

Privacy Policy

Last revised on July 1, 2024

We understand the importance of your personal privacy. Therefore, we have created this Privacy Policy so that you know how we use and disclose your information when you make it available to us. The Privacy Policy below discloses our practices regarding information collection and usage of our website located at <https://www.krakenautomations.com>, the related mobile website, and the mobile application (collectively, the "websites") and the service provided thereon (the "service").

By using or accessing the websites and the service, you signify your agreement to be bound by this Privacy Policy.

Information We Collect and How We Collect It

We collect personal information about you from the following sources:

- Information we receive from you on your client agreements, account opening forms, subscription agreements, booking forms, contact forms, booking inquiries, reviews, your public or private profile or other forms. This information includes, but not limited to: your name, demographic information, address, email address, other contact information, professional, educational, or employment-related information transactions.
- Information we collect based on your use of our website and services; this information may include but not limited to: how you use or visit our website, how you use our services and products, how you interact with us, Cookie and tracking information such as IP address, device identifier, geolocation data, browser type and language, access times, other unique identifiers and other technical data that may uniquely identify your device, system or browser, and browse history information about the websites you visit.
- Information about your interactions with blogs, ratings, reviews, testimonials, updates feedback, booking requests, comments, questions and answers, news articles submitted, comments or other inputs, etc.
- Information we receive from third party sources and our business partners.

How We Use Your Information

We use information that we collect about you or that you provide us, to present the website and its contents to you, to provide you with our services and for the following purposes:

Verify Your Identity

- Process your credit card information in connection with our services and/ or plans.

- Deliver and maintain our information, products, and services.
- Process your application and transactions, including the investigation of your credit in connection with any application filled with us (sign up).
- Contact you regarding matters you requested to discuss, or any matter that might require your attention such as technical support.
- Maintain regular communications with you as may be necessary to fulfill our obligations to you or to execute requested transactions.
- Help us improve and personalize our products and/ or services.
- In any other way we may describe when you provide the information; and for any other purpose with your express consent.
- To comply with applicable laws, including but not limited to GDPR (General Data Protection Regulation) in the European Union, UK GDPR, and PIPEDA (Personal Information Protection and Electronic Documents Act) in Canada.
- To help improve the safety of our website, products and services including preventing any fraud that might harm you or <https://www.krakenautomations.com>.
- Meet our legal obligations.
- Communicate news, offers, or other information that we feel may be of interest to you.

Sharing Your Information

- We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may share your information with providers of hosting services for the site, electronic signature providers, and electronic payment service providers. We may engage third parties to help us carry out certain other internal functions such as account processing, funds transfer, client services, or other data collection relevant to our business. Examples of third parties might include those that perform data processing, reporting, tax documentation, custody or escrow services, product/service development/support, and more. Information is shared with these third parties only to the extent necessary for us to process the transactions you initiate or perform other specific services. Our partners are legally required to keep your information private and secure, in compliance with applicable laws and regulations, such as GDPR, UK GDPR, and PIPEDA.
- We may share your information with law enforcement or other government agencies as required by law or for the purposes of limiting fraud. We reserve the right to disclose your personally identifiable information when we believe that disclosure is necessary to protect our rights or to comply with a judicial proceeding, court order, or legal process. We further reserve the right to disclose any of your personal information that we believe, in good faith, appropriate or necessary to take precautions against liability, to investigate and defend against any third-party claims or allegations, to assist government enforcement agencies, to protect the security or integrity of the site or our services, or to protect the rights, property, or

personal safety of <https://www.krakenautomations.com>, its users, issuers, or others.

- We may also share your information with a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our website users is among the assets transferred. Should this situation arise, we will notify you in advance and give you a chance to continue or close your account.

Cookies

When visiting the website, <https://www.krakenautomations.com> may collect data collectively known as cookies to ensure a more user-friendly web experience. This data allows (a) the user to avoid having to re-enter information and to aid in navigation between pages of the service; (b) the service to remember what kinds of information you have shown interest in while on the service; and (c) the service to obtain analytical data on guest navigation behavior for evaluation purposes. No personal information is stored in the cookies. You have the option of disabling cookies by changing your browser settings, but the service functionality and ease of use may be compromised as a result.

