



PRIVACY NOTICE

Date Last Updated: December 23, 2024

This Privacy Notice ("Privacy Notice") describes how Applications Software Technology LLC ("AST", "we", "us", or "our") collects, uses, and discloses your personal information when you access our websites ("Website") or interact with us through AST's services, including the use of the Website and all related subpages, surveys, videos or other platforms and data sharing functions, and any related services, sales, marketing or events (the "Services").

We are committed to protecting your personal information and privacy. By using our Website and Services, you acknowledge that you understand the practices described in this Privacy Notice. Before engaging with or submitting personal information to us or using the Services, please review this Privacy Notice carefully.

This Privacy Notice does not apply to information collected through third-party websites, applications, or services that you may access through the Services. We are not responsible for the content of third-party websites, and your use of such third-party websites is at your own risk.

If you are a resident of California, please review the "Notice to California Residents" section below for important information about how we collect and process your personal information and your rights under the California Consumer Privacy Act ("CCPA").

If you are a resident of the European Economic Area ("EEA") or the United Kingdom ("UK"), please review the "Notice to Residents of the EEA and the UK" section below for important information about how we collect and use your personal information and your rights under the General Data Protection Regulation ("GDPR") and the UK General Data Protection Regulation ("UK GDPR").

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1. WHAT PERSONAL INFORMATION ABOUT YOU DO WE COLLECT AND USE?

The personal information that we collect from and about you depends on the context of your interactions with us, the choices you make, and the features you use. "Personal information" includes any information that we collect about you that, alone or in combination with other information, can be used to identify you, such as a personal identifier (such as name, email address, postal address, and phone number), transaction-related information, or certain online identifiers. Personal Information also includes "personal data," as such term is defined under the GDPR or the UK GDPR.

The personal information that we collect includes the following:

- Social Media Login Data - We may provide you with the option to register with us using your existing social media account details, like your Facebook, Twitter or other social media account. If you choose to register in this way, we will collect the information described in the section "*How Do You Handle My Social Media Log-Ins*" below.
- Automatically Collected Information - We automatically collect certain information when you visit, use or navigate AST's Website. This information may include device and usage information that may be identifiable to you, such as your IP address, browser, and device characteristics, operating system, language preferences, referring URLs, device name, country, location and information about when you use our and other technical information.
- Personal Information Provided to Us - We collect personal information that you voluntarily provide to us when you register to obtain information about us or our Services, when you participate in activities online (such as posting messages in business platforms), when you respond to employment postings on our website, when you provide your business contact information to receive information about our capabilities, or otherwise when you contact us.

We, or third parties on our behalf, use personal information, including Automatically Collected Information, for a variety of purposes, including: to enforce the Terms and Conditions and this Privacy Notice; to provide the Services; to communicate with you regarding your requests; to analyze Services usage or to help us improve your experience with the Services; for marketing and advertising purposes; to detect fraud or misuse; for our internal analytics and reporting purposes; to comply with our legal or regulatory obligations, with your consent; or otherwise for our valid business purposes.

2. WILL YOUR PERSONAL INFORMATION BE SHARED WITH ANYONE?

We share your personal information in the following situations:

- Business Partners - We share your personal information with our business partners in order to offer you certain products, services or promotions.
- Affiliates - We share your personal information with our affiliates, including our



parent company and any subsidiaries, joint venture partners, or companies that we control or that are under common control with us.

- **Legal Obligations** – We may disclose your personal information if we believe in good faith that the disclosure is appropriate or necessary to protect AST or to comply with legal or regulatory obligations. This may include: (i) to comply with the law or in response to a subpoena, court order, government request, or other legal process; (ii) to produce relevant documents or information in connection with litigation, arbitration, mediation, adjudication, government or internal investigations or other legal or administrative proceedings; (iii) to protect the interests, rights, safety or property of us, or any of our subsidiaries, affiliates, employees or users of the Services; (iv) potential liability or from fraudulent, abusive, or unlawful uses; (v) investigate and defend ourselves against third party claims or allegations; and (vi) monitor compliance with our Terms and Conditions.
- **Business Transfers** – In the event that some or all assets related to AST are acquired by or merged with a third-party entity or in connection with a contemplated change of ownership, we reserve the right, in any of these circumstances, to transfer or assign the information collected from the Website or Services as part of that merger, acquisition, sale, or other change of control event, including in the course of any due diligence.
- **Service Providers** - We share your personal information with our service providers, who, among other things, provide website hosting and security services; conduct data analysis; offer certain functionality; help us identify visitors to the Website, store (but do not use) information provided by a visitor to the Website who fills out a "Contact Us" card, or assist us in improving our platforms and creating new services and features. These services may include creating or maintaining our databases, or responding to inquiries.

3. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

We use cookies and other tracking technologies when you use our Website.

Cookies. Cookies are files stored on your device that typically include information about your visit to and use of our Website. Cookies allow us to recognize your device and to collect information such as internet browser type, time spent on our Website, which pages you visit, and your language preferences. We use cookies to analyze your use of the Website, personalize your experience, or to optimize the performance of our Website. We may engage with third-party vendors or partners to place cookies on our Website, and these third parties may collect information about your use of our Website through those cookies.

We collect and use the following categories of cookies:

- *Essential cookies* enable the Website to function properly and will be loaded onto your browser automatically. We use necessary cookies to perform services you have requested, such as log-in to the Website's features, or to record that you have refused non-necessary cookies.
- *Performance or analytics cookies* evaluate the performance on our websites,



including usage data and time you spend on a webpage, so that we can better understand our interactions with you. We use third party analytics, such as Google Analytics and SEMRush, to better understand user engagement and metrics regarding the use of our Website. This can include the amount of time that you spend on a particular page and your movements on the website, and may also reveal information about your geographic location.

- *Personalization cookies* allow the Website to remember the choices that you make and to provide enhanced, personalized features.
- *Targeted advertising cookies* are placed on the Website in order to display personalized advertising to you.

Cookies can also be categorized by how long they remain on your device. All cookies have expiration dates that determine how long they stay on your browser. These are two broad categories on duration:

- *Session cookies* are temporary cookies that exist only during an online session and are not stored on your computer or mobile device.
- *Persistent cookies* are those placed on your computer or mobile device for a pre-determined length of time when you visit this Website. Persistent cookies remain on your device until deleted manually or automatically.

Web Beacons and Pixels. Web beacons and pixels are graphic images placed on our webpages that allow us to understand behavior on our Website and to know when users have performed a specific action on our Website. Web beacons and pixels help us to track user behavior and web traffic to deliver a better user experience.

Social Media Pixels and Interactions. Our Website may also use web beacons or pixels from social media companies. When you use social media platforms, they may collect your personal information, in accordance with that social media website's privacy policy.

Your Choices Regarding Cookies. At any time, users may control how we use cookies via their browser's security settings. You can manage your individual preferences with respect to each category of cookie that you agree to accept from our Website. You may change your cookie preferences at any time and we will act on your most recent request. By "opting in" to the use of cookies, you consent to our collection, processing, and disclosure of personal information collected through cookies. Please note that users in the European Economic Area and the United Kingdom have the right to reject the installation of all but essential cookies on their device and, like all users, the ability to do so by turning them off individually when accessing our Website. Please be advised that users may withdraw consent at any time by changing their settings; however, if certain cookies are disabled, some features of our Website may not function properly or be available to you, and refusing all or certain cookies may result in a more limited experience.



4. HOW DO WE HANDLE YOUR SOCIAL MEDIA LOGINS?

Our Website may offer you the ability to register and login using your third-party social media account details (like your Facebook or Twitter logins). Where you choose to do this, we will receive certain profile information about you from your social media provider. The profile Information we receive may vary depending on the social media provider concerned, but will often include your name, email address, friends list, profile picture as well as other information you choose to make public on the social media platform. When you share personal information, interact with other users of our site, or register with us through a social network (such as LinkedIn, Facebook, Glassdoor, Instagram, or YouTube), your contacts on the social network will see your name, profile photo, and descriptions of your activity. Please be advised that other users will be able to view descriptions of your activity, communicate with you within our network, and view your profile.

We will use the information we receive only for the purposes that are described in this Privacy Notice. Please note that we do not control, and are not responsible for, other uses of your personal information by your third-party social media provider. We recommend that you review their privacy notice or policy to understand how they collect, use and share your personal information, and how you can set your privacy preferences on their sites and apps.

