

DEFER PRIVACY NOTICE

Last Updated: 21 November 2023

Welcome! This Privacy Notice explains how Defer Inc., and its affiliates and subsidiaries (collectively “**Defer**”, “**we**”, “**us**” or “**our**”) collects, uses, discloses, and otherwise processes personal information (as defined below) in connection with our websites, including <https://defer.run> and other websites we own and operate that link to this Privacy Notice (collectively, the “**Sites**”), and the related content, platform, services, products, and other functionality offered on or through our services (collectively, the “**Services**”). It does not address our privacy practices relating to Defer employees and other personnel.

Defer is the controller of the personal information we hold about you in connection with your use of the Services. This means that we determine and are responsible for how your personal information is used.

I. WHAT IS PERSONAL INFORMATION?

When we use the term “**personal information**” in this Privacy Notice, we mean any data or information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular natural person, or any other data or information that constitutes “personal data”, “personal information,” or “personally identifiable information” under applicable privacy and data protection laws.

II. OUR COLLECTION AND USE OF PERSONAL INFORMATION

We collect personal information in a variety of ways. For example, you may provide us your personal information when you register for an account, send us messages, subscribe to our mailing lists, newsletters or other forms of marketing communications, or use some other feature of our Services.

We may link or combine your activities and information collected from you on our websites with information we receive from third parties, as well as information we collect automatically through tracking technologies (defined below). This allows us to provide you with a personalized experience regardless of how you interact with us.

Personal Information Collected from You

We may collect the following categories of personal information submitted to us by individuals through the Services:

- **Contact Information**, including first and last name, company or firm, job title, your area of responsibility, email, your city and state, the type of service interested in, and communication preferences. We use this information to fulfill your request or transaction, to communicate with you directly, and to send you marketing communications in accordance with your preferences.
- **Account Information**, including first and last name, email address, profile photo, and user ID and password. We use this information to administer your account, provide you with the

relevant service and information (including send you invoicing information and information related to the Services), communicate with you regarding your account and your use of the Services, and for customer support purposes.

- **Payment Information.** If you sign up for one of our Services requiring payment (i.e., subscription), we collect the information provided in connection with such payment. Please note that we use third party payment processors, including Stripe, to process credit card payments made to us. As such, we do not retain any personally identifiable financial information in connection with credit card payments, such as credit card numbers. Rather, all such information is provided directly by you to our third-party processor. The payment processor's use of your personal information is governed by their privacy notice. To view Stripe's privacy policy, please click [here](#).
- **Inquiry and Communications Information,** including information provided in custom messages sent through the forms, in chat messages, or to one of our email addresses. This also includes contact information provided on our Services. We use this information to investigate and respond to your inquiries, and to communicate with you, to enhance the services we offer to our users and to manage and grow our organization.
- **Newsletter and Marketing Emails Information,** including email address and applicable interests and communication preferences. We use this information to manage our communications with you and send you information about products and services we think may be of interest to you. If you wish to stop receiving email messages from us, simply click the "unsubscribe link" provided at the bottom of the email communication. Note that you cannot unsubscribe from certain services-related email communications (e.g., account verification, confirmations of transactions, technical or legal notices).
- **Information Collected Through the Use of the Services,** including any files, documents, videos, images, data, or information you choose to upload or transmit through your communications with us or your use of the Sites (collectively, "**User Content**"). User Content and any information contained in the User Content, including personal information you may have included, is stored and collected as part of the Services. We use the User Content to provide you with the Services. We may also use User Content to train our artificial intelligence ("**AI**") models.
- **Feedback Information.** We may also collect feedback and ratings you provide relating to our services or products. We use this information to communicate with you, to conduct market research, inform our marketing and advertising activities and improve and grow our business.
- **Business Representative Contact Information.** If you are a business representative, we collect your information in connection with the performance of the agreement or potential

agreement with us. This information may include your first name, last name, company contact information (e.g. email, address), job title, and any other information related to the performance of the agreement with us.

- **Employment Application Information**, including your contact and demographic information, educational and work history, employment interests, information obtained during interviews and any other information you choose to provide, if you apply for employment.

Personal Information Automatically Collected

We, and our third-party partners, automatically collect information you provide to us and information about how you access and use the Services when you visit our services, read our emails, or otherwise engage with us. We typically collect this information through a variety of tracking technologies, including (i) cookies or small data files that are stored on an individual's computer and (ii) other, related technologies, such as web beacons, pixels, embedded scripts, mobile SDKs, location-identifying technologies and logging technologies (collectively, "tracking technologies") and we may use third-party partners or technologies to collect this information. Information we collect automatically about you may be combined with other personal information we collect directly from you or receive from other sources.

