



Privacy Notice

Last Updated: November 13, 2023

This Privacy Notice (“**Privacy Notice**” or “**Notice**”) describes how Sleek Technologies (“**Sleek**,” “**we**,” “**us**,” or “**our(s)**”) collects, uses, discloses, stores, and generally processes personal information. Throughout this Notice, we will refer to “personal information.” This generally means information that relates to an identifiable individual. In some jurisdictions, this is called “personal data.”

How Sleek Processes Personal Information

Generally speaking, companies may process personal information in different ways. Sometimes, a company determines why and for what purposes to process personal information, in which case it acts as a “data controller.” For instance, a company is usually the data controller of information it collects from or about its own customers. In other cases, a company processes personal information on behalf of another company (i.e., the data controller) in connection with services it provides. In such cases, the company processing personal information at the specific instruction of the data controller is acting as a “data processor” (or service provider).

Like many companies, Sleek acts as both a data controller and a data processor, depending on the information it is processing:

- Sleek collects personal information from or about its Site visitors, customers or potential customers (collectively, “**Customers**”) through the Sleek website(s) (“**Site**”), service applications, event or webinar registrations, social media pages, and correspondence (we’ll refer to all of these as our “**Customer Services**”).
- Sleek also processes personal information about its Customers’ end users (“**End Users**”) in connection with the products and services that it provides to its Customers (“**Digital Services**”).

When Sleek Acts as a Data Controller

When we collect information from Customers in connection with our Customer Services, we act as the “data controller” of the information. This means that Sleek decides why and how to process the personal information it collects. In

When Sleek Acts as a Data Processor

When we process information about our Customers’ End Users in connection with our Digital Services, we act as the “data processor” of the information. This means that the Customer decides how and why

such cases, Sleek collects business contact information and technical and account information.

information that Sleek collects about its End Users will be processed (e.g., used, disclosed and stored), and Sleek processes the information solely at the instruction of the Customer and on the Customer's behalf.

When this Privacy Notice Applies

This Privacy Notice applies to Sleek's collection of information when it acts as a data controller, meaning from or about its Customers in connection with its Customer Services. Please read on for more information about our data collection practices.

This Privacy Notice **does not apply** to the personal information that Sleek collects about End Users in connection with the Digital Services it provides to its Customers. A description of the End User information that we process and the purposes of processing are contained in our Data Processing Agreement with each Customer and in our [End User Privacy Notice](#). If you are an End User, please review the Customer's privacy policy for information about their privacy practices, including what information they collect and how they use and disclose the information.

1. What Information Does Sleek Collect and Why?

We collect information directly from you when you visit our Site or provide information to us, via automated technologies placed on the Site, and in some cases via third parties in connection with our Customer Services.

Information that you provide directly

We will collect information that you provide us directly including when you interact with us by:

- Contacting us via our Site (for example, if you request a demo or use the "contact us" form) for more information about our Digital Services
- Registering to receive or download information, attend webinars or events, or contacting us at an in-person event
- Corresponding with us by email, phone, or otherwise
- Providing invoicing details in connection with the payment for any of our Digital Services
- Interacting with us for customer service requests.

When you interact with us as stated above, we generally collect some or all of the following information:

- Contact information: name, business contact details (email and telephone number, office address), job title, employer

- Event information: registration, attendance and participation data for events and webinars, including what you signed up for, your attendance, and whether you requested any follow-up information
- Inquiry information: information about your inquiries (e.g., in the contact form or email)
- Transaction information: purchase history and potential transactions
- Information about your use of the Digital Services: feedback, issues or concerns that you raise, and customer service requests

Information that we collect automatically

When you visit or interact with our Site, we collect certain information automatically from your device about your device and how you interact with the Site. This “**Device and Usage Information**” includes the following:

- Information about your device, including your IP address, device type, unique device identification numbers, browser-type, broad geographic location (e.g., country or city-level location) and other technical information.
- Information about your usage of the site, including the pages you have viewed, emails you have opened, and links you have clicked.

Collecting Device and Usage information enables us to better understand the visitors to and users of our Site, where they come from, and what content is of interest to them. We use this information for our internal analytics purposes and to improve the quality and relevance of our Site and Digital Services.

Some of this information may be collected using cookies, pixels, web beacons and similar tracking technology, some provided by third parties, as explained further in the section titled “Cookies and Tracking Technology” [below](#).

