

## Zynq Privacy Policy

**Effective Date: October 13<sup>th</sup>, 2021**

Zynq provides a Software as a Service that includes a resource-reservation platform, real-estate tracking & analytics and other tools to assist with defining and executing office policy & safety. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use and share personal information and to assist you in exercising the privacy rights available to you.

### SCOPE

This Privacy Policy applies to personal information processed by us in our business, including through our proprietary software, on our websites and mobile applications, via Zynq’s web app (“App”) and the platform services provided through the App or through an integration with Google Workspace, Microsoft Azure or other 3<sup>rd</sup> party services (collectively, the “Services”).

### I. PERSONAL INFORMATION WE COLLECT

The categories of personal information we collect depend on your relationship with us.

#### **Information You Provide to Us**

**Your Communications with Us.** We collect personal information from you such as email address, phone number, or mailing address when you request information about our Services, register for our newsletter or loyalty program, apply for a job or otherwise communicate with us.

**Customer Service and Support.** If you call or otherwise interact with our customer service and support, we may collect your email, phone number, Slack handle and/or other information you provide to our representatives. In addition, we may record telephone calls between you and our representatives for training and quality assurance purposes.

**Surveys and Feedback.** We may contact you to participate in surveys or provide feedback to us. If you decide to participate, you may be asked to provide certain information which may include personal information.

**Conferences, Trade Shows, and other Events.** We may attend conferences, trade shows, and other events where we collect personal information from individuals who interact with or express an interest in Zynq and/or the Services. If you provide us with any information at one of these events, we will use it for the purposes for which it was collected.

#### **Information Collected Automatically**

**Information Related to the Use of the Services.** We may collect certain information automatically when you use or interact with the Services. This information may include your Internet protocol (IP) address, user settings, MAC address, cookie identifiers, mobile carrier, mobile advertising and other unique identifiers, details about your browser, operating system or device, Internet service provider, pages that you visit before, during and after using or interacting with the Services, information about the links you click, and other information about how you use or interact with the Services. Information we collect may be associated with accounts and other devices.

In addition, we may automatically collect data regarding your use of or interaction with our Services, such as the types of content you interact with and the frequency and duration of your activities.

**Geolocation Information.** When you use the Services, we may use location-based services to determine your location. You may opt out of location-based services at any time by editing the setting at the device level.

**Cookies, Pixel Tags/Web Beacons, and Analytics Information.** We, as well as third parties that provide functionality on the Services, may use cookies, pixel tags, local storage, and other technologies (“Technologies”) to automatically collect information through the Services. Technologies are essentially small data files placed on your devices that allow us and our partners to record certain pieces of information whenever you visit or interact with our Services.

- **Cookies.** Cookies are small text files placed in device browsers to store preferences. Most browsers allow you to block and delete cookies. However, if you do that, the Services may not work properly.
- **Pixel Tags/Web Beacons.** A pixel tag (also known as a web beacon) is a piece of code embedded in the Services that collects information about users’ engagement with the Services. The use of a pixel allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement. We may also include web beacons in emails to understand whether messages have been opened, acted on, or forwarded.

**Analytics.** We may also use service providers to collect analytics on our Services.

### **Information from Other Sources**

We may obtain information about you from other sources, including through your employer and third party services and organizations to supplement other information we collect. For example, if you access our Services through a third-party application, such as a third-party login service, we may collect information about you from that third-party application that you have made available via your privacy settings.

Additionally, we may collect information about you from the applications to which our Services are applied. We use this information to provide the Services and generate information to help you and your employer track & use real estate more efficiently, and to create aggregated information about use of real estate.

## **II. HOW WE USE YOUR INFORMATION**

We use personal information for a variety of business purposes, including:

### **To Provide the Services or Information Requested, such as:**

- Fulfilling our contracts with Authorized Users or the organizations through which Authorized Users have access to the Services;
- Managing information and accounts;
- Providing access to certain areas, functionalities, and features of our Services;
- Responding to questions, comments, and other requests;
- Processing payment and/or other financial information to facilitate use of the Services; and
- Answering requests for customer or technical support.

