Privacy Policy

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Simular Agent (the "**Agent**") is an AI-enabled search tool developed by Simular, Inc. ("**Simular**," "**we**," "**us**," or "**our**") designed to direct users to specific websites or web content based on user-provided queries (the "**Services**").

This policy explains how we collect, use, disclose, and process your personal data when you access and use our Agent and describes your rights and choices regarding your personal data.

This policy does not apply to information:

- Collected by us offline.

- You provide to or is collected by any third party including through any application or content (including advertising) that may link to or be accessible from or through the Agent.

Please read this policy carefully to understand our policies and practices regarding your personal data and how we will treat it. If you do not agree with our policies and practices, do not access or use this Agent or other Services provided by us. By downloading, registering with, or using this Agent, you agree to this privacy policy. This policy may change from time to time (see Changes to Our Privacy Policy). Your access to and continued use of this Agent or other Services provided by us after we revise this policy means you accept those changes, so please check the policy periodically for updates.

1. **Information We Collect and How We Collect It**

   We collect the following categories of information:

   __Personal data you provide to us directly__

   - **Identity and Contact Data**: Simular collects identifiers, such as your full name and email address when you sign in using your Google Account or to receive information on our Services. We may also collect or generate indirect identifiers (e.g., User 12345).

   - **Inputs and Outputs**: Our Services allow you to submit your prompts to, or otherwise interact with, the Services in the format of text, code, voice, and other forms along with the metadata and other information contained therein (**"Inputs"**), and our Services may generate responses (**"Outputs"**) based on your Inputs. If you include personal data in your Inputs, we will collect that information, and such information may be reproduced in your Outputs.

     Specifically, if you use voice commands, your voice Inputs will be processed locally on your device using voice recognition technology. To support instruction reproduction and system functionality, we may collect your original voice recordings and related command data, such as the interpreted instruction, usage metadata, and timestamps. Your original voice recordings will not be uploaded to the Company's cloud servers but may be stored locally to improve our Services and ensure accurate execution of your commands.

   - **Feedback on your use of our Services:** We appreciate feedback, including ideas and suggestions for improvement or rating an Output in response to an Input ("**Feedback**"). If you provide your Feedback, we may store the related conversation or interaction as

part of your Feedback.

- **Communication Information:** If you communicate with us, including via our social media accounts, we collect your name, contact information, and the contents of any messages you send.

- Other types of information you provide to us directly.

Personal data we collect automatically from your use of the Services

When you download, access, and use the Agent and other Services provide by us, we also receive certain technical data automatically (described below, collectively "**Technical Information**"), including:

- **Device and Connection Information.** Consistent with your device or Agent permissions, your device or browser automatically sends us information about when and how you install, access, or use our Services. This includes information such as your device type, operating system information, browser information and web page referrers, mobile network, connection information, mobile operator or internet service provider (ISP), time zone setting, IP address (including information about the location of the device derived from your IP address), identifiers (including device or advertising identifiers, probabilistic identifiers, and other unique personal or online identifiers).

- **Usage Information.** When you access and use the Agent and other Services provided by us, we may automatically collect certain details of such access and use, including the dates and times of access, browsing history, search history, information about links you click, pages you view, screenshots of webpages you interact with, screenshots of video contents you are viewing while using the Services, and other information about how you use the Services, tokens, and technology on the devices you use to access the Services.

- **Location Information:** Our Services may collect real-time information about the location of your device.

- **Log and Troubleshooting Information:** We collect information about how our Services are performing when you use them. This information includes log files. If you or your device experiences an error, we may collect information about the error, the time the error occurred, the feature being used, the state of the application when the error occurred, and any communications or content provided at the time the error occurred.

- **Cookies & Similar Technologies**: We, along with our service providers and third-party partners, use cookies, scripts, or similar technologies ("**Cookies**") to manage the Services and to collect information about you and your use of the Services. These technologies help us to recognize you, customize or personalize your experience, conduct marketing and advertising, and analyze the use of our Services to make them safer and more useful to you. Specifically, when you visit or log in to our website, Cookies may be used by our online data partners or vendors to associate your browsing activities with other personal information they or others have about you. This may include associating your activity on our site with your email address. We, or our service providers on our behalf, may then send marketing communications to these email addresses. **You may opt out of receiving this specific type of advertising, which associates your site activity with your email for marketing purposes, by visiting our partner's opt-out page at: https://app.retention.com/optout**.

Personal data we collect or receive to train our models

Simular obtains personal data from third party sources in order to train our models. Specifically, we train our models using data from three sources:

• Publicly available information via the Internet

• Dataset that we obtain through licenses from third party businesses

• Data that you provide to us directly and that we collect automatically from your use of the Services.

• We take steps to minimize the privacy impact on individuals through training process by de-identifying personal data we collect.

2. **How We Use Your Information**

We will use personal data that we collect about you or that you provide to us in accordance with applicable laws to:

• Provide, maintain and facilitate the Services offered to you, which are governed by our Terms of Services.

• Provide, maintain and facilitate optional Services and certain features of the Services that enhance platform functionality and user experience.

• Communicate with you for non-marketing purposes including by sending you Services-related emails, push, notification, and other messages.

• Send you marketing communications, where you have signed up to receive them.