Information that we obtain from third-party sources

From time to time, we may receive or collect personal information about you from third-party sources. This includes publicly available repositories like LinkedIn or your company’s website. The information we collect from third parties is limited to business contact information, which we use for the purposes of our business lead generation and marketing, or for the purposes of analytics or research.

Why do we collect personal information from you?

We collect information from you for different reasons, which will depend upon the purpose(s) for which it is collected. This includes to:

- Contact you or communicate with you, such as in response to an inquiry or for marketing purposes

- Provide you with access to our Digital Services, including to create an account, invoice you or collect payment, manage your subscription to the Digital Services
- Obtain your feedback on our services generally or specifically in connection with Customer support
- Improve our Customer Services or Digital Services
- Market and advertise our Digital Services
- Ensure the security of our Site and Digital Services, including to detect and protect against suspicious, malicious, or other unusual activity
- Develop our business and manage our relationship with Customers
- Maintain legal and regulatory compliance
- Comply with any contractual obligations we have to you.

2. Information from Minors

Our Digital Services and our Site are not intended for individuals under the age of eighteen (18). We do not knowingly solicit or collect personal information from children under the age of 18 via the Site or Digital Services or otherwise.

3. Cookies and Tracking Technologies

We place cookies and similar tracking technology (collectively, “**Cookies**”) on our Site to collect and use personal information about you. For further information about the types of Cookies we use, why we need to use them, and how you can control our use of Cookies, please read on.

- **Essential Cookies** – we use Essential Cookies that are necessary for the Site to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you to these Cookies, but some parts of the Site may not load or properly function.
- **Functional Cookies** – Functional Cookies enable the Site to provide enhanced functionality. They may be set by us or by third-party providers whose services we have added to our pages. If you do not allow these cookies then some or all of these services may not function properly.
- **Performance Cookies** – we use Performance Cookies such as analytics cookies. These Cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Site. They help us understand the pages that are the most and least popular, as well as how visitors navigate the Site. An example of this type of Cookie is Google Analytics (see Section 4 below).
- **Targeting Cookies** – Targeting Cookies are placed on the Site by our authorized advertising partners. They may be used by those companies to build a profile of your interests and show you relevant advertisements on other sites. An example of this type of Cookie is Facebook Pixel. Please see Section 5 (“Advertising”) below.

You can set your browser to block or alert you about these Cookies. If you choose to block all Cookies including Essential or Functional Cookies, some parts of the Site may not work. To opt-out of Google Analytics, please see Section 4 (“Analytics” below).

Sleek does not respond to Do Not Track (DNT) signals.

4. Analytics

We use third-party analytics providers who may deploy Cookies to analyze traffic to the Site and understand the usage of the Site as well as the performance of advertisements. For example, we use Google Analytics, an analytics tool that helps us understand how our customers engage with the Services. To learn more about Google Analytics’ data practices, please visit Google’s [support page](#).

5. Advertising

We participate in interest-based advertising using Cookies. This means that you may see advertisements for Sleek on other online services, based on your visit to the Site or your browsing behavior across other online services. Some services where we may advertise belong to ad networks that use your web browsing history to choose which advertisements to display on their network services, which may include advertisements from Sleek.

Some of our ad partners may be members of advertising networks. You can learn more about interest-based advertising, and navigate to options that will allow you to exercise your rights to opt-out of online behavioral advertising, by visiting the [Network Advertising Initiative’s Learn More Page](#) or the [Digital Advertising Alliance](#). In addition, some internet browsers, websites/platforms, and mobile devices allow you to exercise certain choices with respect to interest-based advertising. Please refer to the website that you are visiting, your browser, and/or your mobile device settings for additional information.

Please note that even if you opt-out using the tools listed above, you may continue to see advertisements from Sleek.

6. To Whom does Sleek Disclose Your Personal Information?

We do not share your information with third parties for those third parties’ own business interests. Sleek will disclose your personal information to the following categories of recipients or under the following circumstances:

- Affiliates who may provide data processing services to us in support of the delivery of our Digital Services, to provide functionality for our Digital Services, or for local marketing purposes
- Service providers (data processors) that support the delivery of or functionality for our Customer Services and/or Digital Services, including website hosting providers, cloud

service providers, marketing partners, payment processors, external advisors (e.g., lawyers, accountants or auditors)