**Administrative Purposes, such as:**

- Pursuing our business interests, such as direct marketing, network and information security, and fraud prevention;
- Measuring interest and engagement in our Services;
- Researching and developing products, services, marketing or security procedures (including market research) to improve their performance, resilience, reliability or efficiency;
- Improving, upgrading or enhancing our Services;
- Developing new products and Services;
- Ensuring internal quality control;
- Authenticating and verifying individual identities;
- Carrying out audits;
- Communicating with you about your account, activities on our Services and policy changes;
- Preventing and prosecuting potentially prohibited or illegal activities;
- Enforcing our agreements, terms and policies; and
- Complying with our legal obligations, protecting your vital interest, or as may be required for the public good.

**Automated profiling.** We may use technologies considered automated decision making or profiling. We will not make automated decisions about you that would significantly affect you, unless such a decision is necessary as part of a contract we have with you, we have your consent, or we are permitted by law to use such technology. You may escalate any concerns you have by contacting us below.

**Marketing Our Products and Services.** We may use personal information to tailor and provide you with content and advertisements directly related to the App. We may provide you with these materials as permitted by applicable law.

If you have any questions about our marketing practices or if you would like to opt out of the use of your personal information for marketing purposes, you may contact us at any time as set forth below.

**Consent.** We may use personal information for other purposes that are clearly disclosed to you at the time you provide personal information or with your consent.

**Use De-identified and Aggregated Information.** We may use personal information and other data to create de-identified and aggregated information, such as de-identified demographic information, de-identified location information, aggregated trends, information about the computer or device from which you access or interact with our Services, or other analyses we create.

**How We Use Automatic Collection Technologies.** We, as well as third parties that provide content or other functionality on the Services, may use cookies, pixel tags, local storage, and other technologies to automatically collect information through the Services. Our uses of these Technologies fall into the following general categories:

- **Operationally Necessary.** This includes Technologies that allow access to our Services, applications, and tools that are required to identify irregular site behavior, prevent fraudulent activity and improve security or that allow use of our functionality;
- **Performance Related.** We may use Technologies to assess the performance of our Services, including as part of our analytic practices to help us understand how the Services are used;

- **Functionality Related.** We may use Technologies that allow us to offer you enhanced functionality when accessing or using our Services. This may include identifying you when you sign into our Services or keeping track of your specified preferences, interests, or past items viewed;
- **Advertising or Targeting Related.** We may use first party or third-party Technologies to deliver content, including ads relevant to your interests and to the App, on our Services or on third party sites.

**Cross-Device Tracking.** Your activity may be tracked across different websites and different devices or apps. For example, we may attempt to match your activity on your mobile device with your activity on your laptop. To do this, we and our technology partners may share data, such as your browsing patterns, geo-location and device identifiers, and will match the information of the browser and devices that appear to be used by the same person.

**Notice Regarding Third Party Websites and APIs.** The Services may contain links to other websites, and other websites may reference or link to our website or Services. These other websites are not controlled by us. We encourage our users to read the privacy policies of each website and application with which they interact. We do not endorse, screen or approve and are not responsible for the privacy practices or content of such other websites or applications. Visiting these other websites or applications is at your own risk.

We may use third party APIs as part of the functionality of our Services. APIs may allow third parties including analytics partners to collect personal information for various purposes including to provide analytics services. For more information about our use of APIs, please contact us as set forth below.

### **III. DISCLOSING YOUR INFORMATION TO THIRD PARTIES.**

We may share personal information with the following categories of third parties:

**Your Organization.** In cases where you use our Services as part of an organization (e.g., your employer), that organization may: (i) access information associated with your use of the Services including usage and other data, and the contents of the communications and files associated with your account; and (ii) control and administer your account, including controlling privacy-related settings (e.g., profile settings including choices relating to displaying a profile image).

**Other Users.** When you use the Services as part of an organization certain information may be shared with others within your organization. This information can include personal information about yourself and details about your work and your use of the Services.

**Service Providers.** We may share any personal information we collect about you with our third-party service providers. The categories of service providers to whom we entrust personal information include: IT and related services; payment processors; customer service providers; marketing vendors; and others to support the provision of the Services.

**Business Partners.** We may provide personal information to business partners with whom we jointly offer products or services.

**Affiliates.** We may share personal information with our affiliated companies.

**Disclosures to Protect Us or Others.** We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to: comply with law enforcement or national security requests and legal process, such as a court order or subpoena; protect your, our or others' rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity.

**Disclosure in the Event of Merger, Sale, or Other Asset Transfers.** If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another provider, then your information may be sold or transferred as part of such a transaction, as permitted by law and/or contract.