We, and our third-party partners, use tracking technologies to automatically collect usage and device information, such as:

- **Information the computer, tablet, smartphone or other device you use**, such as your IP address, browser type, Internet service provider, device type/model/manufacture, operating system, date and time stamp, and a unique ID that allows us to uniquely identify your browser, mobile device, or your account (including, for example, a persistent device identifier or an Ad ID), and other such information. We may also work with third-party partners to employ technologies, including the application of statistical modeling tools, which permit us to recognize and contact you across multiple devices.
- **Information about the way you access and use our services**, for example, the site from which you came and the site to which you are going when you leave our services, how frequently you access the Services, whether you open emails or click the links contained in emails, whether you access the services from multiple devices, and other browsing behavior and actions you take on the Sites.
- **Information about how you use the Services**, such as the pages you visit, the links you click, the ads you view and click on, videos you watch, and other similar actions. We may also use third-party tools to collect information you provide to us or information about how you use the Services and may record your mouse movements, scrolling, clicks and keystroke activity on the Services and other browsing, search or purchasing behavior. These tools may also record information you enter when you interact with our Services.
- **Information about your location**, such as general geographic location that we or our third-party providers may derive from your IP address.

- **Analytics information.** We may collect analytics data or use third-party analytics tools such as Google Analytics to help us measure traffic and usage trends for the services and to understand more about the demographics of our users (including through the use of automated tools leveraging AI). You can learn more about Google's practices at <http://www.google.com/policies/privacy/partners> and view its opt-out options at <https://tools.google.com/dlpage/gaoptout>.

All of the information collected automatically through these tools allows us to improve your customer experience. For example, we may use this information to enhance and personalize your user experience, to monitor and improve our Sites and Services, and to improve the effectiveness of our Services, offers, advertising, communications and customer service. We may also use this information the data collected through tracking technologies to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the site; (b) provide custom, personalized content and information, including targeted content and advertising; (c) identify you across multiple devices; (d) provide and monitor the effectiveness of our services; (e) monitor aggregate metrics such as total number of visitors, traffic, usage, and demographic patterns on our website; (f) diagnose or fix technology problems; (g) train and refine automated tools leveraging AI; and (h) otherwise to plan for and enhance our services.

If you would prefer not to accept cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies; however, doing so may negatively impact your experience using the services, as some features and services may not work properly. You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our email and performed certain functions with it.

We and our third-party partners may also use cookies and tracking technologies for advertising purposes. For more information about tracking technologies, please see [Third-Party Data Collection and Online Advertising](#) below.

Personal Information from Third Parties

We also obtain personal information from third parties; which we often combine with personal information we collect either automatically or directly from an individual.

We may receive the same categories of personal information as described above from the following third parties:

- **Defer Entities:** We may receive personal information from other companies and brands owned or controlled by Defer, and other companies owned by or under common ownership as Defer.
- **Your Employer / Company:** If you interact with our Services through your employer or company, we may receive your information from your employer or company, including another representative of your employer or company. We use this information to operate, maintain, and provide to you the features and functionality of the Services.

- **Social Media:** When an individual interacts with our Services through various social media networks, such as when someone “Likes” us on Facebook or follows us or shares our content on Discord, Facebook, Twitter, YouTube, LinkedIn or other social networks, we may receive some information about individuals that they permit the social network to share with third parties. The data we receive is dependent upon an individual’s privacy settings with the social network, and may include your profile information, profile picture, gender, username, user ID associated with your social media account, age range, language, country, and any other information you permit the social network to share with third parties. Individuals should always review and, if necessary, adjust their privacy settings on third-party websites and social media networks and services before sharing information and/or linking or connecting them to other services. We use this information to operate, maintain, and provide to you the features and functionality of the Services, as well as to communicate directly with you, such as to send you email messages about products and services that may be of interest to you.
- **Service Providers:** Our service providers that perform services solely on our behalf, collect personal information and often share some or all of this information with us. The information may include name, contact information, and information about your communications and related activities. We may use this information to administer and facilitate our services and programs, our communications with you.
- **Information we receive from authentication services you connect to our Service:** Some parts of our Services may allow you to login through a third-party social network or authentication service such as Github. These services will authenticate your identity and provide you the option to share certain personal information with us, which could include your name, Github ID, email address, profile photo, or other information. The data we receive is dependent on that third party’s policies and your privacy settings on that third-party site. We use this information to operate, maintain, and provide to you the features and functionality of the Services.
- **Information We Receive from Third-Party Platforms/Services You Connect to Our Services.** We may receive personal information about you from third parties and combine that with information we collect through our Services. For example, if you choose to connect your account to a third-party service (via API), such as Slack, Discord, or Crisp, or otherwise communicate with us through these channels, we may collect certain information about you, including your profile information, and any information contained in custom messages you choose to submit to us via these platforms.
- **Other Users or Individuals who Interact with our Services:** We may receive your information from other users or other individuals who interact with our Services. For example, if you engage in one of our communications hosted on third-party platforms, such as Discord, we will be able to see any public communications made within that platform.

