



MAXQ AI PRIVACY POLICY

Last Updated: November 2019

In order to ensure transparency and give you more control over your personal information, this privacy policy ("**Privacy Policy**") governs how we, MaxQ AI Ltd. (together, "**MaxQ**" "**we**", "**our**" or "**us**") use, collect and store personal data we collect or receive from or about you ("**you**") such as in the following use cases:

- (i) When you browse or visit our website, <https://maxq.ai>
- (ii) When you request a demo
- (iii) When you make use of, or interact with, our Website:
 - a. When we process your job application;
 - b. When you contact us (e.g., requesting customer support, help, would like to hear more about us).
- (iv) When you attend a marketing event and provide us with your personal data, and/or exchange business cards with us
- (v) When we acquire your personal data from third-party sources (such as lead-generation companies)
- (vi) When we use the personal data of our channel's partners, resellers, and/or distributors
- (vii) When we use the personal data of our service providers and suppliers
- (viii) When you interact with us on our social media profiles (e.g., Twitter, LinkedIn)

We greatly respect your privacy, which is why we make every effort to provide a platform that would live up to the highest of user privacy standards. Please read this Privacy Policy carefully, so you can fully understand our practices in relation to personal data. "**Personal Data**" or "**Personal Information**" means any information that can be used, alone or together with other data, to uniquely identify any living human being. Please note that this is a master privacy policy and some of its provisions only apply to individuals in certain jurisdictions. For example, the legal basis in the table below is only relevant for GDPR-protected individuals.

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This Privacy Policy can be updated from time to time and, therefore, we ask you to check back periodically for the latest version of this Privacy Policy. If we implement significant changes to the use of your personal data in a manner different from that stated at the time of collection, we will notify you by posting a notice on our Website or by other means.

1. WHAT PERSONAL INFORMATION WE COLLECT, WHY WE COLLECT IT, AND HOW IT IS USED

Specific personal data we collect	Why is the personal data collected and for what purposes?	Legal basis (GDPR only, if applicable)	Third parties with whom we share your personal data	Consequences of not providing the personal data
When you browse or visit our Website				
<ul style="list-style-type: none"> • Cookies, analytic tools and log files • For more information, please read our cookies policy maxq.ai/cookies 	<ul style="list-style-type: none"> • For the Website to function properly • To analyze and improve your use of the Website • For debugging purposes • For marketing purposes 	<ul style="list-style-type: none"> • Legitimate interests • Consent 	<ul style="list-style-type: none"> • Salesforce CRM • Lead Liaison CRM • Google Analytics 	<ul style="list-style-type: none"> • Cannot collect and store the information • Certain Website features may not be available • We cannot customize your Website experience
When you request a product demo				
<ul style="list-style-type: none"> • Name • Which CT / PACS you have • Address • Phone 	<ul style="list-style-type: none"> • To send to the proper Channel Partner 	<ul style="list-style-type: none"> • Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract • Legitimate interest (e.g. to allow you to evaluate our product. 	<ul style="list-style-type: none"> • Salesforce CRM • Lead Liaison CRM 	<ul style="list-style-type: none"> • No demo
When we process your job application				
<ul style="list-style-type: none"> • Full name • Email • Description of your area of interest • Address • CV and LinkedIn information • Any other information you decide to provide us with 	<ul style="list-style-type: none"> • To process your job application • To assess the candidate 	<ul style="list-style-type: none"> • Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract • Legitimate interest (e.g. to assess your suitability as a candidate 	<ul style="list-style-type: none"> • Salesforce CRM • Lead Liaison CRM 	<ul style="list-style-type: none"> • Cannot process your job application • Cannot assess your suitability as a candidate
When you contact us (e.g. customer support, help, would like to hear more about us)				
<ul style="list-style-type: none"> • Full name • Email • Description of your area of interest • Address 	<ul style="list-style-type: none"> • To process and answer questions • To provide support (e.g., to solve problems, bugs or issues) 	<ul style="list-style-type: none"> • Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract • Legitimate interest (e.g. respond to a query sent by you) 	<ul style="list-style-type: none"> • Salesforce CRM • Lead Liaison CRM 	<ul style="list-style-type: none"> • Cannot answer your questions, process your requests, or provide support • Cannot send marketing communications and news about the Software
When you attend a marketing event and provide Personal Data and/or exchange business cards with us				

