

# E.Bot Technology s.r.o. Privacy Notice

## PRIVACY POLICY

Last updated September 07, 2021

Thank you for your interest in E.Bot Technology s.r.o. doing business as Laia ("Ebot Technology," "Laia", "we," or "us") and our website at [laialive.com](http://laialive.com), along with our related websites, networks, applications, mobile applications, and other services provided by us (collectively, the "Service"). These Terms of Service are a legally binding contract between you and E.Bot Technology s.r.o. regarding your use of the Service. If you have any questions or concerns about our policy or our practices with regards to your personal information, please contact us at [support@ebot.technology](mailto:support@ebot.technology).

When you visit our websites [Laialive.com](http://Laialive.com), [laiaevents.com](http://laiaevents.com), [laiaonline.com](http://laiaonline.com), or our other websites and properties and use our software services, you trust us with your personal information. We take this responsibility and your privacy very seriously. In this privacy policy, we seek to explain to you in the clearest way possible what information we collect, how we use it, and what rights you have in relation to it. We recommend that you read through it carefully. If there are any terms in this privacy policy that you do not agree with, please discontinue use of our Sites and our services.

This privacy policy applies to all information collected through our website (such as [Laialive.com](http://Laialive.com), [laiaevents.com](http://laiaevents.com), [laiaonline.com](http://laiaonline.com)), and/or any related services, sales, marketing or events (we refer to them collectively in this privacy policy as the "**Services**").

**Please read this privacy policy carefully as it will help you make informed decisions about sharing your personal information with us.**

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## **1. WHAT INFORMATION DO WE COLLECT?**

### **Personal information you disclose to us**

***Simply put:*** *We collect personal information that you provide to us.*

We collect personal information that you voluntarily provide to us when registering at the Services expressing an interest in obtaining information about us or our products and services, when participating in activities on the Services, when participating in virtual, live or hybrid events or otherwise contacting us.

The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect can include the following:

**Personal Information Provided by You.** We process data collected from requests for information, requests for demos, surveys; financial information (credit card number, purchase history, invoices); and other similar data.

**Payment Data.** We collect data necessary to process your payment if you make purchases, such as a bank account number or your payment instrument number (such as a credit card number) and the security code associated with your payment instrument.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

### **Information automatically collected**

***Simply put:** Some information — such as IP address and/or browser and device characteristics — is collected automatically when you visit our websites or use our services.*

We automatically collect certain information when you visit our websites, use or navigate our services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser, and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies.

### **Information collected from other sources**

***Simply put:** We may collect limited data from public databases, marketing partners, social media platforms, and other outside sources.*

We may obtain information about you from other sources, such as public databases, joint marketing partners, social media platforms (such as Facebook), as well as from other third parties. Examples of the information we receive from other sources including: social media profile information (your name, gender, birthday, email, current city, state and country, user identification numbers for your contacts, profile picture URL, and any other information that you choose to make public); marketing leads and search results and links, including paid listings (such as sponsored links).

## **2. HOW DO WE USE YOUR INFORMATION?**

**Simply put:** *We process your information for purposes based on legitimate business interests, the fulfillment of our contract with you, compliance with our legal obligations, and/or your consent.*

We use personal information collected via our websites and Services for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests, in order to enter into or perform a contract with you, with your consent, and/or for compliance with our legal obligations. We indicate the specific processing grounds we rely on next to each purpose listed below.

We may use the information we collect or receive:

- **To send you marketing and promotional communications.** We and/or our third-party marketing partners may use the personal information you send to us for our marketing purposes if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time (see the “WHAT ARE YOUR PRIVACY RIGHTS” below).
- **To send administrative information to you.** We may use your personal information to send you product, service, and new feature information and/or information about changes to our terms, conditions, and policies.
- **To post testimonials.** We post testimonials on our Services that may contain personal information. Prior to posting a testimonial, we will obtain your consent to use your name and testimonial. If you wish to update or delete your testimonial, please contact us at [privacy@ebot.technology](mailto:privacy@ebot.technology) and be sure to include your name, testimonial location, and contact information.
- **Deliver targeted advertising to you.** We may use your information to develop and display content and advertising (and work with third parties who do so) tailored to your interests and/or location and to measure its effectiveness. For more information, see our Cookie Policy:
- **Administer prize draws and competitions.** We may use your information to administer prize draws and competitions when you elect to participate in competitions.
- **Request Feedback.** We may use your information to request feedback and to contact you about your use of our Services.
- **To protect our Services.** We may use your information as part of our efforts to keep our Services safe and secure (for example, for fraud monitoring and prevention).
- **To enable user-to-user communications.** We may use your information in order to enable user-to-user communications with each user’s consent.
- **To enforce our terms, conditions, and policies for business purposes, legal reasons, and contractual purposes.**
- **To respond to legal requests and prevent harm.** If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.