- Google Analytics. We may use third-party services such as Google Analytics, that collect, monitor, and analyze information such as Internet Protocol ("IP") address, browser type, browser version, the pages visited, the time and date of use, the time spent on pages, and other statistics to increase the website's functionality. This may also include Google's User-ID feature, which assigns to you a unique, persistent, and non-personally identifiable ID to help us recognize you across sessions and devices. While you cannot opt out of such collection, you have the choice to close your account. Google also has its own policies addressing how they use such information and how you may opt-out.
- Google Cloud Services. Otherwise known as GCP, will host and keep information in an encrypted format for processing of transactions in our app.

Security

The security of your personally identifiable information is very important to us. When we collect your personally identifiable information online, we use reasonable efforts to protect it from unauthorized access. However, due to the inherent open nature of the internet, we cannot guarantee that your personally identifiable information will be completely free from unauthorized access by third parties such as hackers. By using our service, you acknowledge the assumption of risk. We have put in place reasonable physical, electronic, and managerial procedures to safeguard the information we collect. Only those employees or contracted third parties who need access to your information in order to perform their duties are authorized to have access to your personally identifiable information.

Marketing Email

You may sign-up to receive emails from us. If you would like to discontinue receiving this content, you may update your marketing preferences by using the “Unsubscribe” link found in emails we send to you or contacting us and asking to be added to the opt-out list or contacting us at support@krakenautomations.com or calling us at 860-785-9800 and asking to be added to the opt-out list.

Texting

You may sign-up to receive text messages from us. If you would like to discontinue receiving this content, you may reply STOP to any text message to opt out of further messages or contacting us at support@krakenautomations.com or calling us at 860-785-9800 and asking to be added to the opt-out list.

Additional Information

Links to 3rd Party Sites. As a convenience to you, we may provide links to third-party services from within our website. We are not responsible for the privacy practices or content of these third-party sites. When you link away from our service, you do so at your own risk. If you submit personal information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

Blogs. Our Apps and Websites may offer publicly accessible blogs or community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why. Our blog is also managed by a third-party application that may require you to register to post a comment. We do not have access or control of the information posted to the blog. You will need to contact or login into the third-party application if you want the personal information that was posted to the comments section removed. To learn how the third-party application uses your information, please review their privacy policy.

Social Media Widgets. Our Apps and Websites may include Social Media Features, such as the Facebook Like button and Widgets, such as the Share this button or interactive mini-programs that run on our site. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a

third party or hosted directly on our Site. Your interactions with these Features are governed by the privacy policy of the company providing it.

Dispute Resolution

This privacy policy is governed by and shall be construed in accordance with the laws of Alabama, U.S.A., without reference to its conflict-of-law provisions. You agree to submit to the personal and exclusive jurisdiction in Mobile County, Alabama, U.S.A. for any disputes with <https://krakenautomations.com> arising out of this privacy policy. You agree that if a dispute arises, parties will attempt to resolve the dispute with mediation in Mobile County, Alabama, U.S.A. or an online mediation service that is mutually agreed upon by all parties. The parties agree that their good faith participation in mediation is a condition precedent to pursuing other legal remedies. The successful party to any dispute resolution will be entitled to reasonable costs and fees incurred in resolving or settling the dispute, in addition to any other relief to which the party may be entitled.

For California Residents

We comply with the California Consumer Privacy Act of 2018 ("CCPA") by providing California residents with the following rights with respect to their personal information:

- The right to know what personal information we have collected, used, disclosed and sold. To submit a request to know, California residents may call us at 860-785-9800, or by sending an email to us at support@krakenautomations.com. California residents may also designate an authorized agent to make a request for access on their behalf by sending an email to us at support@krakenautomations.com.
- The right to request that we delete any personal information we have collected. To submit a request for deletion, California residents may call us at 860-785-9800. California residents may also designate an authorized agent to make a request for deletion on their behalf by sending an email to us at support@krakenautomations.com.

