

PRIVACY POLICY

Last Revised: October 31, 2023

Your privacy is important to Alembic 200, Inc. (“**Alembic**”, “**us**”, “**our**” or “**we**”). This Alembic Privacy Policy (“**Privacy Policy**”) describes how Alembic may collect, use, store, disclose, and process your personal information, through your access to or use of Alembic products and services, including those at <https://lazaza.ai> related websites, mobile software applications, and other offerings (collectively, the “Services”). By using these Services, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Services. Alembic may change this Privacy Policy from time to time by posting changes at this URL and may send notification emails. Your continued use of the Services following the posting of such changes will be deemed your acceptance of those changes.

Privacy Policy Applicability

This Privacy Policy applies when you access the Services or share information with Alembic, as indicated below. By using the Services, you consent to this Privacy Policy, which may be updated by us at any time. If you do not consent to this Privacy Policy for any reason, please do not use the Services or share your information with us. Please note that this Privacy Policy applies only to the Services, and not to any other third party website linked to or from it, or any third party website in which Alembic content or functionality is embedded. We do not control the privacy policies or practices of others.

Information We Collect from You

In general, we receive and collect all information you provide via the Services, including through website input fields (including advertisements), phone, email (including email campaigns), web chat, or in other such ways. This includes personal information that can identify or relates to you, including but not limited to your first and last name, telephone number, IP address, postal, and email addresses. You can choose not to provide information to us, but in general some information about you is required in order for you to access certain functionality of the Services, such as those mentioned above or for tracking your preferences, subscribing to a newsletter, or initiating other such actions.

We also may periodically obtain information about you from affiliated entities, partners and other independent third-party sources and will add it to our database of information. For example, we may receive information about your interaction with advertisements on third party websites, including updated postal addresses and demographic information.

We may use cookies, log files, web beacons, device identifiers, advertising identifiers and similar tracking technologies, including those from third-party service providers like Google Analytics, Google Tag Manager, HubSpot, and other cloud-based tools, to automatically collect your preferences, performance data, and information about your web usage when you visit the Services. For example, we may collect your IP address, device and Internet service provider information, Web browser details and the address of any referring website. This may include collecting geolocation signals from your IP address or device settings to determine your location so that we may operate and personalize the Services for you, including to provide more relevant ads and search results. We may also collect information about your online activity, such as pages viewed and interactions with other users. The Services are not designed to recognize or respond to “do not track” signals received from browsers. You can control the information collected by such tracking technologies or be alerted when cookies are sent by adjusting the settings on your Internet browser or devices, but such adjustments may affect or disable certain functionality of the Services. You can learn more about Google Analytics and your options for opting out of interest-based Google ads at <https://adssettings.google.com>. You can learn more about targeted ads and your ability to opt out of receiving interest-based ads at optout.aboutads.info and www.networkadvertising.org/choices.

How We Use Your Information

We process your personal information with your consent or as needed to provide you Services. We may also use your personal information to comply with legal obligations, operate our business, protect the vital interests of you, our customers, or the public, or for other legitimate interests of Alembic as described in this Privacy Policy.

More specifically, we may use your personal information to:

- **Optimize and improve the Services** - We continually try to improve the Services based on the information and feedback we receive from you, including by optimizing the content on the Services.
- **Personalize the user experience** - We may use your information to measure engagement with the Services, and to understand how you and our other users interact with and use the Services and other resources we provide.

- **Improve customer service** - Your information helps us to more effectively develop the Services and respond to your support needs.
- **Process transactions** - We may use the information you provide about yourself to fulfill your requests and product orders. We do not share this information with outside parties except to the extent necessary to provide the Services, fulfill orders, and related activities.
- **To send periodic emails** - The email address you provide through our contact forms, will be used to send information and updates pertaining to the Services. It may also be used to respond to your inquiries or other requests. If you opt in to our mailing list, you may receive emails that include Alembic news, updates, related product offerings and service information, and marketing material. If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or you may contact us via the contact information below.

How We Share Your Information

We share your information with our partners, service providers, contractors, agents and third party vendors as needed to fulfill Services. Please note that our partners may contact you as necessary to obtain additional information about you, facilitate any use of the Services, fulfill orders, or respond to a request you submit.

Third-party vendors who provide product, services or functions on our behalf may include business analytics companies, customer service vendors, communications service vendors, marketing vendors, delivery, parcel, and transportation vendors, and security vendors. We may also authorize third-party vendors to collect information on our behalf, including as necessary to operate features of the Services, facilitate the delivery of orders, or provide online advertising tailored to your interests. Third-party vendors have access to and may collect personal information only as needed to perform their functions, may only use personal information consistent with this Privacy Policy and other appropriate confidentiality and security measures, and are not permitted to share or use the information for any other purpose.

We also may share your information:

- In response to subpoenas, court orders, or other legal process; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases we reserve the right to raise or waive any legal objection or right available to us.

