

Privacy Policy

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Similar Sai (the “Sai”), Similar Agent (the "Agent"), and any associated apps and websites (collectively, the “Services”), are secure, enterprise-grade AI agent platforms developed by Similar, Inc. (“Similar,” “we,” “us,” or “our”) designed to operate a secure, virtualized workspace on behalf of users or to direct users to specific websites or web content based on user-provided queries, enabling them to complete tasks safely and continuously via simple chat commands.

This privacy policy explains how we collect, use, disclose, and process your personal data when you access and use Sai or other Services and describes your rights and choices regarding your personal data.

This privacy policy does not apply to information:

- Collected by us offline or through any other means, including on any other website operated by Similar or any third party.
- 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 Sai or other Services.

Please read this privacy policy carefully to understand our policies and practices regarding your personal data and how we treat it. If you do not agree with our policies and practices, do not access or use Sai or other Services provided by us. By interacting with our Services or providing us with your information, 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 Sai 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 personal data:

Personal data you provide to us directly

- **Identity and Contact Data:** Similar 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 and actions (“**Outputs**”) based on your Inputs. This includes third party applications you choose to integrate with our Services. If you include personal data or reference external content 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 navigate through and interact with Sai and other Services provided by us, we also receive certain technical data automatically (described below, collectively “**Technical Information**”), including:

- **Device and Connection Information.** Consistent with your device or browser 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 Sai 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, chat 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 consumed, and technology on the devices you use to access Sai and other Services provided by us.

- **Location Information.** Our Services may collect real-time precise geolocation information, if you have enabled and consented to location information collection.
- **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 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 activities with your email for marketing purposes, by visiting our partner’s opt-out page at: <https://app.retention.com/optout>.** For more information, see [Your Choices About Our Collection, Use, and Disclosure of Your Information](#).

Personal data we collect or receive to train our models

Similar obtains personal data from third party sources in order to train our models. Specifically, we train our models using data from the following sources:

- Publicly available information via the Internet;
- Dataset that we obtain through licenses from or other agreements with third party businesses;
- Data that our users provide to us directly and that we collect automatically from the usage of the Services, including Inputs and Outputs from our Services;

- Feedback that users explicitly provide about our Services;
- Materials flagged for safety, security, or policy review.

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 in connection with the provision of Services.

- 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 Similar 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 or 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 Sai and other Services provided by us 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 Sai and other Services provided by us according to your individual interests.
- Recognize you when you use Sai or other Services provided by us.

We may also use your information to contact you about our own and third parties' 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 your Inputs and Outputs to train our models and improve our Services, unless you opt out by sending us an email stating your request to support@similar.ai. Even if you opt-out, we may still use Inputs and Outputs for model improvement when: (1) your conversations are flagged for safety review to improve our ability to detect harmful content, enforce our policies, or advance AI safety research, or (2) you have explicitly reported the materials to us.

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, including your Inputs and Outputs, might be uploaded to our own or third-party 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 Sai and 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@similar.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 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 entered into between you and us, including the Terms of Services, 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.

Sai and other Services provided by us may involve interactions with, or may direct you to, websites, apps, and services managed by third parties. By interacting with these third parties, you are providing information directly to the third party and not Simular, and you are subject to such third party’s privacy policy. If Sai and/or other Services provided by us involve the access to third-party services, such as the sites linked through the Services, these third-party services will be able to collect personal data about you. If we link to a site or service via Sai or other Services provided by us, you should read their data usage related policies or other documentation. **Our linking to any third party’s site or service doesn’t mean we endorse it or speak for that third party.**

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 and rights you may have under applicable laws, depending on where you live.

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies or other tracking technology files, 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 Sai or other Services 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 information 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@similar.ai.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal data with unaffiliated or non-agent third parties for advertising and marketing purposes, you can opt out by logging into your account and adjusting your account settings and preferences or sending us an email stating your request to support@similar.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. Your Privacy Rights

Depending on your state of residency, you may have certain rights related to your personal data, including:

- **Access and Data Portability.** You may confirm whether we process your personal data and access a copy of the personal data we process. To the extent feasible and required by state law, depending on your state, data will be provided in a portable format.
- **Correction.** You may request that we correct inaccuracies in your personal data that we maintain, taking into account the information's nature and processing purpose.

- **Deletion.** You may request that we delete personal data about you that we maintain, subject to certain exceptions under applicable law. Please note that we cannot guarantee the factual accuracy of Outputs. If Outputs contain factually inaccurate personal data relating to you, you can submit a correction request and we will make a reasonable effort to correct this information—but due to the technical complexity of our large language models, it may not always be possible for us to do so.

- **Opt Out of Using Personal Data for Targeted Advertising, Profiling, and Sales.** You may request that we do not use your personal data for these purposes.

To exercise your rights, you or an authorized agent may submit a request by emailing us at support@similar.ai. Please describe your request with sufficient detail so we can properly understand, evaluate, and respond to it. After we receive your request, we may verify it by requesting information sufficient to confirm your identity. Please note that we may decline a request where we are unable to verify your identity and confirm the personal information we maintain relates to you. We may also decline a request if we have a lawful reason for doing so. That said, we strive to prioritize the protection of personal data, and comply with all applicable privacy laws.

Similar will not discriminate based on the exercising of privacy rights you may have.

7. Data Retention and Data Lifecycle

Similar retains your personal data for as long as reasonably necessary to fulfill the purposes described herein or for as otherwise legally permitted or required, such as maintaining the Services, operating our organization, complying with our legal obligations, resolving disputes, and for safety, security, and fraud prevention. This means that we consider our legal and business obligations, potential risks of harm, and nature of the information when deciding how long to retain personal data. When the personal data collected is no longer required, we and/or 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 the age of 18, and we do not knowingly collect, use, disclose, sell or share any personal data from children under the age of 18. If you are under the age of 18, do not use or provide any information on Sai or other Services or through any of its features, make any purchases through Sai or other Services, 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 the age of 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 the age of 18, please contact us at support@similar.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. You are responsible for maintaining the confidentiality of the account credentials used to access Sai and any other Services we provide. We ask you not to share your password with anyone. We also urge you to exercise caution when giving out information while accessing or using Sai or other Services provided by us - for example, when including personal data in your Inputs.

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 Sai or other Services provided by us. **Any transmission of personal data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we and/or**

our service providers 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.