

Last Updated: November 27th, 2023

This Privacy Policy (the "Policy") explains how LOVO, Inc. (together with our affiliates, "LOVO", "we", "us", or "our") collect, share, and use Personal Information about you, and how you can exercise your privacy rights. It is the policy of LOVO to respect your privacy, and the privacy of all users of our Application, and we are strongly committed to keeping information from or about you secure. If you do not agree with this Privacy Policy, then please do not use the Application.

This Policy applies to Personal Information that we collect, store, use, and/or share ("process") your information when you use or interact with us, such as when you:

- 1) visit Mica mobile application and related services, Mica website, LOVO website, and other affiliate web sites or applications on which a link to this Privacy Policy is displayed (collectively or individually referred to as the "Application"); and
- 2) engage with us in any other ways, including any events, emails, or social media posts.

What Personal Information does LOVO collect?

The Personal Information we may collect about you through the Application falls into the following general categories:

Personal Information that you provide voluntarily

Certain parts of our Application may ask you to provide Personal Information voluntarily. For example, we may ask for certain information to use features in our Application, register an account with us, subscribe to marketing communications from us, improve our machine learning features and services, and/or to submit enquiries to us, such as:

- Contact information (i.e., name, job title, affiliation, email, address, phone number, social media nickname, profile image, authentication / log-in information, etc.)
- Payment information (i.e., card number, name, billing address, bank details, wire transfer information, etc.)
- Contact preferences (i.e., email preference)
- User Content (i.e., photos, facial scans, comments, voice data, and other materials) that you upload to our Application.
- Information you provide for customer service (e.g., email, country information, records, and copies of your correspondence, etc.)

Personal Information that we receive automatically from your use of our Application

When you visit our Application, use, and interact with the Application, we may receive certain information about your visit, use, or interactions, including the following:

- *Log data*: Information that your browser automatically sends whenever you visit the Web (“log data”). Log data includes your Internet Protocol address, browser type and settings, the date and time of your request, and how you interacted with the Application.
- *Cookies*: We use cookies to operate and administer our Application and improve your experience on them. You can set your browser to accept all cookies, to reject all cookies, or to notify you whenever a cookie is offered so that you can decide each time whether to accept it. However, refusing a cookie may in some cases preclude you from using, or negatively affect the display or function of, a website or certain areas or features of a website, including our Application. Further information about how to disable cookies can be found on your Internet browser provider's help screen.
- *Analytics*: We may use a variety of online analytics products that use cookies and other tracking features to help us analyze how users use the Application and enhance your experience when you use the Application.
- *Online Tracking*: We and our third-party service providers may use cookies or other tracking technologies to collect information about your browsing activities over time and across different websites following your use of the Application.
- *In-app Purchase Information*: When you make in-app purchases (i.e., Regular subscription, coins, etc.) in Mica, we will collect related order information, including IP address, unique device identification code, order number, transaction time, product category and product price. This information is collected when you provide us with your payment information to place an order through the Application.
- *Behavioral Advertising Information*: When you use the Application, we allow third-party companies to collect certain information. These companies may utilize cookies, pixels, or other similar technologies to collect and use non-personally identifiable information to provide advertisements about goods and services likely to be of greater interest to you. To learn more about this behavioral advertising practice or to opt-out of this type of advertising, you can visit the websites of the Digital Advertising Alliance at www.aboutads.info and Networking Advertising Initiative at www.networkadvertising.org/choices/.
- *Voice Recording data*: audio data with voice recording you input into our Application through the microphone or via upload function. We may use your submitted voice recording data solely to improve our Application provided to you, and it will never be shared with anyone or any third parties for non-related purposes.
- *Metadata*: Metadata refers to technical data associated with user content. Put simply, metadata is data that describes data. For example, metadata can describe the analysis results of facial features, the characters in photos, and other elements contained in photos, which are generated and tagged by the computer algorithm and artificial intelligence. When you use the Services, we will use photo metadata to provide you with certain features and other custom features based on a combination of these basic features. We may use your photo metadata to provide you with more suitable filters and better photo effects when the Application processes your photos;

we may also make use of the metadata to serve up more contextually relevant products or services to you.