- An actual or potential buyer or other third party (and/or its agents and advisers) in anticipation of or in connection with any actual or proposed purchase, merger, joint venture or acquisition of any part of our business, or other investment in or funding for our business, provided that we inform any buyer or third party it must use your personal information only for the purposes disclosed in this Privacy Notice
- If any bankruptcy or reorganization proceeding is brought by or against us, third parties who may acquire or receive the information that we hold, which may be considered an asset of ours, as part of a sale or transfer
- To protect your vital interests, or those of another person;
- Other individuals or companies to whom you instruct or direct us, or provide consent for us, to disclose your personal information; and
- To any competent law enforcement body, government agency, court or other third party where we believe disclosure is necessary and in accordance with applicable data protection law (i) as a matter of applicable law or regulation, or (ii) to exercise, establish or defend our legal position.
- We may also share data about our Customers with third parties if the data has been de-identified or aggregated in a way so it cannot be used to identify you or your End Users.

7. How does Sleek Keep your Information Secure?

We apply reasonable organizational, technical, physical, and administrative safeguards to protect personal information that we process about you from loss, misuse, unauthorized access or disclosure, alteration and/or destruction. No data transmission or storage system can be guaranteed to be completely secure.

8. Where is your Information Stored and Transferred?

Your personal information may be transferred to and processed in countries other than the country in which you are resident, which countries may have data protection laws that are different to the laws of your country. Specifically, our servers are located in the United States, but your personal information may also be stored and processed in countries around the world where we have service providers, affiliates, facilities and/or employees.

9. How Long does Sleek Retain Your Information?

We retain personal information where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested, or to comply with applicable legal, tax or accounting requirements).

When we have no ongoing lawful basis to process your personal information, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and

isolate it from any further processing until deletion is possible. If at any time you wish to cease interaction with us, or request that we no longer process your information to provide you with services, please follow the instructions in the “**How to Contact Us**” section [below](#).

10. How to Contact Us

If you have any questions or concerns about our use of your personal information, you can contact us at privacy@onsleek.com or the mailing addresses below. The data controller of your personal information is Sleek technologies. To contact us with general questions about data protection, or to exercise individual rights, please send your email to privacy@onsleek.com.

11. Updates to this Privacy Notice

We may update this Privacy Notice from time to time in response to changing legal, technical or business developments. You can see when this Notice was revised by visiting the “LAST UPDATED” legend at the top of this page. When we update our Privacy Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make. We will obtain your consent to any material changes if and where this is required by applicable data protection laws. Any changes will become effective upon the posting of the revised Privacy Notice, except to the extent limited by applicable law.

12. Disclosures for Residents of Nevada

We do not “sell” personal information as defined under Nevada law.

13. Additional Disclosures for Individuals in the UK and EEA

If you are located in the United Kingdom (“**UK**”) or the European Economic Area (“**EEA**”), please read these additional disclosures.

Legal Bases for Processing

Our legal basis for collecting and using the personal information described above depends on the specific context in which we collect such information. We generally collect personal information from Customers where:

- It is required to *perform a contract* (e.g., to fulfill our business relationship with Customers or the agreements we have with our Customers);
- The processing is in our *legitimate interests* and not overridden by your fundamental rights and freedoms. Where we rely on legitimate interests to process your personal information, we do so to:
 - Better understand the interests of Customers (which includes Site visitors and potential Customers) and tailor our services to those interests
 - Manage our relationships with Customers

- o Operate our business and comply with our regulatory obligations, including for accounting, tax and compliance purposes
 - o Detect, prevent, or investigate security incidents, fraud and other abuse or misuse of our services;
- We have *consent* to do so; or
- We have a *legal obligation* to collect personal information

For more information concerning our legal bases for processing personal information, please contact us at privacy@onsleek.com.

Your Rights and Choices

You have the following rights:

- If you wish to access, correct, update or request the deletion of your personal information, you may do so at any time by contacting us using the details provided below.
- You may object to processing of your personal information, ask us to restrict processing of your personal information, or request the portability of your information. You may exercise these rights by using the details provided below.
- You have the right, at any time, to opt-out of email marketing by clicking on the “unsubscribe” or “opt-out” link in any marketing emails we send you.
- If we have collected and processed your personal information with your consent, you may withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with the data protection laws applicable to them. Such rights may be subject to certain conditions under applicable data protection laws, including taking steps to verify your identity prior to processing a request to exercise one of the rights above.

Exceptions may apply under applicable laws, in which case we will inform you of such exceptions if we assert them.