VENHO PRIVACY AND COOKIE POLICY

This VENHO Privacy and Cookie Policy provides information on our privacy principles, the types of personal data we collect through our website and newsletter services, the purposes for using this data, how we use, store and retain this data, and your rights with regard to this data. This policy also details how we use cookies and similar technologies on our website.

Important Note: This policy applies ONLY to our website (built on Webflow), our newsletter services (managed through Kit), and the personal data we see on our own social media accounts. The use of our platform, any purchases, and platform-related services are covered by our separate Platform Privacy Policy, which is provided with the platform.

Who we are

Our website venho.ai is operated by:

DLT Technologies Pte. Ltd
Registration number: 201937011H
Registered address: 11 Irving Place #09-01, Singapore 369551
Email: info@venho.ai

In this policy, "**VENHO**", "**we**" or "**us**" refers to this company. It is the controller of the personal data described in this policy, which means it decides how and why this data is used.

Our Privacy Principles

Protecting the privacy of our website visitors is fundamental to our business. Our approach towards your privacy is built on the following principles:

1. You have the right to the utmost protection of your privacy. It should be for you to decide what personal data you want to share and when.
2. We do not sell your personal data to third parties. We are not building a business on monetizing your personal data.
3. We collect only the information necessary to provide you with the services you request and to improve your experience on our website.
4. We work hard to protect your data through strong security measures, protecting against intrusion and unauthorized access from any sources.

This policy sets out: (A) the information we collect about you when you visit our website or sign up for our services; (B) how we use, share, store, and secure the information; and (C) how you may access and control the information.

1. What information we collect about you

1.1 We may collect the following types of information about you:

a. **Contact Information**: When you subscribe to our newsletter, join our waitlist, or contact us through our website, we collect contact details such as your name and email address.

b. **Technical Information**: We collect certain technical data when you visit our website, including:

- IP address, and your approximate location (country or city) estimated from it
- Browser type and version
- Operating system, device type and screen size
- Cookie and device identifiers
- Referral source, including the advertisement or link that brought you to our website
- Length of visit and page views
- Navigation paths
- User interactions (such as clicks, scrolls, and mouse movements)
- Session recordings
- Heatmaps of user activity

c. **Cookie Information**: Our website uses cookies and similar technologies to enhance your browsing experience. For more details, see Section 8 of this policy.

d. **Marketing Preferences**: Your communication preferences and marketing choices when you subscribe to our communications.

e. **Usage Data**: Information about how you interact with our website, including which pages you visit and features you use.

f. **Messages**: The content of any message you send us through our website or by email.

2. How we use information we collect

2.1 We use your information for the following purposes:

a. **Website Operations and Improvements**: We analyze usage patterns to enhance our website's functionality, usability, and content.

b. **Communication**: To respond to your inquiries, provide information you request, and keep you informed about our products and services.

c. **Newsletter and Updates**: To send you newsletters, updates, and marketing communications that you have opted in to receive.

d. **Waitlist Management**: To manage your position on our waitlist and notify you when our products or services become available.

e. **Analytics and Marketing**: To understand website traffic patterns, user preferences, and behavior. This includes analyzing how visitors navigate our site, which features they interact with, and how they engage with our content. We collect data that allows us to review session recordings, heatmaps, and interaction patterns to identify usability issues and improve the overall user experience. We also use this collected data for marketing purposes, including delivering targeted advertisements to you on other platforms and websites based on your interests and interactions with our site, and measuring whether our advertisements bring visitors to our website. These insights help us continuously enhance our website design, content structure, and service offerings to better meet your needs.

f. **Security**: To detect and prevent security incidents and protect against malicious, deceptive, or fraudulent activities.

2.2 If you visit our website from the European Economic Area (EEA), the UK or Switzerland, we only use analytics, session recordings and advertising cookies after you have accepted them in our cookie banner.

