

# SIF HOMES PRIVACY POLICY

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Sif Homes Inc. and its affiliates (collectively, “Sif Homes,” “we” “us,” or “our”), takes your privacy seriously. Sif Homes provides:

(1) Sif Homes branded hardware, firmware, and software products (“Products”), (2) website(s) that may be accessed at <http://sif.design>, and <https://signup.sif.design> (“Sites”), (3) services, including on and through the Products, and technical support and services accessible through the Site(s) (“Web Apps”), (4) software or apps that may be downloaded to your smartphone or tablet to access services (“Mobile Apps”), and (5) subscription services, including services that can be accessed using the Web Apps and Mobile Apps (“Subscription Services”). The term “Services” means the Sites, Web Apps, Mobile Apps, and Subscription Services, which may be used in conjunction with Products and in other ways provided by Sif Homes. Some Products and Services of Sif Homes can be used together or in ways that integrate with products and services from third parties.

Please read this Privacy Policy carefully as it explains how we collect information, how we use the information we collect, and with whom we disclose such information. By using or accessing our Products and Services in any matter, you consent to the practices and policies outlined in this Privacy Policy.

## 1. INFORMATION WE COLLECT

You have the right to request: access to your data, data portability, erasure of your data, the rectification of any errors, to place restrictions on processing and you can also object to the processing of your data. Where you have given consent to any data processing, you have the right to withdraw that consent at any time.

### 1.1 Personal Information

#### **Geolocation Data**

This includes a broad geographic location (e.g. country or city-level location). We collect this information directly from your device.

#### **Financial Information**

We will collect your payment information when you buy our products or a subscription to use one of our Software Services or a warranty replacement programs. We collect this information directly from you.

#### **Video/Audio Storage**

When you subscribe to Cloud Services that include storage of audio and video captured by your Products, we will store your audio and visual data for your reference and use. The length of storage is dependent on your Products and/or Services.

You may also provide other information that potentially could be used to identify you, such as the names and images that you associate with account users, devices, scenes, device configuration details, certain demographic information, third-party account credentials, and schedules.

Further, we may also collect information when you upload, post, or share your information on our Products and Services, or through our Sites. For example, you may post information in a public space on our Sites.

## 1.2 Usage Statistics

We collect information about you when you access or use our Products and Services. For example, when you connect hardware devices or third-party services to your account, those hardware devices may report usage information to the Services, and the Services may read, process, and store this information for the purposes described in this Privacy Policy. Such information is usually associated with the usage of the particular hardware device or third-party service, such as when a motion sensor senses motion. The Services will receive information about the device activation, as well as the information that you have chosen to associate with the Product or Service such as device name, group name, and location name. The type of the Product or Service from which information is received will change the types and quantities of information that is received.

We also collect the information about how you interact with our Site and Services, which may include the pages accessed and links clicked on our site, your Internet Protocol (IP) address, MAC address, access times, location, mobile device information, operating system, browser type, certain demographic information, application information, and other information associated with how you interact with the Site and Services. We will collect a device's browser history and access time only when the device is under the control of the Parental Control feature, such as the Parental Control feature on the Products, in order to better monitor the device which is under control.

## Internet or Other Network Activity Information

We and third parties may use cookies, action tags, or similar technologies on your computer to provide the Services and help collect data. You may block or delete cookies and control data collection through your web browser settings. However, adjusting your browser preferences may impact your experience with the Services. For more information about cookies and your ability to limit or remove cookies, please see the Cookies and Similar Technologies section below.

## 1.3 Information from Other Sources

We may receive data from other sources including, but not limited to, third-party service providers which you have integrated into our Products and Services and/or voluntarily have provided with data and/or from affiliates, partners, or others that we use to fulfill our obligations to you as a customer. You should carefully and diligently review the terms and conditions and privacy policies of those third party products and services, and we will consider your decision to use those third-party products and services with our Products and Services to be a representation to us that you have consented to the third parties' terms and practices.

## 2. HOW WE USE YOUR INFORMATION

We do not sell your personal information to third parties.