- **Business Partners:** We may receive your information from our business partners, such as companies that offer their products and/or services on our Services. We may use this information to administer and facilitate our services, your orders, and our marketing activities.
- **Other Sources:** We may also collect Personal Information about individuals that we do not otherwise have from, for example, publicly available sources, third-party data providers, brand partnerships, or through transactions such as mergers and acquisitions. We use this information to operate, maintain, and provide to you the features and functionality of the Services, as well as to communicate directly with you, such as to send you email messages about products and services that may be of interest to you.

Additional Uses of Personal Information

We may use personal information we collect to:

- Operate, maintain and provide to you the features and functionality of the Services (which at times may include the use of automated tools leveraging AI such as generative AI);
- Process transactions or requests, including, for example, providing you with a white paper you have requested or an online product demonstration;
- Verify your identity and entitlement to products or Services, when you contact us or access our Services;
- Register you for and provide you access to events and webcasts;
- Communicate with individuals, including via email or social media channels;
- For marketing and advertising purposes, including to market to you or offer you through email, information and updates on products or services we think that you may be interested in (where applicable, we may send you marketing messages if you have given us your consent to do so);
- Administer, identify and facilitate potential product improvements or future product developments (including training and refining automated tools leveraging AI)
- Personalize our Services, including by recognizing an individual and remembering their information when they return to our Services;
- Process payment for our Services;
- Facilitate customer benefits and services, including customer support;

- Identify and analyze how individuals use our Services;
- Test, enhance, update and monitor the Services, or diagnose or fix technology problems;
- Help maintain the safety, security and integrity of our property and Services, technology assets and business;
- To enforce our agreements, to resolve disputes, to carry out our obligations and enforce our rights, and to protect our business interests and the interests and rights of third parties;
- Prevent, investigate or provide notice of fraud or unlawful or criminal activity;
- Comply with contractual and legal obligations and requirements; and
- For any other lawful purpose, or other purpose that you consent to.

Where you choose to contact us, we may need additional information to fulfill the request or respond to inquiries. We may provide you with additional privacy-related information requests where the scope of the inquiry/request and/or personal information we require fall outside the scope of this Privacy Notice. In that case, the additional privacy notice will govern how we may process the information provided at that time.

III. OUR DISCLOSURE OF PERSONAL INFORMATION

We may also share, transmit, disclose, grant access to, make available, and provide personal information with and to third parties, as follows:

- **Defer Entities:** We may share personal information with other companies owned or controlled by Defer, and other companies owned by or under common ownership as Defer, which also includes our subsidiaries (i.e., any organization we own or control) or our ultimate holding company (i.e., any organization that owns or controls us) and any subsidiaries it owns, particularly when we collaborate in providing the Services.
- **Your Employer / Company:** If you interact with our Services through your employer or company, we may disclose your information to your employer or company, including another representative of your employer or company.
- **Marketing Providers:** We coordinate and share personal information with our marketing providers in order to communicate with individuals about the Services we make available.