• Create and administer your account on the Agent.

• Prevent and investigate fraud, abuse, and violations of our Terms of Services, unlawful or criminal activity, unauthorized access to or use of personal data or Simular systems and networks, to protect our rights and the rights of others, and to meet legal, governmental, and institutional policy obligations.

• Investigate and resolve disputes.

• Investigate and resolve security issues.

• Debug, identify, and repair errors that impair existing functionality.

• Improve the Services and conduct research.

• De-identify personal data and train our AI models.

• Enforce our Terms of Services and similar terms and agreements.

• The usage information we collect helps us to improve our Agent and to deliver a better and more personalized experience by enabling us to:

• Estimate our audience size and usage patterns.

• Store information about your preferences, allowing us to customize our Agent according to your individual interests.

• Speed up your searches.

- Recognize you when you use the Agent or other Services provided by us.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please adjust your user preferences in your account profile. For more information, see Your Choices About Our Collection, Use, and Disclosure of Your Information.

We may use the information we collect to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal data for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

3. **Uploading of Your Information**

The data provided by you directly or automatically collected from your use of the Services is uploaded to our cloud servers. This enables us to improve our services and user experience, optimize system performance and reliability, and train and improve our AI models. Your access and use of the Agentand other Services provided by us constitute acceptance of such data uploading, subject to this policy.

If you prefer not to upload your information to our cloud servers, you can opt out by emailing your request to support@simular.ai.

4. **Disclosure of Your Information**

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

In addition, we may disclose personal data that we collect or you provide:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Simular's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal data held by Simular about our Agent users is among the assets transferred.
- To third parties to market their products or services to you if you have not opted out of these disclosures. For more information, see Your Choices About Our Collection, Use, and Disclosure of Your Information.
- To fulfill the purpose for which you provide it. For example, if you give us an email address to use the "email a friend" feature of our Services, we will transmit the contents of that email and your email address to the recipients.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.

- To enforce or apply our rights arising from any contracts, including the Terms of Services, entered into between you and us, including the Terms of Service, and for billing, collection or other purposes.

- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Simular, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

5. **Your Choices About Our Collection, Use, and Disclosure of Your Information**

We strive to provide you with choices regarding the personal data you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of your information.

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies or to alert you when cookies are being sent. If you disable or refuse cookies or block the use of other tracking technologies, some features of the Services may become inaccessible or not function properly.

- **Location Information.** You can choose whether to allow the Agent or other Servies provided by us to collect and use real-time information about your device's location through the device's privacy settings. If you block the use of location information, some features of the Services may become inaccessible or not function properly.

- **Promotion by the Company.** If you do not want us to use your email address to promote our own or third parties' products or services, you can opt out by unsubscribing your email address. You can also always opt out by sending us an email stating your request to support@simular.ai.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("**NAI**") on the NAI's website.

6. **Accessing and Correcting Your Personal Data**

You can review and change your personal data by logging into the Agent and visiting your account profile page.

You may also send us an email at support@simular.ai to request access to, correct, or delete any personal data that you have provided to us. We cannot delete your personal data except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

7. **Data Retention and Data Lifecycle**

Simular retains your personal data for as long as reasonably necessary for the purposes and criteria outlined in this Privacy Policy. When the personal data collected is no longer required by us, we and our service providers will perform the necessary procedures for destroying, deleting, erasing, or converting it into an anonymous form as permitted or

required under applicable laws.

Aggregated or De-Identified Information

We may process personal data in an aggregated or de-identified form to analyze the effectiveness of our Services, conduct research, study user behavior, and train our AI models as permitted under applicable laws. For instance:

- When you submit Feedback and provide us permission, we disassociate Inputs and Outputs from your user ID to use them for training and improving our models.

- If our systems flag Inputs or Outputs for potentially violating our Terms of Services, we disassociate the content from your user ID to train our trust and safety classification models and internal generative models. However, we may re-identify the materials to enforce our Terms of Services with the responsible user if necessary.

- To improve user experience, we may analyze and aggregate general user behavior and usage data. This information does not identify individual users.

Security Controls Relating to our Processing of Personal Data. We implement appropriate technical and organizational security measures designed to protect personal data from loss, misuse, and unauthorized access, disclosure, alteration, or destruction.

8. **Children Under the Age of 18**

Our Services are not intended for children under 18 years of age, and we do not knowingly collect, disclose, sell or share any personal data from children under 18. If you are under 18, do not use or provide any information on the Agent or through any of its features, make any purchases through the Agent, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal data from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at support@simular.ai.

9. **Data Security**

We have implemented measures designed to secure your personal data from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls.

The safety and security of your information also depend on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Services, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of our Services, like message boards. The information you share in public areas may be viewed by any user of the Agent.

Unfortunately, the transmission of information via the Internet and mobile platforms is not completely secure. Although we do our best to protect your Personal Data, we cannot guarantee the security of your Personal Data transmitted through our Agent. Any transmission of Personal Data is at your own risk. We are not responsible for circumvention

of any privacy settings or security measures we provide.

10. Changes to Our Privacy Policy

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal data, we will notify you by email to the email address specified in your account and/or through a notice on the home page of Simular's website.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically visiting this privacy policy to check for any changes.

11. Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at support@simular.ai.