

Privacy Policy

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Waffle Video, Inc. ("**Waffle Video**," "**we**", "**us**" or "**our**") connects video creators and artificial intelligence ("**AI**") companies who need custom-made video content ("**Missions**") for artificial intelligence ("**AI**") training. This Privacy Policy describes how Waffle Video processes personal information that we collect through our digital and online properties or services that link to this Privacy Policy (including as applicable, (i) any glasses, cameras, or other content capture equipment or other devices provided by Waffle, an employer, or owned by a creator ("**Capture Devices**"), and used in connection with our Waffle Video GRID Partner Program, (ii) our website located at <https://www.wafflevideo.ai/>, (iii) mobile app, and (iv) social media pages and electronic communications) as well as our marketing activities, and other activities described in this Privacy Policy (collectively, the "**Service**").

IF YOU PARTICIPATE IN THE WAFFLE VIDEO GRID PROGRAM, YOU UNDERSTAND AND ACKNOWLEDGE THAT YOU WILL BE USING WAFFLE VIDEO'S CAPTURE DEVICES AND THAT WAFFLE VIDEO WILL COLLECT, USE, AND SHARE VIDEO AND AUDIO RECORDINGS CAPTURED BY THE CAPTURE DEVICES, INCLUDING RECORDINGS OF AUTHORIZED CAPTURE ENVIRONMENTS. YOU ARE RESPONSIBLE FOR TAKING APPROPRIATE STEPS TO PROTECT AND MAINTAIN YOUR PRIVACY AND THE PRIVACY OF OTHERS, INCLUDING, WITHOUT LIMITATION, DISABLING THE RECORDING FUNCTIONALITY WHILE IN RESTROOMS, LOCKER ROOMS, BREAK ROOMS, OFF-DUTY AREAS, OR WHILE ENGAGING IN PERSONAL ACTIVITIES OR VIEWING PRIVATE MATERIALS (WHETHER ON PAPER, MOBILE DEVICES, OR OTHER MEDIA). YOU AGREE TO USE THE CAPTURE DEVICES PROVIDED THROUGH THE WAFFLE VIDEO GRID PROGRAM SOLELY TO PERFORM YOUR WORK IN AUTHORIZED CAPTURE ENVIRONMENTS AS INSTRUCTED BY YOUR EMPLOYER, AND YOU WILL NOT ALLOW ANY OTHER INDIVIDUAL TO USE YOUR ASSIGNED DEVICE.

This Privacy Policy does not apply to information that we process on behalf of our business customers (such as AI companies) while providing services to them. Our use of information that we process on behalf of our business customers is governed by our agreements with such customers. If you have concerns regarding your personal information that we process on behalf of our business customer, please direct your concerns to that customer with which you have a relationship.

This Privacy Policy does not apply to our employees or independent contractors or job candidates.

This Privacy Policy does not apply to representatives of businesses with which we have a business relationship.

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Personal information we collect

Information you provide to us. Personal information you may provide to us through the Service includes:

- **Contact data**, such as your first and last name, alias, signature, salutation, email address, billing and mailing addresses, and phone number.
- **Capture Devices data**, such as any video and audio recordings captured, generated, or otherwise transmitted while using our Capture Devices.
- **Profile data**, such as account name, the username and password that you may set to establish an online account on the Service, your ranking, tokens, uploads, and completed video packages & Missions, and any other information that you add to your account profile.
- **Transactional data**, such as information relating to or needed to complete your Missions on or through the Service, including number of videos uploaded and transaction history.
- **Payment data** needed to complete transactions, including payment card information or bank account number, is directly collected from our third-party payment vendor, Tilpati, as described further below.
- **Communications data** based on our exchanges with you, including when you contact us through the Service, communicate with us via email, phone, chat features, social media, or otherwise.
- **Marketing data**, such as your preferences for receiving our marketing communications and details about your engagement with them.
- **User-generated video/audio content data**, such as when creators film and upload videos or clips as part of “Missions,” we collect the video files, associated metadata (e.g. tags, labels, descriptions, time, location if applicable, angle, orientation, and any other content or information that you generate, transmit, or otherwise make available on the Service, including associated metadata. Metadata includes information on how, when, where and by whom a piece of content was collected and how that content has been formatted or edited. Metadata also includes information that users can add or can have added to their content, such as keywords, geographical or location information, and other similar data.
- **Automated Processing and Metadata.** We use automated systems, including AI-assisted transcription tools, to process audio and audiovisual content to generate text transcripts and to extract technical and embedded metadata (such as IPTC metadata, device information, and file attributes) for quality assurance, content moderation, safety, and system integrity purposes.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