- When we believe it is appropriate to investigate, prevent, or take action regarding illegal or suspected illegal activities; to protect and defend the rights, interests, or safety of our company or the Services, our customers, or others; or in connection with our Terms of Service and other agreements.
- In connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

Other than as set out above, we will attempt to notify you when your personal information will be shared with third parties.

Personal Information You Post in Public Areas. When you post a message in an Alembic forum, chat room, review, or customer feedback, the information you post may be accessible to other users of the Services and the public. If you post personal information anywhere on the Services that is accessible to other users or the public, you are advised that such personal information can be read, collected, used, or disseminated by others and could be used to send you unsolicited information or for other purposes. Accordingly, you assume full responsibility for posting such information and agree that Alembic is not responsible in any way for personal information you choose to post in these public areas.

Aggregated Information. We may publish, share, distribute, or disclose personal information that has been aggregated with information from other users or otherwise de-identified in a manner that does not allow such data about you to be separated from the aggregate data and identified as originating from you, to third parties, including Alembic partners, sponsors, and advertisers. Such information may help Alembic identify and analyze training, demographic, and psychographic trends and information, and report to third parties how many people saw, visited, or clicked on certain content, areas of the Services, ads, or other materials. We may also use such data for research purposes.

How We Store and Secure Your Information

Personal information collected by Alembic may be stored and processed in your region, in the United States, and in any other country where Alembic or its affiliates, subsidiaries, or service providers operate facilities. Alembic will retain your information as long as necessary for the purposes outlined in this Privacy Policy and for a commercially reasonable time thereafter for backup, archival, fraud prevention or detection or audit purposes, or as otherwise required by law.

Alembic takes technological and organizational measures to protect your personal information against loss, theft, and unauthorized access, use, disclosure or modification. For example:

- we transmit data over secured communication channels using SSL Login credentials,
- all personal information is stored by trusted third party providers (e.g., Microsoft Azure),
- all systems used to provide the Services are password protected, and
- all Services usage is restricted on a per-user basis on the principle of least privilege.

We rely on Microsoft Azure's security programs with respect to SQL Server to protect personal information while stored in their controlled facilities. For more information on Microsoft's security practices and processes, please see <https://learn.microsoft.com/en-us/sql/sql-server/sql-server-privacy?view=sql-server-ver16>. Alembic complies with applicable data protection laws, including applicable security breach notification requirements.

Alembic uses Stripe for payment and other business services. Stripe collects identifying information about the devices that connect to their services. Stripe uses this information to operate and improve the services they provide to Alembic, including for fraud detection. You can learn more about Stripe and read its privacy policy at <https://stripe.com/privacy>.

Accessing and Updating Your Information

To the extent provided by the law of your jurisdiction, you may (i) have the right to access certain personal information we maintain about you and request details about how we process it, (ii) request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes, (iii) request that we update or correct inaccuracies in that information, (iv) object to our use of your personal information, (v) ask us to block or delete your personal information from our database, and (vi) request to download the information you have shared on the Services. You may make these requests and any other inquiries about this Privacy Policy as set forth in the "[How to Contact Us](#)" section in this Privacy Policy. Any such requests are subject to the protection of other individuals' rights and applicable law. Additionally, to help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to the information. To the extent permitted by applicable law, a charge may apply before we provide you with a copy of any of your personal information that we maintain.

Data Retention

Alembic will retain your personal information for a period of time consistent with the original purpose of collection or as long as necessary to comply with our legal obligations, maintain accurate accounting, financial and other operational records, resolve disputes, and enforce our agreements.

We determine the appropriate retention period for personal information on the basis of the amount, nature, and sensitivity of the personal information being processed, the potential risk of harm from unauthorized use or disclosure of the personal information, whether we can achieve

the purposes of the processing through other means, and on the basis of applicable legal requirements (such as applicable statutes of limitation).

After expiration of the applicable retention periods, your personal information will be deleted.

Additional Privacy Information

Data Transfer. Our databases are currently located in the United States. Alembic makes no claim that its Services are appropriate or lawful for use or access outside the United States. If you access the Services from outside the United States, you are consenting to the transfer of your personal information from your location to the United States. You are solely responsible for complying with all local laws, rules and regulations regarding online conduct and access to the Services. By sending us your information, you further consent to its storage within the United States.

Collection of Data from Children. The Services are not directed to children, and you may not use the Services or provide any personal information to Alembic if you are under the age of 13 or if you are not old enough to consent to the processing of your personal information in your country.

Your California Privacy Rights.

California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please e-mail us or write to us at the addresses below.

Moreover, we are not required to, but have opted to provide this California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020 (“**CCPA**”) notice to California residents to explain how we collect, use and share their personal information, and the rights and choices we offer California residents regarding our handling of their personal information, which the CCPA currently defines as “information that identifies, relates to, or could reasonably be linked, directly or indirectly, with a particular consumer or household.”