Specific personal data we collect	Why is the personal data collected and for what purposes?	Legal basis (GDPR only, if applicable)	Third parties with whom we share your personal data	Consequences of not providing the personal data
<ul style="list-style-type: none"> • Full name • Email address • Company name • Job position • Phone numbers • Any other data you decide to provide/supply 	<ul style="list-style-type: none"> • To establish a business connection • To send marketing communications 	<ul style="list-style-type: none"> • Legitimate interest (e.g., send you more information about MaxQ) • Consent 	<ul style="list-style-type: none"> • Salesforce CRM • Lead Liaison CRM • Google Analytics 	<ul style="list-style-type: none"> • Cannot establish a business connection • Cannot send marketing communications
When we acquire your Personal Data from third-party sources (such as lead-generation companies)				
<ul style="list-style-type: none"> • Full name • Email address • Company name • Job position 	<ul style="list-style-type: none"> • To send marketing communications 	<ul style="list-style-type: none"> • Consent 	<ul style="list-style-type: none"> • Salesforce CRM • Lead Liaison CRM • Google Analytics 	<ul style="list-style-type: none"> • Cannot send marketing communications and news about the products
When we use the Personal Data of our channel partners, resellers and distributors				
<ul style="list-style-type: none"> • Full name • Email address • Company name • Phone number • Any other data you decide to provide/supply 	<ul style="list-style-type: none"> • To provide our products and services • To perform the applicable agreement • To communicate with our resellers, distributors, agents and/or finders 	<ul style="list-style-type: none"> • Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract. • Legitimate interest (e.g., contract – related communications) 	<ul style="list-style-type: none"> • Salesforce CRM • Lead Liaison CRM 	<ul style="list-style-type: none"> • Cannot provide our services • Cannot perform the agreement • Cannot communicate with you • Cannot send marketing communications and news about products
When we use the personal data of our service providers and suppliers				
<ul style="list-style-type: none"> • Full name • Email address • Company name • Job position • Phone number • Any other data you decide to provide/supply 	<ul style="list-style-type: none"> • To contact our service providers or suppliers • To perform the applicable agreement 	<ul style="list-style-type: none"> • Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract. • Legitimate interest (e.g., perform the contract, send contract-related communications) 	<ul style="list-style-type: none"> • Salesforce CRM • Lead Liaison CRM 	<ul style="list-style-type: none"> • Cannot contact our service providers or suppliers • Cannot perform the agreement
When you interact with us on our social media profiles (e.g., Twitter, LinkedIn)				

Specific personal data we collect	Why is the personal data collected and for what purposes?	Legal basis (GDPR only, if applicable)	Third parties with whom we share your personal data	Consequences of not providing the personal data
<ul style="list-style-type: none"> • Full name • Email address • Social media handle • Any other data you decide to provide/supply 	<ul style="list-style-type: none"> • To reply and/or respond to your request or question • To establish a first business connection/discussion 	<ul style="list-style-type: none"> • Legitimate interest (e.g., send you more information about MaxQ) 	<ul style="list-style-type: none"> • Lead Liaison CRM • Google Analytics 	<ul style="list-style-type: none"> • Cannot reply or respond to your request • Cannot establish a business connection • Cannot send marketing communications and news about products

Finally, please note that some of the abovementioned personal data will be used for fraud detection and prevention, and for security purposes. The abovementioned personal data may also be used to comply with applicable laws, with investigations performed by the relevant authorities, law enforcement purposes, and/or to exercise or defend legal claims.

2. PERIOD OF STORAGE OF COLLECTED PERSONAL DATA

- Retention Personal Data. Your personal data (as described above) will be stored until we: (i) no longer need the information and proactively delete it or (ii) you send a valid deletion request. Please note that we will retain it for a longer or shorter period in accordance with data retention laws.
- Additional Information on Data Retention. Other circumstances in which we will retain your personal data for longer periods of time include: (i) where we are required to do so in accordance with legal, regulatory, tax or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, or (iii) if we reasonably believe there is a prospect of litigation relating to your personal data or dealings. We have an internal data retention policy to ensure that we do not retain your personal data perpetually. Regarding retention of cookies, you can read more in our cookie policy (available in the link provided above).

3. HOW WE PROTECT YOUR INFORMATION

We have implemented appropriate technical, organizational and security measures designed to protect your personal data. However, please note that we cannot guarantee that the information will not be compromised as a result of unauthorized penetration to our servers. As the security of information depends in part on the security of the computer, device or network you use to communicate with us and the security you use to protect your user IDs and passwords, please make sure to take appropriate measures to protect this information.

4. HOW WE SHARE YOUR PERSONAL DATA

In addition to the recipients described above, we may share your personal data as follows:

- 4.1. To the extent necessary, with regulators, courts or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order;
- 4.2. If, in the future, we sell or transfer, or we consider selling or transferring, some or all of our business, shares or assets to a third party, we will disclose your personal data to such third party (whether actual or potential) in connection with the foregoing events;
- 4.3. In the event that we are acquired by, or merged with, a third-party entity, or in the event of bankruptcy or a comparable event, we reserve the right to transfer, disclose or assign your personal data in connection with the foregoing events; and/or
- 4.4. Where you have provided your consent to us sharing or transferring your personal data (e.g., where you provide us with marketing consents or opt-in to optional additional services or functionality).

