

Yuko AI Inc. Mobile Application Privacy Policy

Privacy Policy

Last Updated: July 9, 2021

This privacy policy ("Privacy Policy") applies to the Yuko mobile application ("App"), owned and operated by Yuko AI Inc. ("Yuko AI", "we", "us", or "our"). We have created this Privacy Policy to tell you what information the App collects, how we use that information, and who we will share that information with, if at all. This Privacy Policy does not address the privacy practices of any third parties that we do not own, control or are affiliated with. Capitalized terms not defined in this Privacy Policy will have the meaning set forth in our Terms of Use. By visiting and/or using our App, you are agreeing to the terms of this Privacy Policy and the accompanying Terms of Use. We encourage you to read the Privacy Policy, and to use the information it contains to help you make informed decisions.

1. Information We Collect or Receive

In the course of operating the App, we will collect and/or receive the following types of information that are necessary to provide you access to and the services offered through the App. You authorize us to collect and/or receive such information.

(a) **Personal Information.** We only receive or collect information that identifies you personally if you choose to provide such personally identifiable information to us via e-mail or other means. When you sign up to become a user or contact us, you will be required to provide us with personal information about yourself (collectively, the "Personal Information"). Such Personal Information includes your name and e-mail address which is provided through Google Authentication, and an image of your face if you choose to in order to be able to use our service, and a set of questionnaire in relation to your skin condition (skin type, allergies, product usage). Your image will be accessed only by our skincare specialists. We do not collect any Personal Information from you when you use the App unless you provide us with the Personal Information voluntarily.

(b) **Third-Party Log In.** If you sign in through Google you are authorizing us to collect, store and use, in accordance with this Privacy Policy, any and all information that you agreed that Google would provide to us through Google's Application Programming Interface ("API"). Such information may include, without limitation, your first and last name and e-mail address.

(c) **Payment Information.** If you choose to make a purchase or subscribe to a feature or service of ours that requires a fee, you will be required to provide your payment information to our third-party payment vendor, Stripe, to process the payment. Such payment information will be collected and processed by our third-party payment vendors pursuant to the terms and conditions of their privacy policies and terms of use,

and we do not obtain access to any payment information in connection with such purchases or subscriptions.

(d) **Third-Party Analytics.** We and the third-party technology providers, ad exchanges, ad networks, advertisers, agencies and ad servers with which we work use third-party analytics services (e.g., Google Analytics) to evaluate your use of the App, compile reports on activity, collect demographic data, analyze performance metrics, and collect and evaluate other information relating to the website, App and mobile and Internet usage. We do this to improve the App and to help us offer you new features and service. These third parties use cookies and other technologies to help analyze and provide us the data. You consent to the processing of data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy. You are able to opt out of Third-party Advertising. Please be advised that if you opt out of any such service, you may not be able to use the full functionality of the App.

(e) **Other Information.** In addition to the Personal Information, we may automatically collect or receive additional information regarding: you and your use of the App; your interactions with us and our advertising; and information regarding your computer and mobile devices used to access the App (collectively, the "Other Information"). Such Other Information may include:

(i) **From You.** Additional information about yourself that you voluntarily provide to us, such as your gender and your product and service preferences.

(ii) **From Your Activity.** We may collect or receive information regarding:

(A) IP address, which may consist of a static or dynamic IP address and will sometimes point to a specific identifiable computer or mobile device;

(B) browser type and language;

(C) referring and exit pages and URLs;

(D) date and time; and

(E) details regarding your activity on the App, such as search queries and other performance and usage data.

(iii) **About Your Mobile Device.** We may collect or receive information regarding:

(A) type of mobile device;

(B) advertising identifier ("IDFA" or "AdID");

(C) operating system and version (e.g., iOS, Android or Windows);

(D) carrier; and

(E) network type (WiFi, 3G, 5G, LTE).

(iv) **From Cookies.** We may use both session cookies, which expire once you close the App, and persistent cookies, which stay on your mobile device until you delete them and other technologies to help us collect data and to enhance your experience with the App. Cookies are small text files an app can use to recognize a repeat visitor to the app. We may use cookies for various purposes, including to:

- (A) determine type of mobile device;
- (B) personalize your experience;
- (C) analyze which portions of the App are visited and used most frequently; and
- (D) measure and optimize advertising and promotional effectiveness.

If you do not want us to deploy cookies in the App, you can opt out by setting your mobile device to reject cookies. You can [may] still use the App if you choose to disable cookies, although your ability to use some of the features may be affected.

We only keep the above reference categories of information only for as long as necessary for the purposes for which it was collected and as permitted by law.

2. Information Collected by or through Third-Party Advertising Companies

We may share Other Information about your activity on the App with third parties for ad distribution and ad optimization (defined as the tailoring, targeting, *i.e.*, behavioural, contextual, retargeting, analyzing, managing, reporting and optimizing of ads). These third parties may use cookies, pixel tags (also called web beacons or clear gifs), and/or other technologies to collect Other Information for such purposes. Pixel tags enable us and these third-party advertising companies to recognize a browser's cookie when a browser visits the site on which the pixel tag is located in order to learn which advertisement brings a user to a given site. In addition, we may receive Other Information from advertisers and/or their service providers such as advertising identifiers, IP addresses and post-conversion data.