3. How we share information

3.1 We may share your information with:

a. **Service Providers**: We work with carefully selected third-party service providers who help us operate our website and deliver our services:

- **Webflow**: Our US-based website hosting and building platform, which processes visitor data in accordance with their privacy policy. Webflow stores and processes data primarily in the United States.
- **Kit (formerly ConvertKit)**: Our US-based email marketing and waitlist management provider, which processes subscriber data in accordance with their privacy policy. Kit stores and processes data primarily in the United States.
- **Analytics and Marketing Providers**: We use analytics and marketing services (such as Google Analytics, Google Ads, Microsoft Clarity, LinkedIn, Meta (Facebook and Instagram), and similar tools) to help us understand how visitors interact with our website, analyze user behavior patterns through heatmaps and session recordings, and deliver targeted advertisements to you on third-party platforms. These providers may process data in various locations globally.

b. **Legal Requirements**: We may disclose your information if required by law, regulation, legal process, or governmental request.

We require all service providers to respect the security of your personal data and to treat it in accordance with applicable laws. Our service providers, such as Webflow and Kit, may only process your personal data for specified purposes and in accordance with our instructions. Advertising and analytics platforms, such as Google, Microsoft, LinkedIn and Meta, may also use the data their tools collect on our website for their own purposes, such as improving their advertising services, under their own privacy policies. For visitors from the EEA, the UK and Switzerland, this only happens after you have accepted these cookies.

4. How we store and secure information

4.1 Data Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorized or unlawful processing, accidental loss, destruction, or damage. These measures include:

- Encryption of data during transmission using SSL/TLS protocols
- Regular security assessments of our website and services
- Access controls for our systems and databases
- Staff training on data protection and security practices

4.2 Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements.

For newsletter subscribers and waitlist registrants, we retain your information until you unsubscribe or request deletion, after which we may retain limited information for record-keeping purposes.

We keep other information for the following periods:

- **Messages and inquiries**: as long as needed to respond to you and follow up, and no longer than three years after our last contact with you.
- **Google Analytics data**: 14 months, after which it is deleted.
- **Microsoft Clarity data**: session recordings for 30 days, and heatmaps and summarized interaction data for 13 months.
- **Cookies**: for the lifetimes listed in Section 8.4.
- **Data held by advertising platforms**: for the periods set out in the privacy policies of Google, LinkedIn and Meta.

5. Your Rights

Depending on your location, you may have certain rights regarding your personal information. These may include:

a. **Right to Access**: You can request a copy of the personal information we hold about you.

b. **Right to Rectification**: You can request that we correct inaccurate or incomplete information.

c. **Right to Erasure**: You can ask us to delete your personal information in certain circumstances.

d. **Right to Restrict Processing**: You can ask us to restrict the processing of your personal information in certain circumstances.

e. **Right to Data Portability**: You can request that we transfer your personal information to another service provider.

f. **Right to Object**: You can object to our processing of your personal information for direct marketing purposes, and to processing we carry out on the basis of our legitimate interests.

g. **Right to Withdraw Consent**: Where we rely on your consent, you can withdraw it at any time, for example by unsubscribing from our emails or changing your choices in Cookie settings at the bottom of our website. Withdrawing consent does not affect processing that took place before you withdrew it.

You can exercise these rights by contacting us at the email address provided in Section 10. We will respond to all legitimate requests within one month.

6. International Users

Our website is operated from Singapore, it is hosted and operated using Webflow (US-based), and our newsletter services are managed through Kit (US-based). These service providers process data in the United States and other countries. This means that your information may be transferred to, stored, and processed in countries outside the EU where data protection standards may differ.

For users in the European Economic Area (EEA), the UK and Switzerland, we rely on appropriate data transfer mechanisms such as Standard Contractual Clauses to ensure that your data is adequately protected when processed outside the EEA. Both Webflow and Kit maintain compliance with applicable data protection regulations, including GDPR requirements for EU users.

For users in the United States, we comply with applicable federal and state privacy laws. Depending on your state, you may have the right to access, correct or delete your personal data and to opt out of targeted advertising. You can turn off marketing cookies at any time in Cookie settings at the bottom of our website, and you can send other requests to us by email. For all international data transfers, we implement appropriate safeguards in accordance with applicable law.

7. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. When we make material changes to this policy, we will notify you by posting a notice on our website or by sending you an email prior to the changes becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

8. Cookies and Similar Technologies

8.1 What Are Cookies

Cookies are small text files that are placed on your computer or mobile device when you visit a website. They are widely used to make websites work more efficiently and provide information to the website owners. Cookies enhance user experience by remembering your preferences and enabling certain site functionalities.

8.2 Cookies We Use

Our website uses cookies and similar technologies to distinguish you from other users. This helps us provide you with a good experience when you browse our website and allows us to improve our site. We use the following types of cookies:

a. **Strictly Necessary Cookies**: Required for the operation of our website. They include cookies that enable you to use essential features and that remember your cookie choices. These cookies cannot be disabled.

b. **Analytical/Performance Cookies**: Allow us to recognize and count the number of visitors and see how visitors move around our website. This helps us improve how our website works, for example, by ensuring that users find what they are looking for easily. We use services such as Google Analytics and Microsoft Clarity for this purpose.

c. **Functionality Cookies**: Used to recognize you when you return to our website, enabling us to personalize our content for you and remember your preferences (for example, your choice of language or region).

d. **Targeting/Marketing Cookies**: Record your visit to our website, the pages you have visited, and the links you have followed. We use this information not only to make our website more relevant to your interests but also for marketing and advertising purposes on third-party platforms. This includes retargeting/remarketing activities where you may see our advertisements on other websites and platforms based on your interaction with our website.

8.3 Third-Party Cookies

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the website and deliver advertisements on and through the website. These may include:

a. **Google Analytics**: We use Google Analytics to understand how visitors interact with our website. Google Analytics uses cookies to collect information about how you use our site, including the number of visitors to the website, where visitors have come to the site from, and the pages they visited. For more information about Google Analytics cookies, please visit Google's privacy policy.

b. **Meta Pixel (Facebook and Instagram)**: We use Meta Pixel to measure the effectiveness of our advertising campaigns and to understand how users interact with our website after viewing our advertisements on Facebook and Instagram. Meta Pixel may collect information such as your IP address, time, referring website, pages viewed, and browser information. For more information about Meta cookies, please visit Meta's privacy policy.

c. **Microsoft Clarity**: We use Microsoft Clarity to analyze user behavior patterns on our website through heatmaps and session recordings. This service helps us identify usability issues and improve our website experience. Microsoft Clarity may collect information such as mouse movements, clicks, scrolls, and page views. For more information about Microsoft Clarity's data practices, please visit Microsoft's privacy policy.

d. **Other Marketing Technologies**: We may use cookies from other marketing platforms such as Google Ads, LinkedIn, and other advertising networks to deliver targeted advertisements and track conversions.

8.4 Cookie List

The table below lists the main cookies our website uses or may use. The current list is always available in Cookie settings at the bottom of our website, and we add each new tool there before we start using it.

Provider	Cookies	Purpose	Type	Lifetime
VENHO	Cookie consent cookie	Remembers your cookie choices	Strictly necessary	Up to 12 months
Google Analytics	_ga _ga_<ID>	Distinguish visitors and visits to produce website statistics	Analytical	2 years
Microsoft Clarity	_clck _clsk CLID, MUID	Recognize returning visitors and group page views into one session for heatmaps and session recordings	Analytical	1 year 1 day 1 year
Google Ads	_gcl_au IDE	Measure which advertisements bring visitors and show our advertisements to past visitors	Marketing	3 months 13 months
LinkedIn	li_sugr, bcookie lidc UserMatchHistory	Measure advertising results and show our advertisements on LinkedIn	Marketing	3 months to 1 year 1 day 30 days

Provider	Cookies	Purpose	Type	Lifetime
Meta	_fbp fr	Measure advertising results and show our advertisements on Facebook and Instagram	Marketing	3 months 3 months

8.5 Cookie Consent

When you first visit our website, you will be presented with a cookie banner that allows you to accept or decline non-essential cookies. If you visit from the EEA, the UK or Switzerland, analytical and marketing cookies, session recordings and tracking pixels are only used after you accept them, and declining them is as easy as accepting them. In other countries, these cookies may be used from your first visit, and you can turn them off at any time.

