

Privacy Policy

Effective: March 19, 2024

Babs AI software is Copyright © 2024 [Babs Technologies; Babs AI]. All rights reserved. Babs Technologies, headquartered in Delaware, is responsible for the processing of your Personal Data through its website <https://www.babs.ai/>. Babs AI processes data from visitors and/or users for various purposes, including:

- Ensuring the proper technical functioning and personalization of the Website
- Managing requests for information
- Conducting statistical research and analytics
- (Financial) reporting
- Performing payments, billing & debt collection
- Delivering Babs AI services, including invoicing and customer relationship management
- Displaying content from external providers
- Sending newsletters and/or advertisements, or contacting users about services or information believed to be of interest
- Maintaining public relations
- Supplier management
- Investor management

Users retain the right to request access to, rectification, or erasure of Personal Data, as well as the right to restrict processing, data portability, and the right to withdraw consent at any time.

Personal Data is transferred to various recipients, including processors providing statistical research and analysis, hosting services, cloud and other supported software services, communication services, payment services, subcontractors, agents or distributors, and associated companies.

By utilizing our services, you unequivocally grant Babs Technologies or Babs AI explicit consent to utilize your personal information in compliance with the relevant local laws of your place of residence. Moreover, through the use of our services, you acknowledge having thoroughly read and comprehended both the terms of use and this privacy policy.

1. Definitions Babs AI:

Babs AI software is Copyright © 2024 [Babs Technologies]. Babs Technologies registered in the United States, headquartered in Middletown, Delaware

Website: the website of Babs AI, <https://www.babs.ai>, and any derivative websites developed and administered by Babs AI.

Controller: refers to the natural or legal person, public authority, agency, or other body which, alone or jointly with others, determines the purposes and means of personal data processing.

Processor: refers to a natural or legal person, public authority, agency, or other body which processes personal data on behalf of the Controller.

Personal Data: Any information relating to an identified or identifiable natural person.

Processing: Any operation or set of operations performed on personal data, whether or not by automated means, such as collection, recording, organization, storage, adaptation, retrieval, consultation, use, disclosure, transmission, dissemination, alignment, combination, restriction, erasure, or destruction.

2. Processing of Personal Data

This Privacy Statement applies to all processing activities undertaken by Babs AI as a Controller, unless further transparency is provided through disclaimers, electronic means, or orally, as far as data is subject to Data Protection Legislation.

Babs AI prioritizes respecting and protecting privacy, confidentiality, and safety of Personal Data, processed in accordance with Regulation (EU) 2016/679 (hereinafter 'GDPR' or 'Data Protection Legislation'). For the purposes of this Privacy Policy, Babs AI acts as the Controller, determining why and how Personal Data is processed.

3. Information We Collect

The following classifications of information are collected by Babs AI:

Website Visitors

Babs AI may process the following Personal Data via its Website, including but not limited to the contact form and cookies:

- Information about visitors' PC or mobile device, and their visits and use of the Website, including IP address, operating system, browser type, and geographical location.
- Information provided through contact forms or newsletter forms, such as first name, last name, and email address.
- Information from completed surveys.
- Data about how the Website is used.
- Any other information provided by users.

When registering a Babs AI account Users have the option to register an account using:

- A social media platform, including Google or Facebook, or
- Email

When using a social media platform for registration, certain information (such as name and email address) may be provided to Babs AI.

When registering with an email address, users can set a password. Information collected during account registration may include details about the intended use of the account, first and last name, email, password (if applicable), types of videos created, and approximate location.

For entity accounts, personal data collected typically includes information about the entity's contact person and authorized users.

Registered account holders are referred to as users, categorized as private individuals or entities within Babs AI.

Users

Babs AI may collect various types of Personal Data through its website or other interactions related to its services and products, including customer support. This may include:

- Personal identification information such as name, email, and address.
- Data regarding your device and usage of the website, including IP address, operating system, and geographical location.
- Financial information like account numbers.
- Any additional information provided in user profiles.
- Media usage data.
- Support requests and related information.
- Account and licensing details.
- Image, voice or sound recordings.
- Any other information voluntarily provided.

Leads

Babs AI may also process Personal Data of leads, either provided directly or received from third parties, including:

- Identification information such as name, email, and address.

