

Videofusion Privacy Policy

This Privacy Policy describes how Videofusion Inc., a Delaware corporation (“Videofusion”, “we”, “our”, or “us”), collects, uses, and shares your information when you (“you”, or “yours”) access our website (“Site”) or use any of our services and platform, including those related to Highlights and Ad Inspiration and the Videofusion platform (collectively, our “Services”). When you visit our Site or use our Services, you agree to this Privacy Policy.

This Privacy Policy applies to information we collect:

- On our Site;
- Through our Services, including those involving Highlights and Ad Inspiration and related tools; and
- In email, text, and other electronic messages between you and us.

It does not apply to information collected by:

- Us offline or through any other means, including on any other websites operated by any third party (including our affiliates and subsidiaries); or
- Any third party (including our affiliates and subsidiaries), including through any application or content that may link to or be accessible from the Site.

Please visit our [EULA](#), which governs the use, liability, and limitations of our Services and Site.

INFORMATION WE COLLECT ON HIGHLIGHTS AND AD INSPIRATION AND THE VIDEOFUSION PLATFORM

The information we collect on our Site generally falls into the following two categories “non-personal information” i.e. refers to the information that does not by itself identify a specific individual and “Personal Data” refers to information that lets us know the specific of who you are and includes:

- Profile or contact data (e.g.: First and last name, Email, Phone number, address, unique identifiers such as passwords);
- Your internet connection, the equipment you use to access our Site, including your IP address, operating system, browser type, and usage details;
- Your financial information which you may disclose to us through the use of our Services;
- Your payment account information to remit payments that we process on your behalf; and
- Any other personally identifiable information that we may require from time to time to comply with applicable laws

In addition, we will collect any personally identifiable information that you voluntarily provide when you contact us regarding our Services or by filling out forms on our Site. This information includes personally identifiable information such as your name and email address as well as the comments contained in your messages to us or provided to us at the time of registering to use

our Site, subscribing to our [Services](#). If you use a location-enabled browser, we may receive information about your location and device. If you access certain applications and software, we make available, we may receive and collect information transmitted from your device for the purpose of providing you the relevant Services, such as information when you are logged on and available to receive updates or alert notices.

HOW WE USE COOKIES AND OTHER TECHNOLOGIES

“Cookies” are small files placed on a device when it visits a website to facilitate the use of that website or access online content. When you visit our Services, including those related to VideofusionHighlights and Ad Inspiration and the Videofusion platform, we may place “cookies” on your computer. We use Cookies for many purposes, including, without limitation, remembering preferences, and tracking visits to our pages for purposes of facilitating and maintaining your current user session. We may associate Personal Data with cookies if you have registered for Videofusion’s Services or if you have provided Personal Data to us.

We may use session and persistent cookies. Session cookies exist only during one session and disappear from your computer when you close your browser software or turn off your computer. Persistent cookies remain on your computer after you close your browser or turn off your computer. Session cookies make it easier to navigate our Site and persistent cookies are used to remember users’ information so they do not have to enter it more than once and to improve our Services. Most Web browsers allow you to disable most types of cookies. Please note that if you disable cookies, you may not be able to access some of the functionality offered on our Sites. Every device connected to the internet is assigned a number known as an Internet protocol (IP) address.

These numbers are usually assigned in geographic blocks. An IP address can often be used to identify the location from which a device is connecting to the Internet. We use the above technologies (individually and together) to collect and store information when you interact with our Services.

HOW WE USE YOUR INFORMATION

- We use your Personal Data for providing, customizing, and improving the Services by:
 - Creating and managing your account or other user profiles.
 - Processing orders or other transactions;
 - To charge your payment card if you have opted into certain chargeable Services;
 - Providing you with the products, services, or information you request, including support and assistance for the Services.
 - Improving Services, including testing, research, internal analytics, and product development.
 - Personalizing the Services, website, and communications based on your preferences.
 - Performing fraud protection, security, and debugging.
 - Marketing and selling the Services.