We only use the information collected for the legitimate purposes, as follows:

- **Contract Processing**
- Providing the Products and Services
- Addressing customer inquiries or issues
- Maintaining customer accounts
- Processing customer payments
- Improving the quality of our Products and Services
- Improving the quality of our Sites
- Personalizing the Products and Services
- Analyzing how you use the Products and Services
- Providing marketing and promotional efforts
- Addressing, identifying, and preventing fraud or illegal or improper activities
- Establishing, exercising, or defending a legal claim
- Monitoring and reporting compliance issues
- For administrative purposes
- For other legally permissible purposes

### 3. HOW WE SHARE YOUR INFORMATION

We may share your information in the following situations:

- *With Our Corporate Family:* We may share your information with our corporate family, which includes our affiliates and subsidiaries.
- *Service Providers:* To assist in our business operations and better provide Products and Services (e.g. for software maintenance services, advertising serving technologies, e-mail services, delivery services, database management services, web analytics, and other services), we may share your information with such service provider.
- *Other Entities with Your Consent:* You may choose to integrate certain third-party services with our Services. By doing so, you authorize us to transmit your personal information to third parties when you choose to integrate their services with our Services. Information collected by such third-party services is subject to their own terms and policies, all of which you should carefully and diligently review.
- *Marketing:* We may aggregate anonymized user information and provide it to our third-party marketing service providers only for our promotional and/or marketing practices.
- *Change of Control:* We may be required to share your information as part of a merger, acquisition, asset sale, asset purchase, financing, bankruptcy, or other change of control.
- *Responding to Legal Requests:* We may share information where we have a good faith belief that such disclosure is necessary to (a) comply with applicable law or legal process or (b) respond to actual or potential complaints or legal claims, or where otherwise necessary to protect our rights, interests, and/or property (including, without limitation, to enforce our agreements), or the rights, interests, and/or property of our agents, independent contractors, customers, and others.

## **4. SECURITY**

We use commercially reasonable safeguards, including encryption and SSL technology, to help secure your personal information. While we strive to always protect the privacy of your account and personal information, we cannot fully ensure the security of any information you transmit to us or guarantee that such information on the Products or Services may not be accessed, disclosed, altered, or destroyed.

To help secure your account, please select strong passwords and protect your account by limiting access to your computer, device, browser or application and by signing off after you have finished accessing your account. If you use a third-party service to sign into your account, you should protect that account accordingly as well.

## **5. INFORMATION TRANSFERRED INTERNATIONALLY**

These countries may have different privacy standards that differ from where you are. Please note that data processed in another country may be subject to different laws and may be accessible to government, judicial, law enforcement, and regulatory agencies in those countries. However, we will take appropriate measures to guarantee an adequate level of data protection even if your personal data are transferred to these countries.

## **6. THIRD-PARTY LINKS**

The Services may include links to third-party websites whose privacy practices may differ from ours. Your usage of any such websites are governed by the privacy policies of those websites and not this Privacy Policy. You should carefully review the privacy policy of any website you visit. We will consider your decision to use those third-party products and services with our Products and Services to be a representation to us that you have consented to the third parties' terms and practices.

## **7. COOKIES AND SIMILAR TECHNOLOGIES**

We and our third-party partners may use cookies, action tags, or similar technologies on your computer to provide the Services and help collect data. We use both session and persistent tracking technologies. Tracking technologies (e.g., cookies) can either be persistent (i.e., they remain on your computer until you delete them) or temporary (i.e., they last only until you close your browser). You may also encounter tracking technologies and cookies from third parties, such as Google Analytics, Google Ads, and Facebook Pixel.

You may block or delete cookies and control data collection through your web browser settings. However, adjusting your browser preferences may impact your experience with the Products and Services.

## **8. YOUR CHOICES**

Sif Homes gives you choices regarding your information. For example, you can:

- Update your account information and settings at any time by accessing your Mobile Apps, Subscription Services, or Web Apps
- Control how and when you want to receive notifications from us in the Mobile Apps

- Opt-out of our email service by clicking the “unsubscribe” link at the bottom of our emails.
- Not use features and Services that require you to provide your information and data, such as our community or video storage.
- Request account information and data deletion by emailing us at [contact@sif.design](mailto:contact@sif.design).

You may not opt out of administrative emails for your registered account (e.g., emails about your transactions, policy changes, forgot password, and confirmation emails).

## **9. CHILDREN’S PRIVACY**

Our Products and Services are not directed to, or intended for, individuals under the age of 13 and we do not knowingly collect personal information from individuals under the age of 13. If you believe that we have any such information, please notify us immediately using the contact information provided in Section 10 and we will delete the information as quickly as possible.

## **10. UPDATES TO OUR PRIVACY POLICY**

This Privacy Policy may change from time to time and we may notify you by updating the Privacy Policy’s effective date above. If there are material changes, we will place a prominent notice on this website. We encourage all users to occasionally refer to this Privacy Policy so that they can remain aware of our current practices. If you do not agree with the terms of the updated Privacy Policy, you must stop using the Products/Services. Your continued use of the Products/Service after any Privacy Policy changes means that you agree to the updated Privacy Policy.

## **11. CONTACT US**

If you have any questions or need further assistance, please email us at [contact@sif.design](mailto:contact@sif.design) or call us at +1-4153195505.