- **Customer Service and Communication Providers:** We share personal information with third parties who assist us in providing our customer services and facilitating our communications with individuals that submit inquiries.
- **Other Service Providers:** In addition to the third parties identified above, we engage other third-party service providers that perform business or operational services for us or on our behalf, such as website hosting, infrastructure provisioning, IT services, analytics services, employment application-related services, payment processing services, and administrative services.
- **Third parties in connection with product improvements:** Third party vendors and other select business partners to assist in product development and future product improvement (including training and refining automated tools leveraging AI).
- **Third-Party Platforms/Services You Connect to Our Services:** We may share personal information about you with third party services you choose to connect to your account via API, such as Slack, Discord, or Crisp, or these third-party services may automatically collect certain personal information about you, such as your Application ID, Account ID, IP address, general location information, and user agent information.
- **Ad Networks and Advertising Partners:** We work with third-party ad networks and advertising partners to deliver advertising and personalized content on our Services, on other websites and services, and across other devices. These parties may collect information directly from a browser or device when an individual visits our Services through cookies or other data collection technologies. This information is used to provide and inform targeted advertising, as well as to provide advertising-related services such as reporting, attribution, analytics and market research. Please see the [Third-Party Data Collection and Online Advertising](#) section for more information.
- **Business Partners:** From time to time, we may share personal information with our business partners at your direction or we may allow our business partners to collect your personal information. Our business partners will use your information for their own business and commercial purposes, including to send you any information about their products or services that we believe will be of interest to you.
- **Business Transaction or Reorganization:** We may take part in or be involved with a corporate business transaction, such as a merger, acquisition, joint venture, or financing or sale of company assets. We may disclose personal information to a third party during negotiation of, in connection with or as an asset in such a corporate business transaction. Personal information may also be disclosed in the event of insolvency, bankruptcy or receivership.

- **Legal Obligations and Rights:** We may disclose personal information to third parties, such as legal advisors and law enforcement:
 - o in connection with the establishment, exercise, or defense of legal claims;
 - o to comply with laws or to respond to lawful requests and legal process;
 - o to protect our rights and property and the rights and property of others, including to enforce our agreements and policies;
 - o to detect, suppress, or prevent fraud;
 - o to protect the health and safety of us and others; or
 - o as otherwise required by applicable law.

- **With Your Consent:** We may disclose personal information about an individual to certain other third parties or publicly with their consent or direction. For example, with an individual's consent or direction we may post their testimonial on our Sites or service-related publications.

IV. THIRD-PARTY DATA COLLECTION AND ONLINE ADVERTISING

We may participate in interest-based advertising and use third party advertising companies to serve you targeted advertisements based on your browsing history. We permit third party online advertising networks, social media companies and other third-party services, to collect information about your use of our online services over time so that they may play or display ads on our Services, on other websites or services you may use, and on other devices you may use. Typically, though not always, the information used for interest-based advertising is collected through tracking technologies, such as cookies, web beacons, embedded scripts, location-identifying technologies, and similar technology, which recognize the device you are using and collect information, including click stream information, browser type, time and date you visited the Sites, AdID, and other similar information. If permitted by your device settings, they may also collect location data through GPS, Wi-Fi or other methods. We may share a common account identifier (such as a hashed email address or user ID) with our third-party advertising partners to help identify you across devices. We and our third-party partners use this information to make the advertisements you see online more relevant to your interests, as well as to provide advertising-related services such as reporting, attribution, analytics and market research. We may also use services provided by third parties (such as social media platforms) to serve targeted ads to you and others on such platforms. We may do this by providing a hashed version of your email address or other information to the platform provider.

We may engage in the following:

- **Social Media Platforms.** We may display targeted advertising to you through social media platforms, such as Facebook, Twitter, YouTube, Stackoverflow, and other social media forums. These companies have interest-based advertising programs that allow us to direct advertisements to users who have shown interest in our services while those users are on the social media platform, or to groups of other users who share similar traits, such as likely

commercial interests and demographics. We may share a unique identifier, such as a user ID or hashed email address, with these platform providers or they may collect information from our website visitors through a first-party pixel, in order to direct targeted advertising to you or to a custom audience on the social media platform. These advertisements are governed by the privacy policies of those social media companies that provide them. If you do not want to receive targeted ads on your social networks, you may be able to adjust your advertising preferences through your settings on those networks.

- **Third Party Partners.** We work with a variety of third-party partners to provide advertising services. For example, we use Google Analytics to recognize you and link the devices you use when you visit our Services on your browser or mobile device, log in to your account on our Services, or otherwise engage with us. We share a unique identifier, like a user ID or hashed email address, with Google to facilitate the service. Google Analytics allows us to better understand how our users interact with our Services and to tailor our advertisements and content to you. For information on how Google Analytics collects and processes data, as well as how you can control information sent to Google, review Google's website, "How Google uses data when you use our partners' sites or apps" located at www.google.com/policies/privacy/partners/. You can learn about Google Analytics' currently available opt-outs, including the Google Analytics Browser Ad-On here: <https://tools.google.com/dlpage/gaoptout/>.

