

*(Last Updated on May 22, 2024)*

Welcome! Abra, Inc. provides AI Vendor Performance Management Software. This Privacy Policy describes how we collect and use information about you when you use our software and tools (the Service). By using the Service, you agree to the collection and use of information as described in this Privacy Policy.

## 1. Collection of Personal Information and Types of Information Collected

### **(a) Personal Information**

The Service may ask you or provide an interface for you to provide personally identifiable information so we can contact or identify you, provide the Service, or assist you.

Personal Information may include things like:

- Contact information - your email address, first name, last name, address, city, state, and ZIP code
- Customer Support information - data you share when you contact us
- Information collected from you on our social media sites like LinkedIn, X, or YouTube
- Information you provide when you interact with the Service or provide through a third party to us

### **(b) Usage Information, Cookies, and Tracking Technologies**

Usage Information is information collected automatically when using the Service. Usage Information may include information such as your device's IP address, log data, browser type, browser version, the pages of the Service that you visit, the time and date of your visits, time spent on a page, diagnostic data such as unique device identifiers, the types of content that you view or engage with, and the features you use and the actions you take. It might also include your time zone, country, the dates and times of access, user agent and version, type of computer or mobile device, computer connection, IP address, and the like.

We use Cookies and similar technologies. The technologies we use may include:

- Web Beacons. Certain sections of our Service and our emails may contain small electronic files known as web beacons that permit us, for example, to count users who have visited those pages or opened an email or to understand the popularity of a certain section of the Service.
- Cookies or Browser Cookies. A cookie is a small file placed on your device. You can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if you do not accept Cookies, you may not be able to use some parts of our Service. We may use Persistent Cookies that stay on your device, or Session Cookies, which are deleted when you close your browser session.

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- Necessary / Essential Cookies. These Session Cookies are essential to provide you with the Service and its features. They help, for example, to authenticate users and prevent fraudulent use of accounts.
  - Cookies Policy / Notice Acceptance Cookies. These Persistent Cookies identify if users have accepted Cookies on the Service.
  - Functionality Cookies. These Persistent Cookies allow us to remember your choices, such as your login details or language preference.
- Do Not Track Signals. Our website currently does not respond to “Do Not Track” (“DNT”) signals and operates as described in this Privacy Policy whether or not a DNT signal is received.

## 2. Abra’s Use of Your Personal Information

We may use Personal Information for the following purposes:

- (a) To provide and maintain the service, including monitoring usage.
- (b) To manage your account and access to different functionalities.
- (c) To complete your order when you buy services.
- (d) To contact you by email or by other methods like SMS, with:
  - (i) Updates, including about security, when necessary or reasonable for their implementation.
  - (ii) Offers, news, and general information about other goods, services, and events we offer in each case unless you have opted not to receive such information.
- (e) To manage and respond to your requests to us.
- (f) For business transfers: we may use your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets.
- (g) For other purposes: we may use your information for other purposes, such as data analysis, identifying usage trends, and evaluating and improving the Service and your experience.

## 3. Sharing of Your Personal Information

We may share your personal information with others in the following situations:

- (a) With Service Providers: We may share your personal information with Service Providers, which are companies we hire and oversee to perform services and other functions to assist us in delivering the Service. Service Providers are used for our business purposes on our behalf to deliver email and other communications to you on our behalf, operate web hosting and other cloud services, provide web analytics services, provide AI functions, and perform other information technology duties that we instruct.
- (b) For business transfers: as noted above.

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- (c) With Affiliates: We may share your information with our affiliates (entities that we control or that we are under common control with), in which case we will require those affiliates to honor this Privacy Policy.
- (d) With other users: if you share personal information or otherwise interact with other users through the services (such as if we offer a public forum functionality), such information may be viewed by the users you send it to or to the public.
- (e) With your consent: We may disclose your personal information for any other purpose with your consent, for example, if you tell us you consent to link your account with another company's product or service with our Service.

