

# PRIVACY POLICY for Amethyst Care

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Amethyst Care is a Voice technology Company based in Ireland. We utilize speech technology to create companions that help care for people with mobility-related illnesses at home. By facilitating two way communication, it helps them to live independently for longer.

In the course of its business, Amethyst Care collects data from various individuals in order to build, maintain, test, and improve its products.

We respect your privacy. This privacy policy describes our collection of personal data and details the types of information we may receive, how we use that information, and the measures we take to safeguard the information we receive. We do not sell personal participant data to third parties.

## Collection and Use of Data

We use data to help us create, develop, operate, deliver, and improve our products, models, platforms, services, content and advertising, and for loss prevention and anti-fraud purposes.

We may also use personal information for internal purposes such as auditing, data analysis, and research to improve Amethyst Care, services, and customer communications.

Personal information is data that can be used to identify or contact a single person. You are not required to provide the personal information that we have requested, but, if you choose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

Here are some examples of the types of personal information Amethyst Care may collect and how we may use it.

## Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

We may collect and store details of how you use our applications. This information may be used to improve the relevancy of results provided by our services. Except in limited instances to ensure quality of our services over the Internet, such information will not be associated with your IP address.

### Cookies and Other Technologies

Amethyst Care website, online services, interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. This information is not saved by Amethyst Care and is only provided for your convenience. These technologies also provide Amethyst Care with anonymous data that help us better understand user behavior, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

Amethyst Care may use cookies and other technologies to remember personal information when you use our website, online services, and applications. This information is not saved or viewable by Amethyst. Our goal in these cases is to make your experience with Amethyst Care more convenient and personal. And knowing your contact information, hardware identifiers, and information about your computer or device helps us personalize your operating system and provide you with better customer service.

As is true of most internet services, we gather some anonymous information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit websites and applications, operating system, and date/time stamp. Cookies are also used to verify users identity when logged into the application.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, to improve our product and services, and to gather demographic information about our user-base as a whole. Amethyst Care may use this information in our marketing and advertising services.

In some of our email messages, we use a "click-through URL" linked to content on the Amethyst Care website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages. Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

### Service Providers

Amethyst Care only shares personal information with companies who provide services such as information processing, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever Amethyst Care operates.

### Protection of Personal Information

Amethyst Care takes the security of your personal information very seriously. Amethyst Care online services protect your personal information during transit using SSL encryption. Sensitive data stored on our servers such as passwords are encrypted.

### Data Security

Amethyst Care uses appropriate physical, managerial, and technical safeguards that are designed to protect the confidentiality, integrity, and security of personal data that we collect and maintain against accidental or unlawful loss, theft, and misuse and unauthorized access, disclosure, alteration, destruction, or any other type of unlawful processing.

We take steps to ensure that your personal data is kept in de-identified format by removing personal data that reasonably can be used to identify you directly.

## Data Management Policy

Sensitive data processed and stored by the company is considered Corporate Confidential. Sensitive data includes all customer data (including customer employee data and data for use in Amethyst Care products), company and personal financial data, company proprietary information and intellectual property, and all other personally identifiable information about individuals inside or outside the company.

Sensitive data will not be handled by or distributed to unauthorized individuals. Sensitive data is retained for as long as is necessary to perform the business function for which the data owners authorized its use. Sensitive data will be destroyed using secure mechanisms (e.g., overwriting the existing data multiple times, physically destroying hard copies and/or physical electronic media using accredited services, etc.) when it is no longer to be retained.

## Data Retention Policy

Customer data is retained as long as it serves a business function, as long as necessary for the business purposes of Amethyst Care. Additionally, upon customer request, customer data is deleted using secure mechanisms.

Data selected for removal must be removed using secure means, and must be removed from all versioning systems that may retain it.

## Third-Party Sites and Services

Our products and services may also use or offer products or services from third parties – for example, a third-party iPhone app. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

## Changes to Our Privacy Policy

We may make minor changes to this Privacy Policy that do not materially impact how we use your personal information. You are responsible to review this Privacy Policy periodically, as your continued use of our services, website, or application indicates your acceptance of this Privacy Policy as it exists at the time of your use.

## Privacy Questions

If you have any questions or concerns about Amethyst Cares Privacy Policy or data processing please contact us.

Amethyst Care may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.

Amethyst Care LTD.