- Carrying out other business purposes stated when collecting your Personal Data or as otherwise set forth in applicable data privacy laws, such as the California Consumer Privacy Act (the “CCPA”).
- We may also use your Personal Data to correspond with you by:
 - Responding to correspondence that we receive from you, contacting you when necessary, or request, and send you information about Videofusion or the Services.
 - Sending emails and other communications according to your preferences or that display content we think will interest you.
- Meeting Legal Requirements and Enforcing Legal Terms.
 - Fulfilling our legal obligations, such as preventing, detecting, and investigating security incidents and potentially illegal or prohibited activities.
 - Protecting your, Videofusion’s or another party’s rights, property, or safety.
 - Enforcing agreements with you and resolving disputes.
 - Responding to claims that any posting or content violates third-party rights.

DISCLOSURE OF YOUR INFORMATION

We disclose your Personal Data to our affiliates and service providers who help us provide the Services or perform business functions:

- Hosting, technology, and communication providers;
- Security and fraud prevention consultants and providers;
- Analytics providers;
- Business partners who partner with us in offering various Services:
 - Business that you have a relationship with.
 - Companies that we partner with to offer joint promotional offers or opportunities.
- Any third parties you authorize.
- Business Transfers.
 - All your Personal Data that we collect may be transferred to a third party if we undergo a merger, acquisition, or other transaction in which that third party assumes control of our business (in whole or part). Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your Personal Data in the same way as set out in this privacy notice.
- Data that is not Personal Data.
 - We may create aggregated, de-identified, or anonymized data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user. We may use such aggregated, de-identified, or anonymized data and share it with third parties for our lawful business purposes, including to analyze, build and improve the Services and promote our business, provided that we will not share such data in a manner that could identify you.

HOW WE RETAIN INFORMATION

We retain Personal Data about you for so long as you have an account with us or as otherwise necessary to provide you with our Services. In some cases, we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule, or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

HOW WE PROTECT YOUR INFORMATION

We believe that the security of your information is a serious issue and we are committed to protecting the Information we receive from you. We maintain commercially reasonable security measures to protect the security of your information against unauthorized access and disclosure both online and offline. These measures include the implementation of reasonable technical, physical, and administrative data security safeguards that are consistent with our business operations and industry standards. Access to Personal Data is restricted so that only certain of our employees are granted access to information as appropriate to perform specific jobs and tasks.

While we take reasonable precautions against possible security breaches of our systems, no application, website, or internet transmission is completely secure, and we cannot guarantee that unauthorized access, hacking, data loss, or other breaches will never occur. We urge you to take steps to keep your Personal Data safe (including your username and password), and to log out of your account after each use.

OUR PERSONAL DATA HANDLING PRACTICES

Below are our data handling practices which describes categories we have collected and disclosed for our business purposes in the preceding twelve months. We do not sell personal information.

Categories of Personal Information	We shared such Personal Information with the following categories of third parties.		
Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account	Service providers, including companies we retain to provide hosting, marketing, data enhancement, billing and collections, analytics, support, technical, operational,	Government entities as required by applicable law.	Other recipients at your direction or with your consent.

name, or other similar identifiers.	security or other services to us.		
Financial information, which may include credit or debit card number or other financial information.	Service providers, including companies we retain to provide hosting, marketing, data enhancement, billing and collections, analytics, support, technical, operational, security or other services to us.		
Characteristics of protected classifications under state or federal law, which may include age , race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, or gender expression), sexual orientation, veteran or military status.	Service providers, including companies we retain to provide hosting, marketing, data enhancement, billing and collections, analytics, support, technical, operational, security or other services to us	Government entities as required by applicable law	Other recipients at your direction or with your consent.
Commercial information, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Service providers, including companies we retain to provide hosting, marketing, data enhancement, billing and collections, analytics, support, technical, operational, security or other services to us.	Government entities as required by applicable law.	Other recipients at your direction or with your consent.

Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer's interaction with an Internet Web site, application, or advertisement.	Service providers, including companies we retain to provide hosting, marketing, data enhancement, billing and collections, analytics, support, technical, operational, security or other services to us.	Government entities as required by applicable law.	Other recipients at your direction or with your consent.
Audio, electronic, visual, or similar information.	Service providers, including companies we retain to provide hosting, marketing, data enhancement, billing and collections, analytics, support, technical, operational, security or other services to us.	Government entities as required by applicable law.	Other recipients at your direction or with your consent.
Inferences drawn from any of the information identified above, which may include preferences, characteristics, behavior, attitudes, or other similar information.	Service providers, including companies we retain to provide hosting, marketing, data enhancement, billing and collections, analytics, support, technical, operational, security or other services to us.	Government entities as required by applicable law.	Other recipients at your direction or with your consent.

RIGHT TO KNOW AND DATA DELETION REQUESTS:

- Subject to certain exceptions, you may have the following rights:
 1. Right to Know About Personal Information Collected, Disclosed, or Sold.
You have the right to request that we disclose any or all of the following relating to the personal information collected and disclosed in the past 12 months: (i) the categories and specific pieces of personal information we have collected about you; and (ii) information about the categories of personal information we have collected, used, disclosed, or sold (“right to know”).
 2. Right to Request Deletion of Personal Information.
You have the right to request the deletion of personal information that we collect or maintain about you.
 3. Right to Opt-Out of the Sale of Personal Information.
You have the right to opt-out of the sale of your personal information by a business. Please note, we do not sell personal information.
 4. Right to Non-Discrimination for the Exercise of a Consumer’s Privacy Rights.
We do not discriminate against anyone who exercises any of their rights under this Privacy Policy or applicable law.
- Submitting Requests.
You may submit a request to exercise your applicable rights by following the instructions described below. We will need to verify your identity before processing your request. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue. For example, we may ask you to submit a notarized form verifying your identity, or we may use a third-party vendor to provide identity verification services. Additionally, if you have a password-protected account with us, we may verify your identity through our existing authentication practices for your account. However, you are not required to create an account with us to submit a request.
 1. To submit a request to exercise the right to know, please submit an email request to legal@Videofusion.ai and include “Request to Know” in the subject line. Please specify in your request the details you would like to know, including any specific pieces of personal information you would like to access.
 2. To submit a request to delete personal information, please submit an email request to legal@Videofusion.ai and include “Request to Delete” in the subject line. Please specify in your request the personal information about you that you would like to have deleted, which can be all of your personal information. Once

we receive your request we will process the deletion of your data within five (5) business days and provide you with a written confirmation of the same.

THIRD-PARTY LINKS

Our Site may include links to third-party websites that have independent privacy policies. We have no responsibility for the actions or policies of third parties or the content of their websites, their products, or their services.

CHILDREN

Our Services are not intended for or directed to children. Children under 18 are not eligible to use our Services. By using the Services, you represent that you are at least 18 years old and understand that you must be at least 18 years old in order to create an account and purchase the Services advertised through our Site and applications. We do not knowingly collect or maintain Personal Data from children under the age of 13. If we learn that we have inadvertently gathered Personal Data from children younger than the age of 13, we will take reasonable measures to delete or destroy such information from our records.

UPDATES TO OUR POLICY

We keep our privacy policy under regular review and we will place any updates on this webpage. We may update this Privacy Policy from time to time and any changes will become effective upon posting. We encourage you to periodically review this Privacy Policy for the latest information on our privacy practices. We will notify you about material changes in the way we treat your Personal Data either by email, if you have provided your email address to us, or by prominently posting the revised policy on our Site. Your continued use of this Site after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

CALIFORNIA RESIDENTS

If you are a resident of California, please also see our [Supplemental California Privacy Disclosures](#).

CONTACT INFORMATION

If you have questions or comments regarding our privacy policy and practice, please email us at legal@Videofusion.ai or by using the contact details below:

Videofusion Inc.,

Attn: Legal Team

1765 Greensboro Station PI Suite 900, McLean, VA 22102

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