- **To manage user accounts.** We may use your information for the purposes of managing your account and keeping it in working order.
- **To deliver services to the user.** We may use your information to provide you with the requested service.
- **To respond to user inquiries/offer support to users.** We may use your information to respond to your inquiries and solve any potential issues you might have with the use of our Services.
- **To send you invitations,** or event notifications, data analysis, evaluation of your membership, analysis of attendance at individual meetings during the events.
- **To share personal information** – or contact details to other participants in events, when you provide consent for us to do so.
- **For other business purposes.** We may use your information for other business purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Services, products, marketing and your experience. We may use and store this information in aggregated and anonymized form so that it is not associated with individual end users and does not include personal information. We will not use identifiable personal information without your consent.

### **3. WILL YOUR INFORMATION BE SHARED WITH ANYONE?**

***Simply put:** We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfill business obligations.*

We may process or share data based on the following legal basis:

- **Consent:** We may process your data if you have given us specific consent to use your personal information in a specific purpose.
- **Legitimate Interests:** We may process your data when it is reasonably necessary to achieve our legitimate business interests.
- **Performance of a Contract:** Where we have entered into a contract with you, we may process your personal information to fulfill the terms of our contract.
- **Legal Obligations:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- **Vital Interests:** We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

More specifically, we may need to process your data or share your personal information in the following situations:

- **Vendors, Consultants and Other Third-Party Service Providers.** We may share your data with third party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include: payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. We may allow selected third parties to use tracking technology on the Services, which will enable them to collect data about how you interact with the Services over time. This information may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand online activity. Unless described in this Policy, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes. We have contracts in place with our data processors. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will not share your personal information with any organization apart from us. They will hold it securely and retain it for the period we instruct.
- **Participants in virtual, live or hybrid events.** We may share your information with other participants in virtual, live or hybrid events for the purpose of matchmaking or networking. This is done with your consent.
- **Business Transfers.** We may share or transfer your 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.
- **Business Partners.** We may share your information with our business partners to offer you certain products, services or promotions.

#### **4. WHO WILL YOUR INFORMATION BE SHARED WITH?**

*Simply put:* We may share information with the following third parties.

We may share and disclose your information with the following third parties. We have categorized each party so that you may easily understand the purpose of our data collection and processing practices. If we have processed your data based on your consent and you wish to revoke your consent, please contact us.

Links to the data privacy terms of our third party partners can be found here:

<https://policies.google.com/privacy?hl=en-US>

<https://legal.hubspot.com/privacy-policy>

- **Advertising, Direct Marketing, and Lead Generation**  
Google AdSense , HubSpot

- **Retargeting Platforms**  
Google Ads Remarketing
- **Web and Mobile Analytics**  
Google Analytics
- **Website Hosting**  
Google Cloud Platform

## **5. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?**

**Simply put:** *We may use cookies and other tracking technologies to collect and store your information.*

We may use cookies and similar tracking technologies (like web beacons and identifiers) to access or store information.

### **Cookies and Similar Technologies**

Like many websites, we also use “cookie” technology to collect additional website usage data and to improve the Site and our Service. A cookie is a small data file that we transfer to your computer’s hard disk. A session cookie enables certain features of the Site and our service and is deleted from your computer when you disconnect from or leave the Site. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the Site. Persistent cookies can be removed by following your web browser help file directions. Most Internet browsers automatically accept cookies. E.bot Technology may use both session cookies and persistent cookies to better understand how you interact with the Site and our Service, to monitor aggregate usage by our users and web traffic routing on the Site, and to improve the Site and our Service.

We may also automatically record certain information from your device by using various types of technology, including “clear gifs” or “web beacons.” This automatically collected information may include your IP address or other device address or ID, web browser and/or device type, the web pages or sites that you visit just before or just after you use the Service, the pages or other content you view or otherwise interact with on the Service, and the dates and times that you visit, access, or use the Service. We also may use these technologies to collect information regarding your interaction with email messages, such as whether you opened, clicked on, or forwarded a message, to the extent permitted under applicable law.

You can instruct your browser, by editing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. Please note that if you

delete, or choose not to accept, cookies from the Service, you may not be able to utilize the features of the Service to their fullest potential.

### **Third Party Web Beacons and Third Party Buttons**

We may display third-party content on the Service, including third-party advertising. Third-party content may use cookies, web beacons, or other mechanisms for obtaining data in connection with your viewing of the third party content on the Service. Additionally, we may implement third party buttons, such as Facebook "share" buttons, that may function as web beacons even when you do not interact with the button. Information collected through third-party web beacons and buttons is collected directly by these third parties, not by E.bot Technology. Please consult such third party's data collection, use, and disclosure policies for more information.

