

## PRIVACY POLICY

### 1. SCOPE

- 1.1. This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service.

### 2. PURPOSE

- 2.1. The purpose of this Privacy Policy is to inform You of the protection of Your information when using the Service.
- 2.2. The purpose of collecting Your information is to contact and support You with Our Services. By using Our Services You agree to the collection and use of information in accordance with this Privacy Policy.

### 3. DEFINITIONS

<i>Affiliate</i>	Shall mean an entity that controls, is controlled by or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.
<i>Company (referred to as either "the Company", "We", "Us" or "Our" in this Agreement)</i>	Refers to Atlas Labs, Unit 18, 130-134 Pacific Highway, Greenwich, NSW, 2065, Australia and/or any of its Affiliates
<i>Device</i>	Means any device that can access the Service such as a computer, a cell phone or a digital tablet.
<i>Personal Data</i>	Means any information that relates to an identified or identifiable individual as described in Clause 4.1.
<i>Service</i>	Refers to a website that displays the services of the Company, that is, architectural visualization, product visualization, augmented reality/virtual reality (AR/VR), and game development or the actual services of architectural visualization, product visualisation, augmented reality/virtual reality (AR/VR), and game development provided by the Company
<i>Service Provider</i>	Means any natural or legal person who processes the data on behalf of the Company It refers to third-party companies or individuals employed or contracted by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.

<i>Usage Data</i>	Refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
<i>You</i>	Mean the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

#### 4. TYPES OF PERSONAL DATA COLLECTED

- 4.1. At the time of using or receiving Our Services You may have to provide personally identifiable information such as your name, email address, phone number, address, state, province, ZIP/postal code, city, location, Usage Data and other information such as preferences, that can be used to contact or identify You.

#### 5. USE OF PERSONAL DATA

- 5.1. We may use your personal data for the following purposes:
- 5.1.1. To provide and maintain our Service, including to monitor the usage of Our Service.
  - 5.1.2. To contact You: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
  - 5.1.3. For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
  - 5.1.4. To provide You with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
  - 5.1.5. To manage Your requests: To attend and manage Your requests to Us.
  - 5.1.6. For business transfers: We may use Your information to evaluate or conduct 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 Data held by Us about our Service users is among the assets transferred.
  - 5.1.7. For other purposes: We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.
- 5.2. We may share your personal data in the following manner:
- 5.2.1. With Service Providers: We may share Your personal information with Service Providers to monitor and analyze the use of our Service, to contact You.
  - 5.2.2. For business transfers: We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.

- 5.2.3. With Affiliates: We may share Your information with Our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us.
- 5.2.4. With business partners: We may share Your information with Our business partners to offer You certain products, services or promotions.
- 5.2.5. With other users: when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside.
- 5.2.6. With Your consent: We may disclose Your personal information for any other purpose with Your consent.

## **6. RETENTION OF PERSONAL DATA**

- 6.1. The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.
- 6.2. The Company will also retain Usage Data for internal analysis purposes.

## **7. TRANSFER OF PERSONAL DATA**

- 7.1. Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ from those from Your jurisdiction.
- 7.2. Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.
- 7.3. The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

## **8. DELETE YOUR PERSONAL DATA**

- 8.1. You have the right to delete or request that We assist in deleting the Personal Data that We have collected about You.
- 8.2. Our Service may give You the ability to delete certain information about You from within the Service.
- 8.3. You may update, amend, or delete Your information at any time, if you have one, by visiting the settings section that allows you to manage Your personal information. You may also contact Us to request access to, correct, or delete any personal information that You have provided to Us.
- 8.4. Please note, however, that We may need to retain certain information when we have a legal obligation or lawful basis to do so.



## 9. DISCLOSURE OF PERSONAL DATA

- 9.1. Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).
- 9.2. If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.
- 9.3. The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:
  - 9.3.1. Comply with a legal obligation
  - 9.3.2. Protect and defend the rights or property of the Company
  - 9.3.3. Prevent or investigate possible wrongdoing in connection with the Service
  - 9.3.4. Protect the personal safety of Users of the Service or the public
  - 9.3.5. Protect against legal liability

## 10. SECURITY OF PERSONAL DATA

- 10.1. The security of Your Personal Data is important to Us, however, no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

## 11. LINKS TO OTHER WEBSITES

- 11.1. Our Service may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.
- 11.2. We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## 12. CHANGES TO THIS PRIVACY POLICY

- 12.1. We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.
- 12.2. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.