

# Privacy Policy

Last Updated: 1<sup>st</sup> December 2023

This Privacy Policy describes how LightRay Inc. ("we," "us," or "our") collects, uses, and shares personal information when you use our platform and access our website [www.lightray.ai](http://www.lightray.ai) (the "Website").

## Information We Collect

### 1.1 Personal Information:

When you use our platform or access our website, we may collect personal information that you provide to us voluntarily, such as your name, email address, contact information, company name, job title, and any other information you choose to provide when registering an account or using our services.

### 1.2 Data and Usage Information:

We may collect data and usage information related to your use of our platform and services. This may include data you upload, data generated from your use of the platform, information about your interactions with the platform's features, and technical information about your device and internet connection. We may also collect information from third-party sources, as permitted by law, to enhance our services and improve your user experience.

## How We Use Your Information

We use the information we collect for the following purposes:

- To provide, personalize, and improve our platform and services.
- To communicate with you and respond to your inquiries, requests, or support needs.
- To send you administrative information, updates, and alerts regarding our services.
- To understand how you use our platform and services, and perform data analytics, research, and reporting.
- To develop new products, features, and services.
- To enforce our terms of service and prevent fraudulent or illegal activities.
- To comply with legal obligations or protect our rights, property, or safety.

## Information Sharing and Disclosure

We may share your personal information and data in the following circumstances:

- With trusted third-party service providers who assist us in delivering our services, maintaining the platform, and processing data on our behalf (e.g., hosting providers, data storage providers)
- With our business partners, affiliates, or subsidiaries, but only to the extent necessary to provide the requested services or enhance our offerings.
- With your consent or at your direction, such as when you authorize the sharing of data with a third-party application or service.
- In response to a valid legal request, court order, or as required by law.
- In connection with a merger, acquisition, or sale of our assets, where your personal information may be transferred to the new entity.

## **Data Retention**

We retain personal information and data for as long as necessary to fulfil the purposes outlined in this Privacy Policy, or as required by law. We will delete or anonymize your information when it is no longer needed for its intended purposes or upon your request, subject to legal requirements.

## **Security**

We implement reasonable security measures to protect your personal information and data from unauthorized access, disclosure, alteration, or destruction. However, please be aware that no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

## **Your Rights and Choices**

You have certain rights regarding your personal information, subject to applicable laws. These rights may include:

- The right to access, update, or correct your personal information.
- The right to object to the processing of your personal information or withdraw consent.
- The right to request the deletion of your personal information, subject to legal requirements.
- The right to request a copy of your personal information in a structured, machine-readable format.
- The right to lodge a complaint with a supervisory authority if you believe your rights have been violated.

To exercise these rights or if you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us using the information provided in the "Contact Us" section below.

## **Third-Party Links and Services**

Our platform and website may contain links to third-party websites, applications, or services that are not operated by us. We have no control over the content and practices of these third-party sites or services, and we are not responsible for their privacy policies or practices. We encourage you to review the privacy policies of any third-party sites or services you visit.

## **Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. The most current version will be posted on our website, with the "Last Updated" date indicating the latest revision. We encourage you to review this Privacy Policy periodically for any changes. Your continued use of our platform or services after any modifications to this Privacy Policy will constitute your acknowledgment of the changes and your consent to abide by the updated policy.

## **Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at [privacy@lightray.ai](mailto:privacy@lightray.ai)