

Privacy Policy Last updated: November 1, 2024

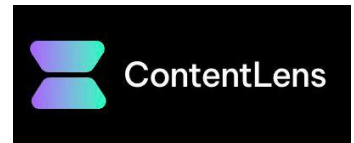
This Privacy Policy describes Our policies and procedures on the collection, use, storage and disclosure of Your information when You use Our Product.

By visiting Our Website and/or using the Product(s), You expressly agree and consent to the collection and use of Your information in accordance with this Privacy Policy.

1. Definitions

For the purposes of this Privacy Policy, capitalized terms shall have the meaning ascribed to them as follows:

- **Account** means a unique account created by You, by registering on Our Website, for accessing our Website or Product(s).
- **Company** or "**We**", "**Us**" or "**Our**" means Inborn Technologies Private Limited, a company incorporated under the Companies Act, 2013.
- **Cookies** are small files that are placed on Your computer, mobile device or any other device by a website, and/or the use of the internet generally containing the details of Your browsing history on that website among its many uses.
- **Device** means any device that can access the Product including without limitation a computer, a cell phone or a digital tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Product** means C2pa Registration Tool or any other products, services, features, functionality, and software offered by Us for use or access by You, whether through the Website or otherwise. .
- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
- **Third-party Social Media Service** refers to any website or any social network website through which a User can log in or create an account to use the Service.
- **Website** refers to <https://www.contentlens.ai> , a website owned and managed by Us.



- **You** or **Customer** means any person (including his/her/their representative, employees, agents, etc.) accessing or using the Website and/or the Product, whether as an individual, or company, or other legal entity, as applicable.

2. Types of Data Collected By Us

2.1. Personal Data

While using or accessing Our Website and/or Product, We may ask You to ‘register’ with Us and provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name

2.2. Other User Data

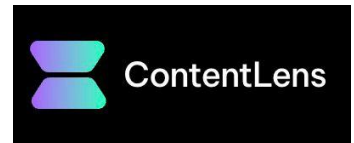
While using our Website and/or Products, You may provide us with non-personal information, in the form of content, images, business data, etc. relevant to the purpose for which you are accessing and/or using our Product, to illustrate, to apply content credentials (c2pa metadata) and/or a watermark on the images to create ownership history, or run checks to identify counterfeits, or to check for similarity or to identify if an image is authentic (owned by someone already) or fake or for any other feature that adds protection to your data from unauthorized use. We will not use this User Data to train Our AI models.

2.3. Usage Data

Usage Data is collected automatically when using or accessing Our Website and/or Product. Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, cookie information, unique device identifiers and other diagnostic data. When You use or access Our Website and/or Product by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data. We may also collect information that Your browser sends whenever You visit Our Website or Product or when You access Our Website or Product by or through a mobile device.

2.4. Information from Third-Party Social Media Services

The Company allows You to create an account and log in to use the Service through the following Third-party Social Media Services:



- Google
- Facebook
- Instagram
- Twitter
- LinkedIn

If You decide to register through or otherwise grant us access to a Third-Party Social Media Service, We may collect Personal data that is already associated with Your Third-Party Social Media Service's account, such as Your name, Your email address, Your activities or Your contact list associated with that account.

You may also have the option of sharing additional information with the Company through Your Third-Party Social Media Service's account. If You choose to provide such information and Personal Data, during registration or otherwise, You are giving the Company permission to use, share, and store it in a manner consistent with this Privacy Policy.

Further, We reserve the right, without prior notice, to restrict access to or use of certain Products and/or Services (or any features therein) subject to other conditions that We may impose in our discretion.

2.5. Cookies

When You use Our Website, We may send one or more cookies. We use cookies to improve the quality of Our services by storing User preferences and tracking User information. For these products and services, We will record information about Your preferences, Your sessions, along with any information You provide yourself. We also use Advertisement cookies to serve you with advertisements that may be relevant for You and Your interest.

Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Website and/or Products. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Website and/or Products. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Website and/or Products may use Cookies.

3. Use of Data

3.1. General

We will not sell, share or rent Your Personal Data to any third party or use Your email address/mobile number for unsolicited emails and/or SMS. Any emails and/or SMS sent by Us

will only be in connection with the provision of the Website and Products and this Privacy Policy. To carry out general marketing, newsletters, or promotional materials, We would be sending out emails to Users registered on Our Website (or by any means and in any media, including, but not limited to, on Our Website or through Our merchants or in advertisements/marketing campaigns/any form of audio or visual media or websites). We reserve the right to communicate Your Personal Data to any third party that makes a legally-compliant request for its disclosure.

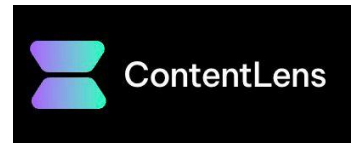
Our Website or Product allows for you to choose a setting between 'Public' and 'Private' display. You can explicitly instruct us to not display your Personal Data or Other User Data if you choose the 'Private' setting.

