

## Lift AI Security FAQ

Data Questions	Response
What is the general nature of the data stored or processed?	Anonymous visitor behaviour event data used for machine learning to predict conversion intent of visitor based on journey patterns.
<b>Do you store, collect and/or process any of the following categories of data relating to, or that could be linked to or associated with, in each case directly or indirectly, an individual or household?</b>	<b>Response</b>
Name, contact info, government ID numbers or other identifiers.	No
Unique characteristics (physical or otherwise).	No
Insurance info, financial or credit card info (for example, Payment Card Industry (PCI)), medical info (for example, Personal Health Information (PHI)), or health insurance info.	No
Race, national origin, age, disabilities, sexual orientation or gender identity, marital status, or veteran status.	No
Commercial info (for example, products purchased or considered, or consuming tendencies).	No
Biometric or genetic info.	No
Internet or other electronic network activity info (for example, browsing history, information regarding a consumer’s interaction with an Internet Web site, application, or advertisement) or geolocation data.	Basic geolocation data (e.g omitting embargoed countries), journey patterns of visitor on the deployed website.
Audio, electronic, visual, thermal, olfactory, or similar info.	No
Professional, employment-related or education info.	No
Data about political opinions, religious or philosophical beliefs, trade union membership.	No
Criminal history.	No
Profiling based on any of the info listed above.	Numerical (0-100) profile score of the estimated conversion intent of the visitor, based on their journey patterns on the deployed site.
Do you sell or disclose any of the information above to anyone else?	No
Do you use any of the information above for research and development?	Journey pattern data is used to test/develop new machine learning models to predict conversion intent.
Do you use any of the information to monitor or improve your services?	Journey pattern data is used to train the machine learning model to improve prediction of visitor conversion intent.

## Lift AI Security FAQ

General Security Questions	Response
Does the organization have formal information security policies?	Yes
Is there a dedicated person (or group) responsible for security/privacy compliance?	Yes
Are your security policies communicated to all workers?	Yes
Is there a disciplinary process for non-compliance with information security policies?	Yes
Are third-party contractors required to comply with policies?	Yes
Are security roles and responsibilities defined and documented in accordance with the organization’s information security policy?	Yes
Have you ever experienced a major security breach?	No
Can we opt out of the storage of data to certain locations?	Yes
Does your organization have insurance coverage for business interruptions and breach response?	Yes
Does your organization have a formal change control process?	Yes
Does your organization have an Incident Management program?	Yes
Is there a security awareness training program?	Yes
Are all employees and contingent workers required to complete security awareness training?	Yes
Can you provide relevant documentation of applicable compliance certifications (e.g. most recent ISO 27001 certificate)?	Yes
Are reasonable physical security and environmental controls present in the building that contains Scoped Systems and Data?	Yes
Is physical access to data processing equipment (servers and network equipment) restricted?	Yes
Is a background screening performed prior to allowing access to Scoped Systems / Data?	Yes
Does your organization follow secure data destruction processes for confidential data and IT equipment/media?	Yes
Are system backups of Scoped Systems and Data performed?	Yes
Are vulnerability assessments (internal/external) performed on all applications at least annually?	Yes
Is there a documented policy and process for business continuity and disaster recovery?	Yes
Are Business Continuity and Disaster Recovery tests conducted at least annually?	Yes
Do you leverage multi-factor authentication for administrative access to your production environment?	Yes
Do you have a method to extract our company’s data if we decide to terminate service?	Yes

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## Lift AI Security FAQ

Privacy Related Questions	Response
Is there a formally documented privacy policy (or policies)?	Yes
Are you certified and listed with Privacy Shield for your product and/or your Web Site?	Yes
Are there risk assessments performed at least annually?	Yes
Is there a process for responding to a privacy incident or Data Subject Access Request?	Yes