5. IS YOUR PERSONAL INFORMATION TRANSFERRED INTERNATIONALLY?

Our servers are located in the United States and India. If you are accessing the Services from outside these countries, please be aware that your information may be transferred to, stored, and processed by us and by those third parties with whom we may share your personal information (see “*WILL YOUR PERSONAL INFORMATION BE SHARED WITH ANYONE?*” above) in other countries. If you visit our Website or use our Services from outside of the United States or India, please be advised that (i) any personal information that you provide to us or that we automatically collect will be transferred to the United States and India; and (ii) by using our Website or submitting personal information through our Services, you explicitly authorize the transfer to and subsequent processing in the United States and other countries in which we operate, in accordance with this Privacy Notice. Other countries may not necessarily have data protection laws or other similar laws as comprehensive as those in your country.

6. HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

We will only keep your personal information for as long as it is necessary for the purposes set out in this Privacy Notice, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements). You may request deletion of such information then or at any time.

When we have no ongoing legitimate business need to process your personal information, we will either immediately delete or anonymize such information, 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.



7. DO WE COLLECT PERSONAL INFORMATION FROM CHILDREN?

We do not knowingly collect personal information from children under 18 years of age. By using AST, you represent that you are at least 18. 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.

8. WHAT ARE THE PRIVACY RIGHTS AVAILABLE TO RESIDENTS OF CALIFORNIA, THE EEA, AND THE UK?

Notice to California Residents

If you are a California resident, the CCPA provides you certain rights and choices regarding how we collect, share, use, and protect your personal information and describes how you can exercise those rights. We provide California residents with the privacy rights listed below, in accordance with the CCPA.

In the last twelve (12) months, we have collected the categories of personal information from our consumers listed in the *“What Personal Information Do You Collect and Use?”* section of the Privacy Notice. In the last 12 months, we have obtained personal information from sources, and used or disclosed personal information, as described in the *“Will My Personal Information Be Shared with Anyone?”* section.

Your Rights under the CCPA:

- The right to know the following information about your personal information:
 - the categories of personal information we may collect;
 - the categories of sources from which we may collect your personal information;
 - the business purpose (as such term is defined under the CCPA) for collecting or sharing your personal information;
 - the categories of personal information we may disclose for business purpose; and
 - the categories of third parties with whom we may share your personal information
- The right to request that we delete any personal information that we have collected about you, subject to certain circumstances such as if we need to comply with our legal obligations. If we deny your request for deletion, we will let you know the reason why.
- The right to correct inaccurate personal information.
- The right to equal service and to not be subject to discriminatory treatment for exercising your rights under CCPA.

Sale or Sharing of Personal Information. California consumers have the right to opt-out of the sale or sharing of their personal information. Please note, in the past 12 months, AST has not sold or shared any personal information about you, as such terms are defined under the CCPA. However, we may disclose personal information to third parties as directed by or consented to by you in order for you to receive Services from us. If we



decide to sell or share your personal Information, we will provide you with the right to opt-out prior to any such sale or sharing.

Submitting a CCPA Rights Request. You may submit a CCPA request to know, correct, or to delete your Personal Information by email at: dataprivacy@astcorporation.com. When you exercise these rights and submit a request to us, we will verify your identity by asking you for information such as your email address or telephone number. We also may use a third-party verification provider to verify your identity. You may exercise your right to know and your right to deletion two-times a year free of charge.

Request Verification and Response. We will take steps to verify your identity before processing your request. We will not fulfill your request unless you have provided sufficient information for us to reasonably verify you are the individual about whom we collected personal information. We may request additional information about you. We will only use the personal information provided in the verification process to verify your identity or authority to make a request and to track and document request responses, unless you initially provided the information for another purpose. We will confirm our receipt of a verifiable consumer request within ten (10) business days and respond to a verifiable consumer request within forty-five (45) days of receipt. If we need more time to respond, we will provide written notification to you, including our reason for the need for an extension and respond to your request no later than ninety (90) days after receipt. If we cannot verify your identity to comply with a request, we will explain the reason in our communication to you.

Authorized Agent. You may use an authorized agent to submit a request by email at: dataprivacy@astcorporation.com. When we verify your agent's request, we may verify both your and your agent's identity and request a signed document from you that authorizes your agent to make the request on your behalf. To protect your personal information, we reserve the right to deny a request from an agent that does not submit proof that they have been authorized by you to act on their behalf.