3. How Information Is Used and Shared

- (a) You authorize us to use the Personal Information, and the Other Information (collectively, the "Information") to:
 - (i) provide and improve our App;
 - (ii) provide our services;
 - (iii) administer our promotional programs;
 - (iv) solicit your feedback; and
 - (v) inform you about our products and services.
- (b) In order to provide our services and administer our promotional programs, we may share the Information with our third-party promotional and marketing partners, including, without limitation, businesses participating in our various programs.
- (c) We engage third-party companies and individuals to perform functions on our behalf. Examples may include providing technical assistance, customer service, marketing assistance and administration of promotional programs. These other companies will have access to the Information only as necessary to perform their functions and to the extent permitted by law.
- (d) As part of our ongoing effort to better understand our users, the App, and our products and services, we may analyze certain Information in anonymized and

aggregate form to operate, maintain, manage and improve the App and/or such products and services. This aggregate information does not identify you personally. We may also disclose aggregated user statistics to describe the App and these products and services to current and prospective business partners and investors and to other third parties for other lawful purposes.

(e) We may share some or all of your Information with any of our parent companies, subsidiaries, joint ventures or other companies under common control with us.

(f) As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution or similar event, the Information may be part of the transferred assets.

(g) We may use some or all of your information for our data pipeline to help enhance our services and AI and machine learning features.

(h) We may transfer your Personal Information to third party service providers that assist us with carrying out our business. This includes Amazon Web Services Inc. which we use for our infrastructure.

(i) To the extent permitted by law, we may also disclose the Information:

(i) when required by law, court order, or other government or law enforcement authority or regulatory agency; or

(ii) whenever we believe that disclosing such Information is necessary or advisable, for example, to protect the rights, property, or safety of us or others, including you.

4. Accessing and Modifying Information and Communication Preferences

If you have provided us any Personal Information, you may access, remove, review and/or make changes to the same by contacting us as explained below. In addition, you may manage your receipt of marketing and non-transactional communications by clicking on the "unsubscribe" link located on the bottom of any of our marketing e-mails. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our subscription databases. You cannot opt out of receiving transactional e-mails related to the App (e.g., requests for support).

We may also deliver notifications to your mobile device (e.g., push notifications). You can disable these notifications by deleting the relevant service or by changing the settings on your mobile device.

5. How We Protect Your Information and Retention

The security of your Personal Information is important to us. We help protect your Personal Information in our control by maintaining physical, organizational and technological safeguards. Personal Information may be accessed by persons within our organization who require such access to carry out the purposes described in this Privacy Policy, or such other purposes as permitted or required by law. This includes our skin specialists who will have limited and time sensitive access to your personal information.

We retain Personal Information that we collect only as long as necessary for the purposes for which it was collected or to meet legal requirements. We destroy Personal Information when it is no longer needed. If you request to have your account deleted, your information will be deleted permanently from our system within 30 days.

It is important to understand that no security measures are absolute. We cannot guarantee the safety of any information you provide to us.

6. App Stores; External Websites

Your app store (e.g., iTunes or Google Play) may collect certain information in connection with your use of the App, such as Personal Information, Payment Information, Geolocational Information and other usage-based data. We have no control over the collection of such information by a third-party app store, and any such collection or use will be subject to that third party's applicable privacy policies.

The App may contain links to third-party websites. We have no control over the privacy practices or the content of these websites. As such, we are not responsible for the content or the privacy policies of those third-party websites. You should check the applicable third-party privacy policy and terms of use when visiting any other websites.

7. How to Access and Modify Your Personal Information or Make a Complaint

If you have an account, log in to access and to modify the personal information stored with your account. If you have questions or concerns about other personal information collected by us and would like assistance accessing that information, please contact us at info@yukoai.com.

8. Children

The App is not directed to children under the age of 16. We will not knowingly collect Personal Information from any child under the age of 16. We ask that minors (under the age of 16) not use the App. If a child under the age of 16 has provided us with Personal Information, a parent or guardian of that child may contact us and request that such information be deleted from our records.

9. Your Rights Under the GDPR

We value your privacy and only collect your personal information that we have a purpose and lawful basis for doing so. Under the GDPR you have the following data protection rights that you can exercise free of charge;

Access – the right to be provided with a copy of your personal information (the right of access).

Rectification – the right to require us to correct any mistakes in your personal information.

To be forgotten – the right to require us to delete your personal information - in certain situations.

Restriction of Processing – the right to require us to restrict processing of your personal information – in certain circumstances (e.g. if you contest the accuracy of the data).

Data portability – the right to receive the personal information you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party – in certain situations.

To object – the right to object 1) at any time to your personal information being processed for direct marketing (including profiling) and 2) in certain other situations to our continued processing of your personal information (e.g. processing carried out for the purpose of our legitimate interests).

Not to be subject to automated individual decision-making – the right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you.

If you would like to exercise any of these rights, please see below our contact information. Let us know what right you want to exercise and the information to which your request relates.

10. Storage Outside of Canada.

Your personal information may be used or stored by us or our service providers outside of Canada. We require that our service providers safeguard your personal information. However, if your personal information is used or stored outside of Canada, it will also be subject to the laws of the country in which it is used or stored.

11. Changes to This Privacy Policy

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time. Any such changes will be posted on the App. By accessing the App after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please be aware that, to the extent permitted by applicable law, our use of the Information is governed by the Privacy Policy in effect at the time we collect the Information. Please refer back to this Privacy Policy on a regular basis.

12. How to Contact Us

If you have questions about this Privacy Policy, please e-mail us at info@yukoai.com with "Privacy Policy" in the subject line or mail us at the following address: 2208 - 4978 Yonge St., North York ON M2N 7G8