Investors/Stakeholders

For stakeholders and investors interacting with Babs AI through its website or subscription forms, the following Personal Data may be processed:

- Identification details like name, email, and address.

Contact Persons

Personal Data of business contacts associated with suppliers, customers, prospects, etc., may be processed by Babs AI. This includes:

- Contact information such as first name, last name, email address, telephone number, and mobile number.

4. How Collected Data Are Used

The Personal Data by Babs AI are used for various purposes, with corresponding legal bases, to:

- Ensure the proper technical functioning and customization of the website (based on consent or legitimate interests).
- Manage information requests (based on consent or agreement performance).
- Conduct statistical research and analytics (based on legitimate interests).
- Financial reporting (based on legitimate interests).
- Facilitate payments, billing, and debt collection (based on agreement performance).
- Deliver services, invoicing, and customer relationship management (based on agreement performance, legitimate interests, or legal obligation).
- Display external content (based on consent).
- Train Babs AI our models. However, the utilization of personal data for the training of our models is exclusively applicable to data procured through our landing page and free consumer offerings, excluding any data derived from paid products.
- Send newsletters, advertisements, or relevant communications (based on consent or legitimate interests).
- Manage suppliers and investors (based on contract performance or consent).
- Aggregated or De-Identified Information: We employ techniques such as aggregation or de-identification on Personal Data, rendering it incapable of identifying individuals. This anonymized data is utilized for various purposes including analyzing the efficacy of our Services, enhancing and augmenting their features, conducting research, and similar endeavors. Periodically, we may also share or publish aggregated information such as general user statistics with third parties. The data collection methods encompass the use of our Services, cookies, and other mechanisms detailed in this Privacy Policy. We commit to maintaining and utilizing de-identified information solely in anonymous or de-identified formats, refraining from any attempts to re-identify the data unless mandated by law.

Furthermore, we utilize the content provided by users to enhance our Services, such as refining the models underpinning our offerings.

Babs Technology's use and transfer of information received from Google APIs to any other app will adhere to [Google API Services User Data Policy](#), including the Limited Use requirements.

Babs AI will seek consent for any new purposes of data processing, unless required by applicable laws.

5. Data Transfers/Disclosures

Babs AI handles personal data primarily for internal purposes and does not share or sell it to third parties. However, the data may be transferred to:

- Processors for various purposes such as statistical analysis, hosting, cloud services, communication, and payment processing.
- Controllers acting on behalf of Babs AI.
- Affiliated companies or group entities for proper administration and utilization of network resources.
- Employees, agents, or professional advisors to set up tenancies, conduct eligibility checks, and seek necessary advice.
- Third-party service providers supporting functions like eligibility checks, smooth website operation, and updates for utility suppliers and local authorities.
- Third-party payment providers to process payments and refunds securely.
- Relevant authorities to aid in crime detection, tax collection, or debt recovery.

These transfers may occur internationally, but appropriate safeguards are implemented to ensure data security and compliance.

6. Data Safeguards

At Babs AI, we prioritize the protection of your data through a variety of technical and organizational measures. For instance, access to your account is managed through a unique username and password combination exclusive to you. Furthermore, we employ secure servers to store your data, ensuring its confidentiality and integrity. Payment details undergo encryption utilizing SSL technology, which is indicated by a lock icon or green address bar in your browser during transactions.

Our technical and organizational measures extend to addressing any potential data breaches promptly. If you suspect any unauthorized access, loss, or misuse of your data, we urge you to inform us immediately via email at admin@babs.ai. Your vigilance assists us in maintaining the security and confidentiality of your data.

7. Data Storage Duration

Babs AI retains Personal Data for the duration of relevant agreements and as mandated by law. Data is held only for the necessary processing purposes as described. Even upon deletion, your Data may persist on backup or archival media for legal, tax, or regulatory compliance reasons.

8. User Rights

You possess the following entitlements regarding your Data:

- **Right to Access:** You have the right to request access to the information we hold about you, including the option to receive copies or request modifications, updates, or deletions of such information. We won't impose charges for providing access unless your request is deemed "manifestly unfounded or excessive." We reserve the right to refuse requests where legally permissible, providing reasons for such refusals.
- **Right to Rectification:** You have the right to have inaccuracies or incompleteness in your Data rectified.
- **Right to Erasure:** You can request the deletion or removal of your Data from our systems.
- **Right to Restrict Processing:** You hold the right to request the restriction of our use of your Data or limit the ways in which we process it.
- **Right to Data Portability:** You can request the movement, copying, or transfer of your Data.
- **Right to Object:** You possess the right to object to our use of your Data, including cases where we use it for our legitimate interests.

