

**Data Privacy Policy**  
**Parabole Inc.**  
**Effective Date: 12/05/2024**

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### 1. Introduction

Parabole Inc. (“we,” “our,” or “us”) is committed to protecting the privacy and security of the personal data we collect, process, and store. As a Delaware-registered Artificial Intelligence (AI) software company, we adhere to applicable data protection laws and regulations, including the General Data Protection Regulation (GDPR).

This Data Privacy Policy outlines how we collect, use, protect, and share Personally Identifiable Information (PII) in compliance with GDPR requirements.

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### 2. Scope

This policy applies to all personal data collected, processed, and stored by Parabole Inc. in connection with its business activities, including data collected through our website, services, and interactions with business partners and stakeholders.

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### 3. Data We Collect

We may collect the following categories of personal data:

- **Contact Information:** Name, business email address, phone number, and mailing address.
  - **Website Usage Data:** Information collected through cookies and similar technologies, including IP address, browser type, and website interactions.
  - **Account Information:** We do not collect any account related data
  - **Usage Data:** Information about how our software and services are used.
  - **Financial Information:** Billing and payment details, where applicable.
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### 4. Legal Basis for Data Processing

We process personal data based on the following legal grounds:

- **Consent:** When users provide explicit consent for specific processing activities.
- **Contractual Necessity:** To fulfill contractual obligations.
- **Legal Obligations:** To comply with applicable laws and regulations.

- **Legitimate Interests:** To improve our services, enhance security, or pursue business operations, provided these interests do not override individuals' rights.
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## 5. How We Use Personal Data

We use personal data for the following purposes:

- To deliver and improve our products and services.
  - To communicate with users regarding our products and services.
  - To provide customer support and respond to inquiries.
  - To comply with legal and regulatory obligations.
  - To analyze and optimize the performance of our website and software.
  - To protect against unauthorized access, fraud, and other security risks.
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## 6. Cookies and Website Data

We use cookies and similar technologies to enhance user experience, analyze website traffic, and provide tailored content. Cookies are small text files stored on a user's device that help us recognize repeat visitors and gather information about website usage.

- **Types of Cookies We Use:**
    - **Essential Cookies:** Necessary for the website to function properly.
    - **Performance Cookies:** Collect data on how users interact with our website.
    - **Functional Cookies:** Enhance website functionality and personalization.
    - **Marketing Cookies:** Track user activity to deliver targeted advertisements.
  - **Protection of Cookie Data:** Data collected through cookies is stored securely and is only used for the purposes outlined in this policy. We do not share cookie data with unauthorized third parties.
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## 7. Data Protection Measures

To safeguard personal data, Parable Inc. implements the following measures:

- **Encryption:** Data is encrypted in transit and at rest using industry-standard protocols.
  - **Access Controls:** Restricted access to personal data based on roles and responsibilities.
  - **Data Minimization:** Only collecting data necessary for specific purposes.
  - **Regular Audits:** Periodic reviews of data protection practices and compliance.
  - **Incident Response Plan:** Procedures to address and mitigate data breaches promptly.
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## 8. Data Retention

We retain personal data only as long as necessary to fulfill the purposes for which it was

collected or as required by law. When data is no longer needed, it is securely deleted or anonymized.

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## 9. Rights of Data Subjects

Under GDPR, individuals have the following rights regarding their personal data:

- **Access:** The right to request access to personal data we hold.
- **Rectification:** The right to correct inaccurate or incomplete data.
- **Erasure:** The right to request deletion of personal data (subject to legal exceptions).
- **Restriction:** The right to restrict processing of personal data in certain circumstances.
- **Data Portability:** The right to receive personal data in a structured, machine-readable format.
- **Objection:** The right to object to data processing based on legitimate interests or direct marketing.
- **Withdrawal of Consent:** The right to withdraw consent at any time, where processing is based on consent.

To exercise these rights, please contact us at **[Insert Contact Email Address]**.

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## 10. Third-Party Data Sharing

We do not sell or rent personal data to third parties. We may share personal data with:

- **Service Providers:** Third-party vendors that perform services on our behalf (e.g., cloud storage, payment processing).
- **Legal Authorities:** When required to comply with legal obligations or protect our rights.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets.

All third parties with whom we share data are subject to strict confidentiality and data protection agreements.

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## 11. International Data Transfers

Where personal data is transferred outside the European Economic Area (EEA), we ensure adequate safeguards are in place, such as standard contractual clauses or binding corporate rules, to protect data in compliance with GDPR.

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## 12. Data Breaches

In the event of a data breach, Parable Inc. will notify affected individuals and relevant authorities as required by GDPR. Our response plan includes:

- Immediate containment and investigation of the breach.
  - Notification to affected parties within 72 hours if there is a risk to individuals' rights and freedoms.
  - Remedial actions to prevent future breaches.
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### **13. Updates to This Policy**

We may update this policy periodically to reflect changes in legal requirements or our practices. We encourage users to review this policy regularly. Any significant changes will be communicated through appropriate channels.

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### **14. Contact Information**

For questions, concerns, or to exercise your data rights, please contact us:

Parabole Inc.

Email: [manesh@parabole.ai](mailto:manesh@parabole.ai)

Address: 1100, STE 214, Cornwall Rd, Monmouth Jn, NJ 08852

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### **15. Complaints**

If you believe your data protection rights have been violated, you have the right to lodge a complaint with a supervisory authority in your jurisdiction.