1. Personal Information Collection, Use, and Disclosure: We describe the sources through which we collect personal information and the types of personal information collected in the “Information We Collect From You” section in this Privacy Policy. We describe the purposes for which we use and share this information in the “How We Use Your Information” section in this Privacy Policy. Information about how long we retain your personal information can be found in the “Data Retention” section in this Privacy Policy.
2. California Privacy Rights: To the extent provided for by law and subject to applicable exceptions, California residents have the following privacy rights in relation to the personal information we collect:
 1. Right to request access to information about categories of personal information Alembic has collected about you, specific pieces of personal information Alembic has collected about you, categories of sources from which the personal information is collected, business or commercial purpose for collecting personal information,

and categories of third parties with whom the business shares personal information.

2. Right to request deletion of any personal information collected about you by us.
3. Right to opt-out of the sale of personal information or the sharing or personal information for cross-context behavioral advertising purposes. Please note that we do not sell personal information we collect from you nor do we share it for cross-context behavioral advertising purposes, in accordance with the applicable definitions in the CCPA and its supplemental regulations.
4. Right against discrimination because you exercised the rights available to you.
5. Right to protection against waiver of rights.
6. Right to correct any inaccurate personal information.
7. Right to restrict sensitive personal information processing.

You can request to exercise the rights described above as set forth in the [“How to Contact Us”](#) section in this Privacy Policy. You may request to exercise these rights by yourself or via an authorized agent who meets the agency requirements of CCPA. Once you request to exercise your rights, you agree to receive communication from us seeking information from you in order to verify your identity as the consumer from whom we have collected the personal information and such other information as reasonably required to enable us to fulfill your request in our discretion. We will not fulfill any request unless you have provided sufficient information for us to reasonably verify that you are the consumer from whom we collected personal information, as well as sufficient details necessary to help us handle the request. Alembic is not currently required to comply with CCPA and may or may not honor any requests to exercise rights under the CCPA in its sole discretion.

Note: The Services do not respond to browser “Do Not Track” (DNT) signals and operates as described in this Privacy Policy whether or not a DNT signal is received. If we do so in the future, we will describe how we do so in this Privacy Policy.

GDPR Privacy Notice

This notice is for individuals who are located in the European Economic Area (“**EEA**”) or the United Kingdom (“**UK**”). Our processing of personal data of individuals who are located in the EEA is governed by the European Union’s General Data Protection Regulation (the “**GDPR**”); our processing of personal data of individuals who are in the UK is subject to the Data Protection Act 2018, which incorporates the GDPR as the “**UK GDPR**”. References to the GDPR herein refers to the GDPR and the UK GDPR collectively.

Data Controller: The controller of personal data for the Services is Alembic.

1. Personal Information Collection, Use, and Disclosure: We describe the sources through which we collect personal information and the types of personal information collected in the [“Information We Collect From You”](#) section in this Privacy Policy. We describe the purposes for which we use and share this information in the [“How We Use Your Information”](#) section in this Privacy Policy. Information about how long we retain your personal information can be found in the [“Data Retention”](#) section in this Privacy Policy.

2. Lawful Basis for Processing: Generally, we process personal information provided by visitors through our website or other interactions with us on the basis of our legitimate interests in conducting our business. When a user registers for an Alembic account, Alembic will ask for such user to consent to this Privacy Policy and Alembic shall process such user's personal information on the basis of such consent. Alembic may also process personal information on other bases permitted by the GDPR and applicable laws, such as when the processing is necessary for us to comply with our legal obligations.
3. Data Subject Rights: Individuals located in the EEA or the UK have the following rights :
 - Right to access their personal data;
 - Right to rectify their personal data;
 - Right to obtain the deletion of their personal data;
 - Right to oppose the use of their personal data;
 - Right to limit their personal data;
 - Portability right on their personal data.

You can request to exercise the rights described above as set forth in the "How to Contact Us" section in this Privacy Policy. You may request to exercise these rights by yourself or via an authorized agent who meets the agency requirements of GDPR. Once you request to exercise your rights, you agree to receive communication from us seeking information from you in order to verify your identity as the consumer from whom we have collected the personal information and such other information as reasonably required to enable us to fulfill your request in our discretion. We will not fulfill any request unless you have provided sufficient information for us to reasonably verify that you are the consumer from whom we collected personal information, as well as sufficient details necessary to help us handle the request.

For security reasons, if you ask to delete your personal data, a confirmation email will be sent to the email associated with your Alembic account. Please reply to such email to confirm the deletion process.

How to Contact Us. You can use the web form located at <https://lazaza.ai> , e-mail us at support@lazaza.ai. Depending on where you are located, you may also have a right to complain to your local data protection regulator.

[Click to download a copy of this Privacy Policy](#)