#### 4. Retention of your Personal Information

Abra, Inc. will retain your Personal Information only for as long as is necessary for the purposes set out in this Privacy Policy and retain and use it to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies. Abra, Inc. will also retain Usage Information for internal analysis purposes. Usage Information is generally retained for a shorter period, except when this data is used to strengthen the security or to improve the functionality of the Service or we are legally obligated to retain this data for longer periods.

#### 5. Transfer of your Personal Information

Your information, including Personal Information, is processed at Abra Inc.'s operating offices and other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those from your jurisdiction. Your consent to this Privacy Policy followed by your submission of such information, represents your agreement to that transfer. Abra, Inc. will take all steps reasonably necessary to ensure that your data is treated securely and per this Privacy Policy and that no transfer of your Personal Information will take place to an organization or a country unless there are adequate controls in place, including the security of your data and other personal information.

#### 6. How to Delete your Personal Information

You have the right to delete or request that we assist in deleting the Personal Information we have collected about you. The Service may allow you to delete certain information about you from within the Service.

You may update, amend, or delete your information anytime by signing in to your account if you have one, and visiting the account settings section. You may also contact us at [privacy@helloabra.com](mailto:privacy@helloabra.com) to request access to, correct, or delete any personal information.

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Please note, however, that we may need to retain certain information when we have a legal obligation or lawful basis to do so.

## 7. Legal and Other Disclosures of Your Personal Information

### (a) Business Transactions

If Abra, Inc. is involved in a merger, acquisition, or asset sale, your Personal Information may be transferred. We will provide notice before your Personal Information is transferred and becomes subject to a different Privacy Policy.

### (b) Law Enforcement & Legal Requirements

Under certain circumstances, Abra, Inc. may be required to disclose your Personal Information to respond to valid requests by public authorities (e.g. a court or a government agency) and/or in the good faith belief that disclosure is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of Abra, Inc.
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability

## 8. Security of your Personal Information

The security of your Personal Information is important to us, but remember that no method of transmission over the internet or method of electronic storage is 100% secure. While we strive to use commercially reasonable means to protect your Personal Information, we cannot guarantee its absolute security.

## 9. Payments

We may provide paid products and/or services within the Service. In that case, we may use third-party services for payment processing (e.g. payment processors). We will not store or collect your payment card details. That information is provided directly by you to our third-party payment processors, whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express, and Discover. PCI-DSS requirements help ensure the secure handling of payment information. Abra Inc.'s payment processor for the Services is Stripe. See Stripe Privacy Policy.

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## 10. No Minors

The Service does not address anyone under the age of 18. We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you become aware that your child has provided us with Personal Information, please contact us at [privacy@helloabra.com](mailto:privacy@helloabra.com). If we become aware that we have collected Personal Information from anyone under the age of 18 without verification of parental consent, we take steps to remove that information from Our servers.

## 11. Links to Other Websites

The Service may link to websites and services we don't operate. We don't control those third-party sites and aren't responsible for their content, privacy policies, or practices.

## 12. International Users

International users using our Services governed by this Privacy Policy, you understand and acknowledge that your Personal Information will be transferred from your location to our facilities and servers in the United States and possibly from your location to other countries where our service providers operate.

Privacy frameworks: We employ appropriate safeguards for cross-border transfers of Personal Information, including compliance with certain privacy frameworks relating to the transfer of data. For example, we comply with the European Commission, UK, and Swiss adequacy decisions.

**Questions:** If you have questions about our privacy practices, you can contact us at [privacy@helloabra.com](mailto:privacy@helloabra.com). You may also refer your question to your local data protection authority, and we will work with them to resolve your concern.

## 13. Changes to this Privacy Policy

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

We may amend our Privacy Policy at any time by posting the amended policy on this site. It is your responsibility to review this policy periodically.

Your continued use of the Platform following the posting of an updated Privacy Policy means that you accept and agree to the changes. You are expected to check this page frequently so you are aware of any changes.

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## 14. Contact Us

If you have any questions about this Privacy Policy, You can contact us by email at [privacy@helloabra.com](mailto:privacy@helloabra.com)