

Privacy Policy

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datch.io (“Datch”) provides voice visual AI technology for industrial processes, collecting and structuring detailed operational information from users in the factory or in the field.

This Privacy Policy describes how Datch (“we”, “us”, or “our”) collects, uses, discloses and otherwise processes personal information in connection with our websites, mobile apps, and other services, and explains the rights and choices available to individuals with respect to their information. For convenience, our websites are referred to as the “Sites.” The Sites, together with our mobile apps and other services, are collectively referred to as the “Services.” This Privacy Policy applies to any of the Services on which the Privacy Policy is posted or linked.

This Privacy Policy does not apply to information processed during use of the Datch Platform. Datch customers have their own policies regarding the collection, use and disclosure of their authorized users’ personal information, and Datch is not responsible for our customers’ handling of such information. Our use of information processed during use of the Datch Platform is restricted by our customer agreements. To learn about how a particular customer handles your personal information, we encourage you to read the customer’s privacy statement or contact the customer directly.

Our products, services, websites, and apps are designed for businesses and are not intended for personal or household use. Accordingly, we treat all personal data covered by this Privacy Policy as pertaining to individuals acting as business representatives (rather than in their individual capacity).

European residents should be sure to read the important information provided [below](#).

Personal Information We Collect

Information you provide to us. Personal information you may provide to us through the Service or otherwise includes:

- **Personal and business contact information**, such as your first and last name, email and mailing addresses, and phone number.
- **Registration information**, such as your username and password.
- **Communications** that we exchange with you, including when you contact us with questions, feedback, or otherwise.
- **Payment and transactional data** needed to complete your orders on or through the Service (including name, payment card information, bank account number, billing information), and your purchase history.
- **Marketing data**, such as your preferences for receiving our marketing communications, and details about your engagement with them.

- **Demographic data**, such as users' age, gender, and interests

Third party sources. We may combine personal information we receive from you with personal information we obtain from other sources, such as:

- **Data providers**, such as information services and data licensors.
- **Public sources**, such as social media platforms.
- **Partners**, such as the organizations for which you work.

Automatic data collection. We, our service providers, and our advertising partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Device data**, such as your computer's or mobile device's operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, and radio/network information (e.g., WiFi, LTE, 3G).
- **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages or screens, information about your activity on a page or screen, access times and duration of access, and whether you have opened our marketing emails or clicked links within them.
- **Cookies**, which are text files that websites store on a visitor's device to uniquely identify the visitor's browser or to store information or settings in the browser for the purpose of helping you navigate between pages efficiently, remembering your preferences, enabling functionality, helping us understand user activity and patterns, and facilitating online advertising.
- **Local storage technologies**, like HTML5, that provide cookie-equivalent functionality but can store larger amounts of data, including on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.

How We Use Your Personal Information

We use your personal information for the following purposes or as otherwise described at the time of collection:

Service delivery. We use your personal information to:

- Provide, operate and improve the Service and our business;

- Process your payments and complete transactions with you;
- Communicate with you about the Service, including by sending announcements, updates, security alerts, and support and administrative messages;
- Understand your needs and interests, and personalize your experience with the Service and our communications; and
- Provide support for the Service, and respond to your requests, questions and feedback.

Research and development. As part of these activities, we may create aggregated, de-identified or other anonymous data from personal information we collect. We may use this anonymous data and share it with third parties for our lawful business purposes, including to analyze and improve the Services, and promote our business.

Marketing and advertising. We may collect and use your personal information for marketing and advertising purposes, including:

- **Direct marketing.** We may send you direct marketing communications as permitted by law, including, but not limited to, notifying you of special promotions, offers and events via postal mail, email, telephone, text message, and other means. You may opt out of our marketing communications as described in the "[Online tracking opt-out](#)" section below.
- **Interest-based advertising.** We engage our advertising partners, including third party advertising companies and social media companies, to advertise our and our customers' and partners' Services. We and our advertising partners may use cookies and similar technologies to collect information about your interaction (including the data described in the "[Automatic data collection](#)" section above) over time across the web, our communications and other online services, and use that information to serve online ads. You can learn more about your choices for limiting interest-based advertising in the "[Online tracking opt-out](#)" section below.

Compliance and protection. We may use your personal information to:

- Comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities;
- Protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- Audit our internal processes for compliance with legal and contractual requirements and internal policies;
- Enforce the terms and conditions that govern the Service; and
- Prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

How We Share Your Personal Information

We may share your personal information with:

Service providers. Companies and individuals that provide services on our behalf or help us operate the Service or our business (such as hosting, information technology, customer support, email delivery, and website analytics services).

Advertising partners. Third party advertising companies, including for the [interest-based advertising purposes](#) described above, that may collect information on our website through cookies and other automated technologies.

Professional advisors. Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

Authorities and others. Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the [compliance and protection purposes](#) described above.

Business transferees. Acquirers and other relevant participants in business transactions (or negotiations for such transactions) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Datch (including, in connection with a bankruptcy or similar proceedings).

Your Choices

Access to information. To keep your information accurate, current, and complete, please contact us as specified below. We will take reasonable steps to update or correct information in our possession that you have previously submitted via the Service. Please also feel free to contact us if you have any questions about our Privacy Policy or the information practices of the Service at info@datch.io.

