access linked External Sites, you do so at your own risk.

## **VI. CHILDREN**

Any personal information collected from children under the age of 18 through the Products is gathered with the knowing consent of such child’s parents/guardians. Customer represents and warrants that they have received such consent from all parents/guardians.

We do not knowingly collect personal information from children under the age of 18 through the Website. If you are under 18, please do not give us any personal information. We encourage parents and legal guardians to monitor their children’s Internet usage and to help enforce our Privacy Policy by instructing their children never to provide personal information through the Website and the Products without their permission. If you have reason to believe that a child under the age of 18 has provided personal information to us, please contact us, and we will endeavor to delete that information from our databases.

## **VII. IMPORTANT NOTICE TO NON-U.S. RESIDENTS**

The Website, the Products and their servers are operated in the United States. If you are located outside of the United States, please be aware that any information you provide to us maybe transferred to, processed, maintained, and used on computers, servers, and systems located outside of your state, province, country, or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you are located outside the United States and choose to use any of our Website and/or Products, you consent to any transfer and processing of your personal information in accordance with this Privacy Policy and you do so at your own risk.

## **VIII. DO NOT TRACK**

As discussed above, third parties such as analytics providers may collect information about your online activities over time and across different websites when you access or use the Website and the Products. Currently, various browsers offer a “Do Not Track” option, but there is no standard for commercial websites. At this time, we do not monitor, recognize, or honor any opt-out or do not track mechanisms, including general web browser “Do Not Track” settings and/or signals.

## **IX. CHANGES TO THIS PRIVACY POLICY**

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time with or without notice to you. Any such changes will be posted on the Website and/or the Products. By visiting the Website, and/or accessing and/or using the Products after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please be aware that, to the extent permitted by applicable law, and without prejudice to the foregoing, our use of your information is governed by the Privacy Policy in effect at the time we collect the information. Please refer back to this Privacy Policy on a regular basis.

## **X. CONTACT US**

If you have any questions about this Privacy Policy or to report a privacy issue, please contact us in one of the following ways:

Email: [harel@carelyai.com](mailto:harel@carelyai.com)