To inquire about these rights, exercise any of them, or withdraw consent to the processing of your Data (where consent is our legal basis), please contact us at admin@babs.ai. If you're dissatisfied with how we handle your Data-related complaint, you may escalate it to the appropriate data protection authority. It's crucial to ensure the accuracy and currency of your Data in our records. Kindly keep us informed of any changes during the period of our Data retention.

9. Cookie Usage Policy

Our website utilizes certain cookies to enhance your browsing experience. These cookies are carefully selected by our team at Belvedere Group Limited, ensuring that your privacy remains safeguarded and respected in accordance with relevant regulations.

Before these cookies are placed on your device, you will receive a message requesting your consent. By consenting to the use of cookies, you empower us, at Babs AI, to provide you with an improved service. However, if you prefer, you have the option to decline the use of cookies, though this may impact the functionality of certain features on the website.

The types of cookies utilized on our website include:

- Analytical/performance cookies:** These cookies help us understand how visitors interact with our website, enabling us to enhance user experience and navigation.
- Targeting cookies:** These cookies track your browsing behavior on our website, allowing us to tailor our content and advertisements to your interests. We may also share this data with third parties for this purpose.

You have the ability to enable or disable cookies in your internet browser settings. Most browsers are initially set up to accept cookies, but you can modify this setting as needed. Deleting cookies is also an option; however, this may result in the loss of certain saved preferences and settings.

We advise keeping your internet browser updated and referring to the help resources provided by its developer for guidance on adjusting privacy settings.

10. Third-Party Integration

Babs AI integrates with third-party services like Zoom, YouTube, and Google Drive for media asset ingestion. Users retain control over data retention even after ending relationships with third-party services.

11. Changes in Business Ownership and Control

Babs AI may undergo expansions or contractions in our business operations over time, which could entail the sale or transfer of control of the entirety or portions of Babs AI. In such cases, user-provided data relevant to any transferred segment of our business will be transferred along with that segment. The new owner or controlling party will then be granted permission, under the terms outlined in this privacy policy, to utilize the data for its original intended purposes. Additionally, we reserve the right to disclose data to potential purchasers of our business or any of its components. In all such instances, we will take measures to ensure the protection of your privacy.

12. For all international users:

By utilizing our Service, you acknowledge and agree that your Personal Information will undergo processing and storage within our facilities and servers located in the United States. Additionally, it may be disclosed to our service providers and affiliates in various jurisdictions.

Legal Grounds for Processing:

- **Contractual Performance:** When delivering and upholding our Services, we process Account Information, Content, and Technical Information solely for this purpose. Failure to provide such information may result in the inability to render our Services to you.
- **Legitimate Interests:** We have legitimate interests in safeguarding our Services against abuse, fraud, or security threats, as well as in the development, enhancement, or promotion of our Services, which may entail processing Account Information, Content, Social Information, and Technical Information.
- **Consent:** Your consent is sought when we process your Personal Information for specific purposes communicated to you. You retain the right to withdraw your consent at any time.

- **Legal Compliance:** We use your Personal Information to comply with relevant laws or to safeguard our, our affiliates', users', or third parties' rights, safety, and property.

When necessary, we employ suitable safeguards for the transfer of Personal Information beyond certain countries, ensuring that such transfers occur only through legally valid mechanisms.

For matters concerning the processing of Personal Information, you can reach out to our data protection officer at admin@babs.ai.

13. Additional Disclosures for U.S. States

The following table offers further insights into the types of Personal Information we gather and how we disclose it. For detailed information regarding the Personal Information collection process, please refer to the section titled "Information We Collect" above. Similarly, details about how we utilize Personal Information can be found in the "How Collected Data Are Used" section, and our policies on retaining Personal Information are outlined in the "Data Storage Duration" section below.