3.2. Use of Personal Data

3.2.1. The Company may use Personal Data for the following purposes:

- **To provide and maintain our Website and Product**, including to monitor the usage of our Website and/or Products.
- **To manage Your Account:** to manage Your registration as a user of the Website and/or Products. The Personal Data You provide can give You access to different functionalities of the Website and/or Products that are available to You as a registered user.
- **For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Website and/or Products.
- **To contact You:** To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide You** with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
- **To manage Your requests:** To attend and manage Your requests to Us.
- **For other purposes:** We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

We may share Your personal information in the following situations:



- **With Service Providers:** We may share Your personal information with Service Providers to monitor and analyze the use of our Service, to contact You.
- **For business transfers:** We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.
- **With Affiliates:** We may share Your information with Our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us.
- **With business partners:** We may share Your information with Our business partners to offer You certain products, services or promotions.
- **With other users:** when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If You interact with other users or register through a Third-Party Social Media Service, Your contacts on the Third-Party Social Media Service may see Your name, profile, pictures and description of Your activity. Similarly, other users will be able to view descriptions of Your activity, communicate with You and view Your profile.
- **With Your consent:** We may disclose Your personal information for any other purpose with Your consent.

3.2.2. Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

3.2.3. Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ from those from Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

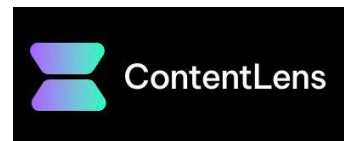
3.2.4.Delete Your Personal Data

You have the right to delete or request that We assist in deleting the Personal Data that We have collected about You. Our Service may give You the ability to delete certain information about You from within the Service. You may update, amend, or delete Your information at any time by signing in to Your Account, if you have one, and visiting the account settings section that allows you to manage Your personal information. You may also contact Us to request access to, correct, or delete any personal information that You have provided to Us. Please note, however, that We may need to retain certain information when we have a legal obligation or lawful basis to do so.

3.2.5.Disclosure of Your Personal Data

- **Business Transactions:** If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.
- **Law enforcement:** Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).
- **Other legal requirements:** The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:
 - Comply with a legal obligation
 - Protect and defend the rights or property of the Company
 - Prevent or investigate possible wrongdoing in connection with the Service
 - Protect the personal safety of Users of the Service or the public
 - Protect against legal liability

3.2.6.Security of Your Personal Data: The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic



storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

3.3. Use of Other User Data Collected By Us

The Other User Data will be used, stored, accessed by Us solely for the purposes of giving you access and use of Our Website and/or the Products. We shall not use Your Other User Data to train our AI models.

3.4. Usage Data

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

4. Eligibility

The Website and Product is available for use and access to Users who can form legally binding contracts under Indian Contract Act, 1872. For the purposes of these Terms, the term 'persons' shall mean any sole proprietor, firm, company, corporation, government, state or agency of a state or any association, trust, joint venture, consortium or partnership (whether or not having separate legal personality) or any other body corporate duly incorporated under the laws of India.

5. Children's Privacy

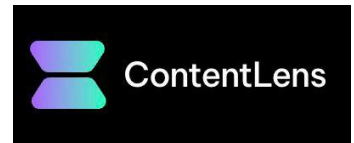
Our Service does not address anyone under the age of 18. We do not knowingly collect personally identifiable information from anyone under the age of 18. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 18 without verification of parental consent, We will take steps to remove that information from Our servers.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require Your parent's consent before We collect and use that information.

We also reserve the right to remove, at Our sole discretion, any content or material posted by a User which may be of defamatory or sexual nature or offensive to other Users in any manner, and take appropriate legal action against such User in accordance with Our Terms of Use.

6. Links to Other Websites

Our Website and/or Products may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.



We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

You acknowledge that the Website and/or Products also integrates with the other service providers platform to provide the services to the You. In case you avail services while accessing the Website and/or Products, that may be supported and/or provided by a third party service provider(s), for all such services your contracting entity will be such a third party service provider(s), as the case may be. We disclaim all liability for any claims that may arise pursuant to your use of services provided by such third party service provider(s). You are cautioned to read such third parties terms and conditions and/or privacy policies before using the Platform with respect to such content, products or services that you may avail. You acknowledge that We have no control over such third parties' websites and shall not be responsible or liable to anyone for such websites, or any content, products or services made available on such web sites.

7. Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes, in compliance with applicable laws.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Your continued use of the Website and/or the Products shall be construed to mean Your acceptance of the Privacy Policy.

8. Other Terms

We may at any time, with or without notice, revise any of the features and functions that it provides in its Website or Products, and/or withdraw, terminate, and/or suspend any or part of the Website or Products without cause or in case of any breach by the User. In addition, termination of any or part of any Product shall not impact provision of other services or other business arrangements or agreements which the User may have entered into with Us.

9. Contact Us

If you have any questions about this Privacy Policy, You can contact us:

- By email: team@contentlens.ai
- By visiting this page on our website: <https://www.contentlens.ai>