"Shine the Light" Law. Under California Civil Code Section 1798.83, California residents are entitled to request and obtain from AST once per calendar year information about when we share your personal information with third parties for those third parties' own direct marketing purposes. In the past year, we have not shared personal information with third parties for those third parties' own direct marketing purposes. To request this information, please contact us at dataprivacy@astcorporation.com and indicate "California Shine the Light" in the subject line.

Notice to EEA and UK Residents

If you are a resident of a country located in the EEA or the UK, you have the rights under the GDPR or the UK GDPR. We are required to comply with the GDPR, the UK GDPR, and applicable local laws with respect to the personal information we collect.

We process personal information for the purposes described above. If we use or process personal Information in ways other than described in this Privacy Notice, we will provide you with specific notice at the time of collection. Please note that we do not knowingly collect "special categories of personal information," which includes information about



your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, and data concerning health, sex life, and sexual orientation.

Legal Bases for Processing. We rely on the following legal bases to process your personal Information: (i) your valid consent; (ii) as necessary for the performance of a contract; (iii) compliance with a legal or regulatory obligation; (iv) to fulfill our legitimate interests, unless your fundamental rights and freedoms override those interests; and (v) to protect an individual's vital interests.

Data Subject Rights. Subject to certain conditions, if you are a resident of the EEA or UK and have submitted personal information to us, you have the following rights regarding your personal information:

- The right to access to your personal information;
- The right to correct inaccurate personal information that we maintain about you;
- The right to erase of your personal information, subject to certain exceptions under applicable laws;
- The right to obtain a copy from us of your personal information;
- The right to object to processing of your personal information;
- The right to restrict the processing of your personal information;
- The right to request transfer of your personal information;
- The right to withdraw consent to process your personal information; and
- The right to lodge a complaint with a data protection authority regarding the processing of your personal information.

Submitting GDPR Requests. You may submit a GDPR request regarding your personal information by email at dataprivacy@astcorporation.com. We may request specific information from you to help us confirm your identity prior to processing 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 applicable legal restrictions.

Withdrawal of Consent. Where you have given us valid consent to collect, use, and process your personal information, we will rely on your valid consent. In instances in which we have based our processing of your personal information on your consent, you have the right to withdraw your consent. To withdraw such consent, please contact us at: dataprivacy@astcorporation.com. Please note that when you withdraw consent, we might not be able to provide you with Services. In certain situations, we may continue to process your personal Information after you have withdrawn consent and requested that we delete your personal information, if we have a legal basis to do so.

9. HOW DO WE RESPOND TO DO-NOT-TRACK AND GLOBAL PRIVACY CONTROL 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. At this stage, no uniform technology standard for recognizing and implementing DNT signals has been implemented. For this reason, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not



to be tracked online.

The Global Privacy Control ("GPC") is a method for individuals to opt-out of the sale or sharing of their personal information, as such term is described under applicable data protection laws, via a user-enabled privacy control that is available on certain internet browsers. Our systems are not configured to detect or respond to the GPC. You can learn more about the GPC [here](#).

10. HOW DO YOU OPT-OUT OF RECEIVING MARKETING COMMUNICATIONS?

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 may still communicate with you, for example, to send you service-related emails that are necessary for the administration and use of your account, to respond to requests, or for other non-marketing purposes. To otherwise opt-out, you may make this request at dataprivacy@astcorporation.com or Applications Software Technology LLC, 4343 Commerce Court #701, Lisle, IL 60532.

11. WHAT MEASURES DO WE TAKE TO SECURE PERSONAL INFORMATION?

We maintain administrative, physical, and technical safeguards designed to protect the personal information that we collect and maintain. However, no data transmission is ever 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee or warrant the security of any information you transmit over the Website.

12. HOW DO WE UPDATE THIS PRIVACY NOTICE?

We reserve the right to update this Privacy Notice from time to time. Any updates to this Privacy Notice will be designated by the "Date Last Updated" at the top of the Privacy Notice. If we make material changes to this Privacy Notice, we will notify you by prominently posting a notice of such changes. We encourage you to review this Privacy Notice frequently to be informed of regarding we are protecting your personal information.

13. HOW CAN YOU CONTACT US REGARDING THIS PRIVACY NOTICE?

If you have questions or comments about this Privacy Notice, or if you wish to exercise any of your privacy rights under applicable law, you may email us at dataprivacy@astcorporation.com or write to us at Applications Software Technology LLC, 4343 Commerce Court #701, Lisle, IL 60532.