5. ADDITIONAL INFORMATION REGARDING TRANSFERS OF PERSONAL DATA

- Where we transfer your personal data outside of the EU/EEA, for example to our affiliates and/or third parties who help provide our products and services, we will obtain contractual commitments and or assurances from them to protect your Personal Data or rely on adequacy decisions issued by the European Commission. Some of these assurances are well recognized certification schemes like the EU - US Privacy Shield for the protection of personal data transferred from within the EU to the United States. You can read more here: https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/adequacy-protection-personal-data-non-eu-countries_en; and

- Where we receive requests for information from law enforcement or regulators, we carefully validate these requests before any personal data is disclosed.

6. YOUR PRIVACY RIGHTS

- 6.1. Rights: The following rights (which may be subject to certain exemptions or derogations) shall apply to certain individuals (some of which only apply to individuals protected by the GDPR):
- You have a right to access personal data held about you. Your right of access may normally be exercised free of charge; however, we reserve the right to charge an appropriate administrative fee where permitted by applicable law;
 - You have the right to request that we rectify any personal data we hold that is inaccurate or misleading;
 - You have the right to request the erasure/deletion of your personal data (e.g. from our records). Please note that there may be circumstances in which we are required to retain your personal data, for example for the establishment, exercise or defense of legal claims;
 - You have the right to object, to or to request restriction, of the processing;
 - You have the right to data portability. This means that you may have the right to receive your personal data in a structured, commonly used and machine-readable format, and that you have the right to transmit that data to another controller;
 - You have the right to object to profiling;
 - You have the right to withdraw your consent at any time. Please note that there may be circumstances in which we are entitled to continue processing your data, in particular if the processing is required to meet our legal and regulatory obligations. Also, please note that the withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal;
 - You also have a right to request certain details of the basis on which your personal data is transferred outside the European Economic Area, but data transfer agreements and/or other details may need to be partially redacted for reasons of commercial confidentiality;
 - You have a right to lodge a complaint with your local data protection supervisory authority (i.e., your place of habitual residence, place or work or place of alleged infringement) at any time or before the relevant institutions in your place of residence. We ask that you please attempt to resolve any issues with us before you contact your local supervisory authority and/or relevant institution.

You can exercise your rights by contacting us at marketing@maxq.ai. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly in accordance with applicable law or inform you if we require further information in order to fulfil your request. When processing your request, we may ask you for additional information to confirm or verify your identity and for security purposes, before processing and/or honoring your request. We reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive. In the event that your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others) or if we are legally entitled to deal with your request in a different way than initially requested, we will address your request to the maximum extent possible, all in accordance with applicable law.

7. ANALYTIC TOOLS

7.1. Google Analytics

- The Website uses a tool called “**Google Analytics**” to collect information about use of the Website. Google Analytics collects information such as how often users visit this Website, what pages they visit when they do so, and what other websites they used prior to coming to this Website. We use the information we get from Google Analytics to maintain and improve the Website and our products. We do not combine the information collected through the use of Google Analytics with personal information. Google’s ability to use and share information collected by Google Analytics about your visits to this Website is restricted by the Google Analytics Terms of Service, available at

<http://www.google.com/analytics/terms/us.html/>, and the Google Privacy Policy, available at <http://www.google.com/policies/privacy/>. You may learn more about how Google collects and processes data specifically in connection with Google Analytics at <http://www.google.com/policies/privacy/partners/>. You may prevent your data from being used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout/>.

8. SPECIFIC PROVISIONS APPLICABLE UNDER CALIFORNIA PRIVACY LAW

- 8.1. **Access Requests.** California Civil Code Section 1798.83 permits our customers who are California residents to request certain information regarding our disclosure of personal data to third parties for their direct marketing purposes. To make such a request, please send an email marketing@maxq.ai. Please note that we are only required to respond to one request per customer each year.
- 8.2. **Deletion Of Content From California Residents.** If you are a California resident under the age of 18 and a registered user, California Business and Professions Code Section 22581 permits you to remove content or personal data you have publicly posted. To remove, please send an email to marketing@maxq.ai. Please be aware that after removal you will not be able to restore removed content. In addition, such removal does not ensure complete or comprehensive removal of the content or personal data you have posted and that there may be circumstances in which the law does not require us to enable removal of content.
- 8.3. **Our California Do Not Track Notice.** We do not currently respond or take any action with respect to web browser “do not track” signals or other mechanisms that provide consumers the ability to exercise choice regarding the collection of personal information about an individual consumer’s online activities over time and across third-party web sites or online services. We may allow third parties, such as companies that provide us with analytics tools, to collect personal information, subject to applicable law, about an individual consumer’s online activities over time and across different web sites when a consumer uses the Services.

9. CONTACT US

If you have any questions, concerns or complaints regarding our compliance with this notice and the data protection laws, or if you wish to exercise your rights, we encourage you to first contact us at marketing@maxq.ai.