#### **IV. INTERNATIONAL DATA TRANSFERS**

You agree that all information processed by us may be transferred, processed, and stored anywhere in the world, including but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live. We have taken appropriate safeguards to require that your personal information will remain protected and require our third-party service providers and partners to have appropriate safeguards as well. Further details can be provided upon request.

#### **V. YOUR CHOICES**

**General.** You may have the right to object to or opt out of certain uses of personal information.

**Email Communications.** If you receive an unwanted email from us, you can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails. Note that you will continue to receive transaction-related emails regarding products or Services you have requested. We may also send you certain non-promotional communications regarding us and our Services, and you will not be able to opt out of those communications (e.g., communications regarding the Services or updates to our Terms or this Privacy Policy).

**Mobile Devices.** We may send you push notifications through our mobile application. You may at any time opt-out from receiving these types of communications by changing the settings on your mobile device. We may also collect location-based information if you use our mobile applications. You may opt-out of this collection by changing the settings on your mobile device.

**“Do Not Track.”** Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals or similar mechanisms transmitted by web browsers.

**Cookies and Other Technologies.** You may stop or restrict the placement of Technologies on your device or remove them by adjusting your preferences as your browser or device permits. Please note that cookie-based opt-outs are not effective on mobile applications. However, you may opt-out of personalized advertisements on some mobile applications by following the instructions for [Android](#) and [iOS](#).

Please note you must separately opt out in each browser and on each device.

**Your Privacy Rights.** For purposes of the California Consumer Privacy Act, we do not “sell” your personal information.

In accordance with applicable law, you may have the right to request: (i) confirmation of whether we are processing your personal information; (ii) access to and/or to receive an electronic copy of your personal

information you have provided to us (the “right of data portability”); (iii) correction of your personal information where it is inaccurate or incomplete; (iv) erasure of personal information held about you by us, subject to certain exceptions prescribed by law; and (v) restriction of or object to processing of your personal information, including the right to opt in or opt out of the sale of your personal data to third parties, if applicable, where such requests are permitted by law.

If you would like to exercise these rights, please contact us as set forth below.

We will process your requests in accordance with applicable laws. To protect your privacy, we may take steps to verify your identity before fulfilling your request.

If you are a California resident, you have the right not to receive discriminatory treatment by Zynq for the exercise of your rights conferred by the California Consumer Privacy Act.

## **VI. DATA RETENTION**

We store the personal information we receive as described in this Privacy Policy for as long as you use our Services, or as necessary to fulfill the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

## **VII. SECURITY OF PERSONAL INFORMATION**

We take steps to ensure that personal information is treated securely and in accordance with this Privacy Policy. Unfortunately, no system is 100% secure, and we cannot ensure or warrant the security of any information you provide to us. To the fullest extent permitted by applicable law, we do not accept liability for unauthorized disclosure.

By using the Services or providing personal information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of the Services. If we learn of a security system’s breach, we may attempt to notify you electronically by posting a notice on the Services, by mail or by sending an e-mail to you.

## **VIII. CHILDREN’S INFORMATION**

The Services are not directed to children under 17 (or other age as required by local law), and we do not knowingly collect personal information from children. If you learn that your child has provided us with personal information without your consent, you may contact us as set forth below. If we learn that we have collected any personal information in violation of applicable law, we will promptly take steps to delete such information and terminate the child’s account.

## **IX. SUPERVISORY AUTHORITY**

If you are located in the European Economic Area or the UK, you have the right to lodge a complaint with a supervisory authority if you believe our processing of your personal information violates applicable law.

## **X. CHANGES TO OUR PRIVACY POLICY**

We may revise this Privacy Policy from time to time in our sole discretion. If there are any material changes to this Privacy Policy, we will notify you as required by applicable law. You understand and agree that you

will be deemed to have accepted the updated Privacy Policy if you continue to use the Services after the new Privacy Policy takes effect.

## **XI. CONTACT US.**

If you have any questions about our privacy practices or this Privacy Policy, or if you wish to submit a request to exercise your rights as detailed in this Privacy Policy, please contact us:

Email: [support@zynq.io](mailto:support@zynq.io)

Phone: +1 844 444 9357

Mail: 1127 Kearny St, Unit 1, San Francisco, CA 94133, USA