Opt out of marketing communications. You may opt out of marketing-related communications by following the opt out or unsubscribe instructions contained in the marketing communication we send you.

Online tracking opt-out. There are a number of ways to opt out of having your online activity and device data collected through the Service, which we have summarized below:

- **Blocking cookies in your browser.** Most browsers let you remove or reject cookies, including cookies used for interest-based advertising. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit www.allaboutcookies.org.
- **Blocking advertising ID use in your mobile settings.** Your mobile device settings may provide functionality to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.

- **Using privacy plug-ins or browsers.** You can block our websites from setting cookies used for interest-based ads by using a browser with privacy features, like [Brave](#), or installing browser plugins like [Privacy Badger](#), [Ghostery](#), or [uBlock Origin](#), and configuring them to block third party cookies/trackers. You can also opt out of Google Analytics by downloading and installing the browser plug-in available at: <https://tools.google.com/dlpage/gaoptout>.
- **Platform opt outs.** The following advertising partners offer opt out features that let you opt out of use of your information for interest-based advertising:
 - Google: www.adsettings.google.com
 - Facebook: www.facebook.com/about/ads
 - Twitter: www.twitter.com/settings/personalization
- **Advertising industry opt out tools.** You can also use these opt out options to limit use of your information for interest-based advertising by participating companies:
 - Digital Advertising Alliance for Websites: outout.aboutads.info
 - Digital Advertising Alliance for Mobile Apps: <https://youradchoices.com/appchoices>
 - Network Advertising Initiative: optout.networkadvertising.org/?c=1

Note that because these opt out mechanisms are specific to the device or browser on which they are exercised, so you will need to opt out on every browser and device that you use.

Do Not Track. Some Internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to "Do Not Track" or similar signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

Other Sites and Services

The Service may contain links to websites and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites or online services operated by third parties, and we are not responsible for their actions.

Security

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, no security measures are failsafe and we cannot guarantee the security of your personal information.

International Data Transfer

We are headquartered in the United States and may use services providers that operate in other countries. Your personal information may therefore be processed in the United States or transferred to other locations where privacy laws may not be as protective as those in your state, province, or country.

Children

The Service is not intended for use by children under 13 years of age. If we learn that we have collected personal information through the Service from a child under 13 without the consent of the child's parent or guardian as required by law, we will delete it.

Notice to European Residents

Controller. Datch is the controller of your personal information covered by this Privacy Policy for purposes of European data protection legislation.

Legal basis for processing. We use your personal information only as permitted by law. Our legal bases for processing the personal information described in this Privacy Policy are described in the table below.

Processing Purpose	Legal Basis
<ul style="list-style-type: none">• Service delivery	Processing is necessary to perform the contract governing our provision of our services or to take steps that you request prior to signing up for the Service. If we have not entered into a contract with you, we process your personal information based on our legitimate interest in providing the services you access and request.
<ul style="list-style-type: none">• Research and development• Marketing and advertising• Compliance and protection	These activities constitute our legitimate interests. We do not use your personal information for these activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).
<ul style="list-style-type: none">• Comply with law	Processing is necessary to comply with our legal obligations.

Use for new purposes. We may use your personal information for reasons not described in this Privacy Policy where permitted by law and where the reason is compatible with the purpose for which we collected it. If we need to use your personal information for an unrelated purpose, we will notify you and explain the applicable legal basis.

Sensitive personal information. We ask that you do not provide us with any sensitive personal information. If you choose to provide us with any sensitive personal information, we will process it as “personal information” in accordance with this Privacy Policy.

Your rights. Data protection laws give you certain rights regarding your personal information. If you are located in Europe, you may ask us to take the following actions in relation to your personal information that we hold:

- **Access.** Provide you with information about our processing of your personal information and give you access to your personal information.
- **Correct.** Update or correct inaccuracies in your personal information.
- **Delete.** Delete your personal information.
- **Transfer.** Transfer a machine-readable copy of your personal information to you or a third party of your choice.
- **Restrict.** Restrict the processing of your personal information.
- **Object.** Object to our reliance on our legitimate interests as the basis of our processing of your personal information that impacts your rights.

You may submit these requests by email or our postal address provided above.

We may request specific information from you to help us confirm your identity and process your request. Applicable law may require or permit us to decline your request. If we decline your request, we will tell you why, subject to legal restrictions. If you would like to submit a complaint about our use of your personal information or our response to your requests regarding your personal information, you may contact us or submit a complaint to the data protection regulator in your jurisdiction. [You can find your data protection regulator here.](#)

Processing of personal information in the United States. To provide our services we will process your personal information in the United States for the purposes we have set out in this Privacy Policy. If such processing involves the transfer of personal information to the United States in a manner governed by European data protection law, the transfer will be performed pursuant to the applicable requirements of the law, such as standard contractual clauses, the individual’s consent, or in other circumstances permitted by European data protection law.

Data retention. We retain personal information for as long as necessary to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements, to establish or defend legal claims, or for fraud prevention purposes. When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

Changes to This Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service. If required by law, we will also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via email or another manner through the Service.

How to Contact Us

You can reach us by email at info@datch.io or at the following mailing address:

Datch, Inc.
44 Tehama Street
San Francisco, CA 94105