We ask that you not provide us with any sensitive personal information (including racial, ethnic or national origin; religious or philosophical beliefs; political views, mental or physical health condition, diagnosis, history, treatment or other health data; pregnancy; sex life, sexuality or sexual orientation; status as transgender or non-binary; status as a victim of crime; genetic, neural or biological data; personal information of individuals under 18 years old; or contents of a communication to which we were not a party) on or through the service or otherwise.

Data about others. If your video includes other people — for example, their faces, voices, or any personal information — please make sure you have their permission before uploading it to Waffle Video. You’re

responsible for ensuring that anyone who appears in your content has agreed to be recorded and to have their video shared on our platform.

Third-party sources. We may combine personal information we receive from you with personal information falling within one of the categories identified above that we obtain from other sources, such as:

- **Public sources**, such as public records, social media platforms, and other publicly available sources.
- **Service providers** that provide services on our behalf or help us operate the Service or our business, such as cloud hosting providers.
- **Data providers**, such as information services, data licensors/brokers, lead generators and cooperative databases.
- **Partners**, such as joint marketing partners and event co-sponsors.
- **Ad networks.**
- **Data analytics providers.**

Automatic data collection. We, our service providers, and our advertising partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Capture Devices data**, such as data about your Capture Devices and your use of it.
- **Device data**, such as your computer or mobile device's operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., Wi-Fi, LTE, 3G), and general location information such as city, state or geographic area.
- **Location data** when you authorize the Service to access your device's location.
- **Communication interaction data** such as your interactions with our email, text, chat or other communications (e.g., whether you open and/or forward emails) – we may do this through use of pixel tags (which are also known as clear GIFs), which may be embedded invisibly in our emails enabling us to detect if you have opened or forwarded a message.
- **Online activity data**, such as pages or screens you viewed, search history, how long you spent on a page or screen, the website you visited before browsing to the Service, navigation paths between pages or screens, information about your activity on a page or screen, access times and duration of access, and whether you have opened our emails or clicked links within them.
- **Video data**, such as technical video metadata to verify technical specifications from your videos, such as the resolution (e.g., 1080p), frame rate (e.g., 24, 30, or 60fps), aspect ratio (e.g., 16:9), clip duration, and file format. We may use third-party services such as AWS Rekognition to extract metadata, and perform object detection to validate content. Please review to AWS's privacy policy [here](https://aws.amazon.com/privacy/) to learn more about how they handle personal data:

Tracking technologies. Some of the automatic collection described above is facilitated by the following technologies:

- **Cookies**, which are small text files that websites store on user devices and that allow web servers to record users' web browsing activities and remember their submissions, preferences, credentials, and login status as they navigate a site. Cookies used on our sites include both "session cookies" that are deleted when a web browser session ends, "persistent cookies" that remain longer, "first party" cookies that we place and "third party" cookies that our service providers and other third parties place.
- **Local storage technologies**, like HTML5, that provide cookie-equivalent functionality but can store larger amounts of data on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed, clicked or forwarded.

How we use your personal information

We may use your personal information for the following purposes or as otherwise described at the time we collect personal information from you:

Service delivery and operations. We may use your personal information to:

- provide and operate the Service (e.g., enable video uploads);
- to match creators and AI companies, and facilitate licensing, Mission assignments, and content delivery;
- to review video and audio footage taken by the Capture Devices;
- process your requests, Missions and transactions;
- enable security features of the Service;
- personalize the service, including remembering the devices from which you have previously logged in and remembering your selections and preferences as you navigate the Service;
- establish and maintain your user profile on the Service;
- communicate with you about the Service, including by sending Service-related announcements, updates, security alerts, user-to-user communications, and support and administrative messages;
- communicate with you about events for which you register;
- understand your needs and interests, and personalize your experience with the Service and our communications;
- provide support for the Service, and respond to your requests, questions and feedback;
- to collect and share user testimonials; and
- fraud prevention and security.