We may also utilize certain forms of display advertising and other advanced features through Google Analytics. These features enable us to use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick advertising cookie) or other third-party cookies together to inform, optimize, and display ads based on your past visits to the Services. You may control your advertising preferences or opt-out of certain Google advertising products by visiting the Google Ads Preferences Manager, currently available at <https://google.com/ads/preferences>, or by visiting NAI's online resources at <http://www.networkadvertising.org/choices>.]

To learn more about interest-based advertising and how you may be able to opt-out of some of this advertising, you may wish to visit the Digital Advertising Alliance's (DAA) resources and/or the Network Advertising Initiative's (NAI) online resources, at www.aboutads.info/choices or <http://www.networkadvertising.org/choices/>. [or if you are in the European Economic Area, United Kingdom or Switzerland: <https://youronlinechoices.eu/>]. You may also be able to limit interest-based advertising through the settings menu on your mobile device by selecting "limit ad tracking" (iOS) or "opt-out of interest-based ads" (Android). You may also be able to opt-out of some — but not all — interest-based advertising served by mobile ad networks by visiting <http://youradchoices.com/appchoices> and downloading the mobile AppChoices app.

Please note that when you opt out of receiving interest-based advertisements, this does not mean you will no longer see advertisements from us or on our online services. It means that the online ads that you do see from DAA program participants should not be based on your interests. We are not responsible for the effectiveness of, or compliance with, any third-parties' opt-out options or programs or the accuracy of their statements regarding their programs. In addition, third parties may still use

cookies to collect information about your use of our online services, including for analytics and fraud prevention as well as any other purpose permitted under the DAA's Principles.

V. CONTROL OVER YOUR INFORMATION

You may control your information in the following ways:

- **Email Communications Preferences.** You can stop receiving promotional email communications from us by clicking on the “unsubscribe” link provided in such communications. You may not opt-out of service-related communications (e.g., account verification, transactional communications, changes/updates to features of the Services, technical and security notices).
- **Modifying and Deleting your Information.** If you have an account with us, you may update your account information and adjust your account settings by logging into your account. Please note that changes to your settings may require some time to take effect. If you have any questions about modifying or updating any information in your account, please contact us at support@defer.run.

VI. REGION-SPECIFIC DISCLOSURES

We may choose or be required by law to provide different or additional information relating to the processing of personal information (as defined below) about residents of certain countries, regions or states. Please refer below for additional information that may be applicable to you:

- **Nevada:** If you are a resident of the State of Nevada, Chapter 603A of the Nevada Revised Statutes permits a Nevada resident to opt out of future sales of certain covered information that a website operator has collected or will collect about the resident. Although we do not currently sell covered information, please contact us at support@defer.run with the subject line “Nevada Opt Out Request” to submit such a request.
- **California (“Shine the Light”):** The California “Shine the Light” law gives residents of California the right under certain circumstances to request information from us regarding the manner in which we share certain categories of personal information (as defined in the Shine the Light law) with third parties for their direct marketing purposes. We do not share your personal information with third parties for their own direct marketing purposes.

VII. CHILDREN’S PERSONAL INFORMATION

Our Services are not directed to, and we do not intend to, or knowingly, collect or solicit personal information from children under the age of 16. If an individual is under the age of 16, they should not use our Services or otherwise provide us with any personal information either directly or by other means. If a child under the age of 16 has provided personal information to us, we encourage the child’s parent or guardian to contact us to request that we remove the personal information from our systems. If we learn that any personal information we collect has been provided by a child under the age of 16, we will promptly delete that personal information.

VIII. LINKS TO THIRD-PARTY WEBSITES OR SERVICES

Our Services may include links to third-party websites, plug-ins and applications. Except where we post, link to or expressly adopt or refer to this Privacy Notice, this Privacy Notice does not apply to, and we are not responsible for, any personal information practices of third-party websites and online services or the practices of other third parties. To learn about the personal information practices of third parties, please visit their respective privacy notices.

IX. UPDATES TO THIS PRIVACY NOTICE

We may update this Privacy Notice from time to time. When we make changes to this Privacy Notice, we will change the date at the beginning of this Privacy Notice. If we make material changes to this Privacy Notice, we will notify individuals by email to their registered email address, by prominent posting on our Services, or through other appropriate communication channels. All changes shall be effective from the date of publication unless otherwise provided.

X. CONTACT US

If you have any questions or requests in connection with this Privacy Notice or other privacy-related matters, please send an email to support@defer.run.