Category of Personal Information	Disclosure of Personal Information
Identifiers (e.g., name, contact details, IP address, device identifiers)	We may share this information with our affiliates, vendors, and service providers for processing as per our guidelines. It may also be disclosed to law enforcement and other parties as legally required, to participants in transactions, corporate administrators of enterprise or team accounts, and other users or third parties as per your discretion.
Commercial Information (e.g., transaction history)	This information may be shared with our affiliates, vendors, and service providers for processing in line with our directives. Additionally, it may be disclosed to law enforcement, third parties as mandated by law, participants in

	transactions, and corporate administrators of enterprise or team accounts.
Network Activity Information (e.g., Content, interaction with Services)	We may disclose this information to our affiliates, vendors, and service providers for processing in accordance with our instructions. Additionally, it may be shared with law enforcement, parties involved in transactions, and other users or third parties as per your preferences.
Geolocation Data	This information may be disclosed to our affiliates, vendors, and service providers for processing in accordance with our instructions. It may also be shared with law enforcement, as well as parties involved in transactions.
Sensitive Personal Information (e.g., account login credentials, payment card information)	We share this information with our affiliates, vendors, and service providers, as well as law enforcement and parties involved in transactions.

Subject to applicable exceptions and local law, individuals may have the following privacy rights concerning their Personal Information:

- The right to receive information about our processing of your Personal Information, including specific pieces collected from you.
- The right to request deletion of your Personal Information.
- The right to rectify your Personal Information.
- The right to not face discrimination for exercising any of your privacy rights.

We do not engage in the “sale” or “sharing” of Personal Information for cross-contextual behavioral advertising, as defined under relevant local law. Additionally, we do not process sensitive Personal Information to infer consumer characteristics.

To exercise privacy rights as described, you can submit a request via admin@babs.ai, subject to local law.

To safeguard your Personal Information, we may require credential verification before processing requests to know, correct, or delete Personal Information. If you lack an account or if we suspect fraudulent activity, additional information and proof of residency may be requested. Failure to verify your identity may result in denial of your request.

Requests may be made through an authorized agent, who must provide written permission and may need to independently verify your identity and residency. Authorized agent requests can be sent to admin@babs.ai.

Depending on your jurisdiction, you may have the right to appeal decisions regarding the exercise of your rights under local law. To appeal, please contact admin@babs.ai.

14. Additional Information for Residents of the European Economic Area (EEA), Switzerland, or the UK







In this section, we provide further details on the types of personal data we collect and how we use it for residents in the European Economic Area (EEA), Switzerland, or UK. If you live outside of the EEA, Switzerland, or UK, other sections (in addition to Section 12 or Section 13) apply to you. For a comprehensive understanding of our data collection practices, please refer to the “Information We Collect” section above. Similarly, information on the purposes for which we use personal data can be found in the “How Collected Data Are Used” section, while details on data retention policies are outlined in the “Data Storage Duration” section above.

Purpose of Processing	Type of Personal Data Processed	Legal Basis
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To Provide and Maintain Our Services	- Account Information	Necessary for the performance of a contract, such as responding to user inquiries.
	- User Content	✓
	- Communication Information	✓
	- Other Information You Provide	✓
	-Voice, Sound and Content Data	✓
	- Usage Data	✓
	- Device Information	✓
	- Cookies and Similar Technologies	✓

To Improve and Develop Our Services, Introduce New Features, and Conduct Research	- Account Information	✓
	- User Content	✓
	- Communication Information	✓
	- Other Information You Provide	✓
	- Data We Receive From Other Sources	✓
	- Voice, Sound and Content Data	✓
	- Usage Data	✓
	- Device Information	✓

	<ul style="list-style-type: none"> - Cookies and Similar Technologies 	✓
To Communicate With You and Send Information or Marketing Materials About Our Services and Events	<ul style="list-style-type: none"> - Account Information 	✓
	<ul style="list-style-type: none"> - Communication Information 	✓
	<ul style="list-style-type: none"> - Social Media Information 	✓
	<ul style="list-style-type: none"> - Other Information You Provide 	✓
	<ul style="list-style-type: none"> - Voice, Sound and Content Data 	✓
	<ul style="list-style-type: none"> - Usage Data 	✓
	<ul style="list-style-type: none"> - Device Information 	✓