When California residents exercise these rights and submit a request, we will verify their identity by asking them for their email address, telephone number, and/or information about their account with us. We will endeavor to honor customers' requests unless such a request conflicts with certain lawful exemptions under the CCPA. Please note that we are only required to honor such requests twice in a twelve (12) month period.

Exercise of these rights will have no adverse effect on the price and quality of our services.

For the twelve (12) month period prior to the date of this privacy policy, we have not sold any personal information about our customers.

For European Union (EU) And United Kingdom (UK) Residents

(GDPR & UK GDPR Compliance)

If you are a resident of the EU or the UK, you have certain rights under the General Data Protection Regulation (GDPR) and the UK General Data Protection Regulation (UK GDPR). These rights include:

1. The right to access, correct, update or request deletion of your personal information.
2. The right to object to the processing of your personal information when it is based on our legitimate interests, and separately, the right to object to direct marketing.
3. The right to ask us, in some situations, to restrict the processing of your personal information or request portability of your personal information.
4. The right to withdraw consent at any time when we have collected and processed your personal information based on your consent.

If you wish to exercise any of these rights, please contact us at support@krakenautomations.com. We may need to verify your identity before proceeding with your request.

For Australian Residents

(Australian Privacy Principles Compliance)

If you are a resident of Australia, you have certain rights under the Australian Privacy Principles (APPs). These rights include:

1. The right to access your personal information held by us.
2. The right to request the correction of any inaccurate, out-of-date, incomplete, irrelevant or misleading personal information held by us.

If you wish to exercise any of these rights, please contact us at support@krakenautomations.com. We may need to verify your identity before proceeding with your request.

For Canadian Residents

(PIPEDA Compliance)

If you are a resident of Canada, you have certain rights under the Personal Information Protection and Electronic Documents Act (PIPEDA). These rights include:

1. The right to access your personal information held by us.
2. The right to request the correction of any inaccurate, incomplete, or out-of-date personal information held by us.

If you wish to exercise any of these rights, please contact us at support@krakenautomations.com. We may need to verify your identity before proceeding with your request.

Age Restrictions

Our services are not directed to individuals under the age of 13 (in the United States) or under the age of 16 (in the EU, UK, and other jurisdictions). We do not knowingly collect personal information from children under the specified age limits. If you become aware that a child has provided us with personal information, please contact us at support@krakenautomations.com. If we become aware that a child under the specified age limit has provided us with personal information, we will take steps to remove such information and terminate the child's account.

For Indian Residents

(Information Technology (Reasonable Security Practices And Procedures And Sensitive Personal Data Or Information) Rules, 2011 Compliance)

If you are a resident of India, you have certain rights under the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011. These rights include:

1. The right to access your personal information held by us.
2. The right to request the correction of any inaccurate or incomplete personal information held by us.
3. The right to withdraw consent previously given for the collection, storage, and processing of your sensitive personal data or information.

If you wish to exercise any of these rights, please contact us at support@krakenautomations.com. We may need to verify your identity before proceeding with your request.

Data Transfer

Please note that the information we collect may be transferred, processed, and stored in different countries, including the United States, the European Union, and other jurisdictions. By using our services, you consent to the transfer of your personal information to countries that may have different data protection laws than your country of residence.

Data Retention

We will retain your personal information for as long as necessary to provide our services, comply with our legal obligations, resolve disputes, and enforce our agreements. We may

also retain aggregated or anonymized information for research, analysis, or other legitimate business purposes.

Your Consent

By using our website, you consent to the collection, use, and disclosure of your personal information in accordance with this privacy policy. If you do not agree to the terms of this privacy policy, please do not use our website or apps. Your continued use of our Apps or Websites indicates your acceptance of these terms.

Updates To This Policy

This privacy policy may be revised at our own sole discretion at any time without prior notice. You are responsible for reviewing the privacy policy periodically. Your continued access and/or use of the website and/ or our services following any change constitutes your agreement to any such changes.

Contact Us

If you have any questions about our privacy policy, please feel free to contact us at:

Kraken Automations

851 E I65 Service Rd S

10th Floor Ste 1070

Mobile, AL 36606

Or: support@krakenautomations.com

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