### **Links to Other Websites**

Our site may contain links to other websites. The fact that we link to a website is not an endorsement, authorization or representation of our affiliation with that third party. We do not exercise control over third party websites. These other websites may place their own cookies or other files on your computer, collect data or solicit Personal Information from you. Other sites follow different rules regarding the use or disclosure of the Personal Information you submit to them. We are not responsible for the content, privacy and security practices, and policies of third-party sites or services to which links or access are provided through the Service. We encourage you to read the privacy policies or statements of the other websites you visit.

**Online Identifiers.** We may collect devices; tools and protocols, such as IP (Internet Protocol) addresses; cookie identifiers, or others such as the ones used for analytics and marketing; device's geolocation; and other similar data.

## **6. IS YOUR INFORMATION TRANSFERRED INTERNATIONALLY?**

***Simply put:*** *We may transfer, store, and process your information in countries other than your own.*

Our data and business servers are located in Slovakia, European Union and the United States. If you are accessing our Services from outside the European Union, please be aware that your information may be shared with and processed by certain third party Cloud Infrastructure technology partners such as Google, Microsoft or Amazon with whom we purchase Cloud services from (see "WILL YOUR INFORMATION BE SHARED WITH ANYONE?" above)

## **7. HOW LONG DO WE KEEP YOUR INFORMATION?**

**Simply put:** *We keep your information for as long as necessary to fulfill the purposes outlined in this privacy policy unless otherwise required by law.*

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements). No purpose in this policy will require us keeping your personal information for longer than 90 days past the start of idle period on the user's account.

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.

## **8. HOW DO WE KEEP YOUR INFORMATION SAFE?**

**Simply put:** *We aim to protect your personal information through a system of organizational and technical security measures.*

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal information, the transmission of personal information to and from our Services is at your own risk. You should only access the services within a secure environment.

## **9. DO WE COLLECT INFORMATION FROM MINORS?**

**Simply put:** *We do not knowingly collect data from or market to children under 16 years of age.*

We do not knowingly solicit data from or market to children under 16 years of age. By using the Services, you represent that you are at least 16 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from

our records. If you become aware of any data we have collected from children under age 18, please contact us at [privacy@ebot.technology](mailto:privacy@ebot.technology).

## 10. WHAT ARE YOUR PRIVACY RIGHTS?

**Simply put:** *In some regions, such as the European Economic Area, you have rights that allow you greater access to and control over your personal information. You may review, change, or terminate your account at any time.*

In some regions (like the European Economic Area), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. To make such a request, please use the [contact details](#) provided below. We will consider and act upon any request in accordance with applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Please note however that this will not affect the lawfulness of the processing before its withdrawal.

If you have questions or comments about your privacy rights, you may email us at [privacy@ebot.technology](mailto:privacy@ebot.technology).

### **Account Information**

If you would at any time like to review or change the information in your account or terminate your account, you can

- Contact us using the contact information provided.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use, and/or comply with legal requirements.

**Cookies and similar technologies:** Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Services. To opt-out of interest-based advertising by advertisers on our Services visit <https://optout.aboutads.info/?c=2&lang=EN>.

**Opting out of email marketing:** You can unsubscribe from our marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us using the details provided below. You will then be removed from the marketing email list – however, we will still need to send you service-related emails that are necessary for the administration and use of your account. To otherwise opt-out, you may:

- Contact us using the contact information provided.

## **11. DATA BREACH**

A privacy breach occurs when there is unauthorized access to or collection, use, disclosure or disposal of personal information. You will be notified about data breaches when E.Bot Technology believes you are likely to be at risk or serious harm. For example, a data breach may be likely to result in serious financial harm or harm to your mental or physical well-being. In the event that E.Bot Technology becomes aware of a security breach that has resulted or may result in unauthorized access, use, or disclosure of personal information E.Bot Technology will promptly investigate the matter and notify the applicable Supervisory Authority not later than 72 hours after having become aware of it unless the personal data breach is unlikely to result in a risk to the rights and freedoms of natural persons.

## **12. CONTROLS FOR DO-NOT-TRACK FEATURES**

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy policy.

## **13. DO WE MAKE UPDATES TO THIS POLICY?**

**Simply put:** *Yes, we will update this policy as necessary to stay compliant with relevant laws.*

We may update this privacy policy from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We

encourage you to review this privacy policy frequently to be informed of how we are protecting your information.

## **14. HOW CAN YOU CONTACT US ABOUT THIS POLICY?**

If you have questions or comments about this policy, you may contact us by email at [privacy@ebot.technology](mailto:privacy@ebot.technology), or by post to:

E.Bot Technology s.r.o.  
Privacy Department  
Jesenského 25  
040 01 Košice  
SLOVAKIA

## **HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?**

Based on the laws of some countries and territories, you may have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. To request to review, update, or delete your personal information, please submit a request to [privacy@ebot.technology](mailto:privacy@ebot.technology)

UDPATED: 07.SEPT.2021