Research and development. We may use your personal information for research and development purposes, including to develop, analyze and improve our products and services. As part of these activities, we may create aggregated, de-identified or other anonymous data from personal information. We may use this anonymous or de-identified data and share it with third parties for any lawful business purposes.

We do not attempt to reidentify deidentified information derived from personal information, except for the purpose of testing whether our deidentification processes comply with applicable law.

Marketing and advertising. We and our third-party advertising partners may collect and use your personal information for marketing and advertising purposes:

- **Direct marketing.** We may send you direct marketing communications and may personalize these messages based on your needs and interests. You may opt-out of our marketing communications as described in the [Opt-out of marketing](#) section.
- **Interest-based advertising.** We and our third-party advertising partners may use cookies, pixels and other technologies to collect information about your interaction (including the data described in the Automatic Data Collection section above) with the Service, our communications and other third party online services over time, and use that information to serve online ads that they think will interest you. This is called interest-based advertising. We may also share information about our users with these companies to facilitate interest-based advertising to those or similar users on other online properties. You can learn more about your choices for limiting interest-based advertising in the [Your choices](#) section.

Compliance and protection. We may use your personal information to:

- comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas, court orders, investigations or requests from government authorities;
- protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- audit our internal processes for compliance with legal and contractual requirements or our internal policies;
- enforce the terms and conditions that govern the Service; and
- prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

Waffle Grid Partner Program Compensation and Administration. If you choose to participate in the Waffle Video Grid Program, we use your personal data to administer the program and to determine your eligibility for, calculate, issue, and track any compensation, rewards, or incentives associated with your participation. This includes verifying your identity and participation, processing payments, preventing fraud or misuse of the program, maintaining accurate records for accounting and compliance purposes, and communicating with you regarding payouts and program requirements.

With your consent. In some cases, we may specifically ask for your consent to collect, use, or share your personal information for further purposes, if those purposes are not compatible with the initial purpose for which that personal information was collected.

Cookies and similar technologies. In addition to the other uses included in this section, we may use the [Cookies and similar technologies](#) described above for the following purposes:

- **Technical operation.** To allow the technical operation of the Service.
- **Functionality.** To enhance the performance and functionality of our services.
- **Analytics.** To help us understand user activity on the Service, including the volume and demographics of users, which pages are most and least visited and how visitors move around the Service, as well as user interactions with our emails. For example, we use Google Analytics for this

purpose. You can learn more about Google Analytics and how to prevent the use of Google Analytics relating to your use of our sites here: <https://tools.google.com/dlpage/gaoptout>.

Data sharing in the context of corporate transactions, we may share certain personal information in the context of actual or prospective corporate transactions – for more information, see [How we share your personal information](#), below.

Retention

We generally retain personal information to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements, to establish or defend legal claims, or for fraud prevention purposes. To determine the appropriate retention period for personal information, we may consider factors such as the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

How we share your personal information

We may share your personal information with the following parties and as otherwise described in this Privacy Policy, in other applicable notices, or at the time of collection.

Service providers. Third parties that provide services on our behalf or help us operate the Service or our business (such as cloud hosting providers (e.g., AWS), content analysis vendors (e.g., AWS Rekognition), internet service providers, information technology, order fulfillment, customer support, email delivery, marketing, consumer research and website/data analytics).

Payment processors. Any payment card information you use to make a purchase on the Service is collected and processed directly by our payment processors, such as Tilpati may use your payment data in accordance with its privacy policy, available at <https://tipalti.com/privacy/>.

Advertising partners / ad networks. Third-party advertising companies for the [interest-based advertising purposes](#) described above.

AI companies. We may share your personal information with third parties where you have instructed us or provided your consent to do so. Creators' uploaded content (videos, metadata) may be licensed or sublicensed to AI companies or research entities. When licensing, we may provide relevant metadata (e.g. tags, descriptions, device/angle info) as part of the data offering.

Business Partners. We may share your personal information (including video data) with our third-party business partners, such as (i) data licensing intermediaries that help us license our datasets, (ii) creator network partners that help us grow our creator community, and (iii) guild partners (such as SAG-AFTRA) with whom we collaborate to develop compliance frameworks and improve our product.

Professional advisors. Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

Authorities and others. Law enforcement, government authorities, and private parties in litigation, as we believe in good faith to be necessary or appropriate for the [Compliance and protection purposes](#) described above.