	<ul style="list-style-type: none"> - Cookies and Similar Technologies 	
To Prevent Fraud, Criminal Activity, or Misuses of Our Services and Protect Our Systems and Users' Security	<ul style="list-style-type: none"> - Account Information 	<p>Compliance with legal obligations and protection of legitimate interests, including safeguarding against fraud and security threats.</p>
	<ul style="list-style-type: none"> - User Content 	
	<ul style="list-style-type: none"> - Communication Information 	
	<ul style="list-style-type: none"> - Social Media Information 	
	<ul style="list-style-type: none"> - Other Information You Provide 	
	<ul style="list-style-type: none"> - Data We Receive From Other Sources 	

	- Voice, Sound and Content Data	✓
	- Usage Data	✓
	- Device Information	✓
	- Cookies and Similar Technologies	✓
To Comply With Legal Obligations and Protect Rights, Privacy, Safety, or Property	- Account Information	Compliance with legal obligations, such as record-keeping requirements, and protection of legitimate interests, including rights, safety, and property.
	- User Content	✓
	- Communication Information	✓
	- Social Media Information	✓

	- Other Information You Provide	✓
	- Data We Receive From Other Sources	✓
	- Voice, Sound and Content Data	✓
	- Usage Data	✓
	- Device Information	✓
	- Cookies and Similar Technologies	✓

Data Transfer: We may transfer your personal data to recipients located outside of the European Economic Area (EEA), Switzerland, and the United Kingdom (UK) for the purposes outlined in this Privacy Policy. If you reside in the EEA, Switzerland, or the UK, and your personal data is transferred to a country outside of these regions, it's important to note that such countries may not provide the same level of data protection as your home country. However, we ensure that such transfers comply with applicable data protection laws.

To transfer your personal data outside of the EEA, Switzerland, or the UK, we rely on mechanisms such as the European Commission's adequacy decisions for certain countries. For other jurisdictions, we utilize Standard Contractual Clauses approved by the European Commission, along with any relevant country-specific agreements. If you require further

details or wish to obtain a copy of the safeguards we have in place, please contact us at admin@babs.ai

By using our services, you acknowledge and consent to the processing and storage of your personal data in our facilities and servers located in the United States. Your personal data may also be shared with our service providers and affiliates in other locations.

We reserve the right to update this Privacy Policy periodically, and any changes will be posted on this page unless otherwise required by law.

If you have any questions or concerns not addressed in this Privacy Policy, please reach out to us at admin@babs.ai or the address provided in Section 1 (Data Controller). You can also contact our Data Protection Officer at admin@babs.ai regarding matters related to the processing of personal data.

Your Rights: You have statutory rights concerning your personal data, including the right to:

- Access your personal data and information regarding its processing.
- Request the deletion of your personal data from our records.
- Rectify or update your personal data.
- Transfer your personal data to a third party (right to data portability).
- Restrict how we process your personal data.
- Withdraw your consent for processing, where applicable.
- Lodge a complaint with your local data protection authority.

Additionally, you have the right to object to:

- The processing of your personal data for direct marketing purposes.
- Processing based on our legitimate interests.

Some of these rights can be exercised through your Babs AI account. If you encounter difficulties accessing your rights through your account, please submit your request to admin@babs.ai.

Please note that these rights may be subject to limitations, such as when fulfilling your request would compromise the privacy of another individual or contravene legal obligations or compelling legitimate interests.

If you have any unresolved complaints or concerns, you can contact [your local supervisory authority](#). For complaints relating to the UK, you can contact the [Information Commissioner's Office](#), and for Switzerland, the [Federal Data Protection and Information Commissioner](#).

Accuracy Disclaimer: Services like Babs AI generate responses based on user inputs and may translate submissions into desired languages. However, due to linguistic nuances and

accent variations, the translated output may not be subject to certain limitations to those effects.

If you notice any inaccuracies in the output generated by Babs AI, you can request corrections by emailing admin@babs.ai. However, please be aware that due to the technical complexities involved, we may not be able to correct inaccuracies in every instance. In such cases, you may request the removal of your personal data from Babs AI's output by contacting us at admin@babs.ai.

Provisions of this privacy statement remain valid if any part is annulled. Babs AI reserves the right to modify provisions within legal limits. Failure to enforce certain provisions doesn't waive rights.

16. Applicable Law

Disputes regarding this Privacy Statement and Personal Data processing are governed by US law, with exclusive jurisdiction in US courts.

17. Contact

For inquiries regarding Personal Data processing, users can contact Babs AI via mail or email at admin@babs.ai