You can change your preferences at any time through Cookie settings at the bottom of every page of our website. If you decline analytical or marketing cookies, Google may still receive basic signals without cookies, such as that a page was viewed, which it uses only in summarized form to estimate website statistics.

8.6 Cookie Management

You can set your browser to refuse all or some browser cookies or to alert you when websites set or access cookies. Methods for doing so vary from browser to browser, and from version to version. You can get information about blocking or deleting cookies on these browsers:

- Chrome
- Firefox
- Safari
- Edge
- Opera

Please note that if you choose to block cookies, some parts of our website may not function properly and your user experience may be affected.

8.7 Web Beacons and Pixels

In addition to cookies, we may use other similar technologies like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enables us to recognize when someone has visited our website or opened an email that we have sent them. This allows us, for example, to monitor the traffic patterns of users from one page within our website to another, to deliver or communicate with cookies, to understand whether you have come to our website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of email marketing campaigns.

8.8 Do Not Track Signals

Some browsers have incorporated "Do Not Track" (DNT) features that can send a signal to the websites you visit indicating you do not wish to be tracked. Because there is not yet a common understanding of how to interpret the DNT signal, our website does not currently respond to browser DNT signals. Instead, you can use the range of other tools we provide to control data

collection and use, including the ability to opt out of receiving marketing from us as described above.

9. Our Social Media Accounts

We run accounts on social media platforms such as LinkedIn, Instagram, Facebook and YouTube. When you follow, like, comment on or message one of our accounts, we can see the information the platform shows us, such as your public profile name and picture and the content of your comments and messages. We use this to reply to you and to take part in conversations, and we keep messages only as long as we need them for that.

The platforms also give us statistics about visitors to our accounts, such as how many people viewed a post and their general location, age range or industry. We only receive these statistics in summarized form and cannot identify you from them. For our Facebook, Instagram and LinkedIn pages, we and the platform are jointly responsible for these statistics under the GDPR. The platform has taken on the main responsibility for them, including for handling your requests about them, but you can also contact us.

Everything else the platforms do with your data, including the advertising they show you, is covered by their own terms and privacy policies.

10. Contact Us

For any questions, concerns, or requests related to this Privacy Policy or your personal information, please contact our privacy team at:

Email: info@venho.ai

While we encourage you to contact us first with any privacy-related concerns, you retain the right to file a complaint with your local data protection authority.

11. Age Requirements

Our website is not intended for individuals under the age of 16, and we do not knowingly collect personal information from individuals under 16. If we learn that we have collected personal information from an individual under 16, we will promptly delete such information.

Last updated: November 14, 2026

Appendix A: GDPR Legal Bases

For users in the European Economic Area (EEA), the UK and Switzerland, we process your personal data under the following legal bases:

Processing purpose	Type of data processed	Legal basis
Website operation	Technical data, strictly necessary cookies	Legitimate interest
Responding to messages and inquiries	Contact information, messages	Legitimate interest
Newsletter subscription	Contact information	Consent

Processing purpose	Type of data processed	Legal basis
Waitlist registration	Contact information	Consent
Marketing communications	Contact information, Marketing preferences	Consent
Analytics, heatmaps and session recordings	Technical data, Usage data, User interaction data (such as clicks, scrolls, and navigation patterns)	Consent
Advertising, remarketing and measuring advertising results	Technical data, cookie identifiers, Usage data	Consent
Replying to comments and messages on our social media accounts	Public profile information, comments, messages	Legitimate interest
Statistics about visitors to our social media accounts	Summarized statistics from the platforms	Legitimate interest
Security measures	Technical data	Legitimate interest