Your Employer and Other Third Parties. We may share your personal information with your employer, and other third parties as necessary to operate the Waffle Video Grid Program. Your employer and such third parties may use the information we provide to them for their own independent purposes.

Corporate transactions. We may disclose personal information in the context of actual or prospective business transactions (*e.g.*, investments in Waffle Video, financing of Waffle Video, public stock offerings, the sale, transfer or merger of all or part of our business, assets or shares, liquidation or reorganization). For example, we may need to share certain personal information with prospective counterparties and their advisers. We may disclose your personal information to an acquirer, successor, or assignee of Waffle Video or a portion of our business assets as part of any merger, acquisition, sale of assets, or similar transaction, and/or in the event of an insolvency, bankruptcy, or receivership in which personal information is transferred to one or more third parties as one of our business assets.

Your choices

In this section, we describe the choices available to you.

Access or update your information. If you have registered for an account with us through the Service, you may review and update certain account information by logging into the account and navigating to your account profile and settings.

Opt-out of communications. You may opt-out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by [contacting us](#). It may take time for your opt-out to be effective. Please note that if you choose to opt-out of marketing-related emails, you may continue to receive service-related and other non-marketing emails.

Mobile location data. You can disable access to your device's precise geolocation in your mobile device settings.

Cookies. Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, the Service may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit <http://www.allaboutcookies.org>.

Blocking images/clear gifs: Most browsers and devices allow you to configure your device to prevent images from loading, so the business hosting the image will not detect that you have viewed a page. To do this, follow the instructions in your particular browser or device settings.

Do Not Track. Some Internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to "Do Not Track" signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

Advertising choices. You may be able to limit use of your information for interest-based advertising through the following settings/options/tools:

- **Browser settings.** Changing your internet web browser settings to block third-party cookies.
- **Privacy browsers/plugin-ins.** Using privacy browsers and/or ad-blocking browser plug-ins that let you block tracking technologies.
- **Platform settings.** Google and Facebook offer opt-out features that let you opt-out of use of your information for interest-based advertising. You may be able to exercise that option at the following websites:
 - Google: <https://adssettings.google.com/>
 - Facebook: <https://www.facebook.com/about/ads>
- **Ad industry tools.** Opting out of interest-based ads from companies that participate in the

following industry opt-out programs:

- Network Advertising Initiative:
http://www.networkadvertising.org/managing/opt_out.asp
- Digital Advertising Alliance: <https://optout.aboutads.info>.
- AppChoices mobile app, available at <https://www.youradchoices.com/appchoices>, which will allow you to opt-out of interest-based ads in mobile apps served by participating members of the Digital Advertising Alliance.
- **Mobile settings.** Using your mobile device settings to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.

You will need to apply these advertising-related opt-out settings on each device and browser from which you wish to limit the use of your information for interest-based advertising purposes. We cannot offer any assurances as to whether the companies we work with participate in the opt-out programs described above.

Declining to provide information. We need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

Other sites and services

The Service may contain links to websites, mobile applications, and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites, mobile applications or online services operated by third parties, and we are not responsible for their actions. We encourage you to read the privacy policies of the other websites, mobile applications and online services you use.

Security

We employ technical, organizational and physical safeguards that are designed to protect the personal information we collect. However, security risk is inherent in all Internet and information technologies, and we cannot guarantee the security of your personal information.

International data transfer

We are headquartered in the United States and may use service providers that operate in other countries. Your personal information may be transferred to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

Children and Teens

The Service is not intended for use by anyone under 18 years of age. If you are a parent or guardian of a minor from whom you believe we have collected personal information in a manner prohibited by law, please [contact us](#). If we learn that we have collected personal information through the Service from a child without the consent of the child's parent or guardian as required by law, we will comply with applicable legal requirements to delete the information.

Changes to this Privacy Policy

The "LAST UPDATED" legend at the top of this Privacy Policy indicates when this Privacy Policy was last revised. We reserve the right to modify this Privacy Policy at any time. We will notify you by updating the "Last Updated" date. Depending on the kind of change we make, we may also notify you directly or ask for your consent to the change. Any modifications to this Privacy Policy will be effective upon our posting the modified version or as otherwise indicated at the time of posting.

How to contact us

- **Email:** support@wafflevideo.ai