

Metric Arts Privacy Statement

Last update: January 2019

Your privacy is important to us. This privacy statement explains the personal data that Metric Arts processes, the processing mechanism it uses, and the purpose.

Personal Data We collect

Metric Arts collects your data, through our interactions with you and through our products and/or services. You provide some of these data directly, and Metric Arts gets part of them by collecting data on your interactions, use and experience with our products and/or services. The data collected depends on the context of the interactions with Metric Arts and the options that are chosen, including the privacy settings and the products and features that are used.

It has different possibilities in terms of the technology it uses and the data it shares. When you are asked to provide personal data, you can refuse. Many of our products require some personal data to provide you with a service. If you choose not to provide the data necessary to provide you with a product or feature, you may not use such product or feature. Similarly, when we need to collect personal data in accordance with the legislation or to hold or execute a contract with you and do not provide the data, we will not be able to celebrate it; Or, if this is related to an existing product that you are using, we may need to suspend or cancel that product. At the time, we will notify you if that is the case. When the data supply is optional, and you decide not to share personal data, the features that use such data, such as personalization, will not work for you.

How we use your personal data

Metric Arts uses the data we collect to provide you with rich, interactive experiences. We use the data to:

- Provide our products or services, including updating, protecting and troubleshooting, as well as offering technical support. Shared data is also included, when necessary to render the service or perform the transactions that you request.
- Improve and develop our products.
- Personalize our products or services and make recommendations.
- Advertise and market, including the sending of promotional communications, personalized advertising and presentation of relevant offers.
- We also use the data to run our business, including analyzing our performance, complying with our legal obligations, developing our work capacity and conducting research.

For this purpose, we combine the data that we collect from different contexts (for example, the use that is made of products or services of Metric Arts) to offer a uniform, coherent and personalized experience, that allows you to make decisions Informed business, and for other legitimate purposes.

Reasons we share personal data

We share your personal data with your consent or to complete any transaction or provide any product or service you have requested or authorized. We also share data with subsidiaries and subsidiaries controlled by Metric Arts, with suppliers working on our behalf (if required by law or to respond to a legal process), to protect our customers, protect lives, maintain Security of our products and protect the rights and property of Metric Arts and its customers.

How to access your personal data and control it

You can also choose different data collection and use options from Metric Arts. You can control the personal data that Metric Arts has obtained about you and exercise your data protection rights. To do this, you should contact Metric Arts. In some cases, your ability to access or control your personal data will be limited as required or permitted by applicable law. The way you can access or control your personal data will also depend on the products you use. For example, you can:

- Choose whether you want to receive emails, SMS messages and promotional phone calls from Metric Arts.

It is not possible to access all the personal data processed by Metric Arts or control them through tools. If you want to access the personal data processed by metric arts that are not available, or if you want to control them, you can always contact metric arts at the address listed in the Section contact metric Arts.

Products for companies

The products for companies are those Metric Arts products and related software offered and designed primarily for use by organizations. Include:

Cloud Management Services, Video Analytics, Text Analytics, business Intelligence, IoT.

In the event of a conflict between this metric arts privacy Statement and the terms of any contract between a customer and metric arts for company products, the terms of that agreement shall prevail.

If any of the following terms are not defined in this privacy statement, you will have the following definitions.

General. When a customer tests, buys, uses the products for companies or subscribes to them, as well as when it obtains technical support or professional services for such products, Metric Arts collects the data to offer the service, which includes the compatible uses With the provision of the service, in order to offer the best experience with our products or services, to manage our company and to communicate with the client. For example:

- When a customer contacts a Metric Arts sales rep, we collect the customer's name and contact details, along with information about the customer's organization, to provide information.
- When a customer interacts with a Metric Arts technical Support Professional, we collect usage and device data or bug reports to diagnose and resolve problems.
- When a customer pays for products or services, we collect contact and payment data to process the payment.
- When Metric Arts sends communications to a client, we use the data to personalize the content of the communication.
- When a customer contacts Metric Arts for professional services, we collect the name and contact details of the customer's designated contact point and use the information provided by the customer to provide the services that the customer Requested.

The products for companies allow you to buy products and services from Metric Arts or third parties, subscribe to them or use them; Such third parties may have different privacy practices, so those other online products and services are governed by their corresponding directives and privacy statements.

Search and Artificial Intelligence

Search and Artificial intelligence products connect you with information and detect, process and react intelligently according to information, learning and adapting over time.