- *Face Recognition:* Mica uses face recognition technology to recognize faces in photos and camera experiences. We detect facial marks to provide face recognition contents and facial manipulation features - specifically, to apply filters and makeup on the appropriate face position. We do not use such information for identifying a specific person. This information is processed both in real-time and asynchronously for providing features of the Application. Certain features (filters, effects, etc.) will send, store, use and process facial recognition information, metadata, or images to/on our servers or the server of the solution provider we use which may include designated portions of third-party cloud service providers' servers that we control. You must expressly consent to our collection and use of such facial recognition technology and data to use the Application and you may not use the Application without providing such express consent.
- *Device and Usage Information:* We may collect device and usage information such as:
 - o Precise geolocation data pertaining to users' devices (only upon your consent), which may be expressed by latitude-longitude coordinates obtained through GPS tools, Wi-Fi data, cell tower triangulation or other techniques (collectively, "Device Geolocation Data") and linked to a device identifier, such as IDFA for iOS devices or Android ID for Android devices.
 - o Mobile ad identifiers such as iOS Identifier for Advertising (IDFA) and Android Advertising ID(AAID)
 - o Other information about a user's device, such as: device type (e.g., tablet, smartphone), operating system, IP address, network provider, mobile carrier, mobile browser type (e.g., Firefox, Chrome, Safari), other apps and SDKs installed on the device, timestamp, time zone, information about the speed, bearing, orientation, and altitude of a device, or other device-identifying information.
 - o Information about the possible relationships among different devices.
 - o Data about user activities (e.g., the pages you view, the time and duration of your activities in the App) that helps us determine how a user interacts with advertising or content, such as determining whether a user who viewed a particular advertisement ultimately purchased the advertised product or service.
 - o We may collect this information when the Application runs in the background on your device.
 - o If you do not want this information to be linked to your device, you may go to your device settings (which are somewhat different for iOS and Android devices) and opt out of interest-based or personalized advertising
[Click here for more information.](#)
- *Local Storage:* we may access metadata and other information associated with other files stored on your device. This may include, for example, photographs and contacts for the purpose of inviting friends to use the Application.
- *Third-Party Social Media Site:* if you choose, you can log in to the Application through certain third-party social media sites. Any information that such social media site

provides to us will be governed by this Privacy Policy. This information includes nickname and profile image.

Do-Not-Track (“DNT”) Features

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Policy and follow its guidelines.

How we use your Personal Information

We may use your Personal Information for the following purposes:

- To provide, operate, improve, and analyze our Application.
- To provide you with the correct versions of our Application (e.g., knowing which language to make our Application available to you in).
- To provide you with the features and capabilities you requested (e.g., providing custom voices).
- To communicate with you.
- To research and develop, whose results may remain confidential or may be shared with third parties, with users, or published.
- To receive error messages about any issues you or your device encounter with our Application to enable us to fix bugs and interoperability issues.
- To assess our marketing campaigns.
- To conduct optional user feedback surveys; and,
- To detect and prevent illegal, fraudulent, or defamatory activities, and comply with our legal obligations.

Who does LOVO share my Personal Information with?

We may share your Personal Information with the following types of recipients:

(a) With third-party service providers, vendors, and partners who assist us in meeting business operations and Application’ needs (for example, to support the delivery of, provide functionality on, or help enhance the security of our Application), or parties that otherwise process Personal Information for the purposes described in this Policy or communicated to you when we collect your Personal Information. This includes, but is not limited to, vendors and service providers, including providers of hosting services, cloud services, and other information technology services providers, event management services, email

communication software and email newsletter services, advertising and marketing services, web analytics services, banks, financial institutions, legal and other professional services firms, and affiliates.

(b) With any other person, with your consent for such disclosure.

How does LOVO determine which information to process?

California Residents ONLY

California Consumer Privacy Act (CCPA) Privacy Notice

The California Code of Regulations defines a "resident" as:

- every individual who is in the State of California for other than a temporary or transitory purpose; and
- every individual who is domiciled in the State of California who is outside the State of California for a temporary or transitory purpose.

All other individuals are defined as "non-residents."

If this definition of "resident" applies to you, we must adhere to certain rights and obligations regarding your personal information.

What categories of personal information do we collect?

We have collected the following categories of personal information in the past twelve (12) months:

Category	Examples	Collect ed
Identifiers	Contact details, such as real name, alias, postal address, telephone or mobile contact number, unique personal identifier, online identifier, Internet Protocol address, email address, and account name	Yes
Personal information categories listed in the California Customer Records statute	Name, contact information, education, employment, employment history, and financial information	Yes
Protected classification characteristics under California or federal law	Gender and date of birth	No

Category	Examples	Collect ed
Commercial information	Transaction information, purchase history, financial details, and payment information	Yes
Biometric information	Fingerprints and voiceprints	No
Internet or other similar network activity	Browsing history, search history, online behavior, interest data, and interactions with our and other websites, applications, systems, and advertisements	Yes
Geolocation data	Device location	Yes
Audio, electronic, visual, thermal, olfactory, or similar information	Images and audio, video or call recordings created in connection with our business activities	Yes
Professional or employment-related information	Business contact details in order to provide you our Application at a business level or job title, work history, and professional qualifications if you apply for a job with us	Yes
Education Information	Student records and directory information	No
Inferences drawn from other personal information	Inferences drawn from any of the collected personal information listed above to create a profile or summary about, for example, an individual's preferences and characteristics	No

We may also collect other personal information outside of these categories through instances where you interact with us in person, online, or by phone or mail in the context of:

- Receiving help through our customer support channels;
- Participation in customer surveys or contests; and,
- Facilitation in the delivery of our Application and to respond to your inquiries.

CALIFORNIA PRIVACY RIGHTS Act

The following disclosures are intended to provide additional information about (1) the categories of Personal Information we collect (as defined above), (2) the source of the Personal Information, (3) how we use each category of Personal Information, and (4) how we disclose Personal Information. These disclosures do not limit our ability to use or disclose information as described above.

Category of Personal Information	Sources of Personal Information	Use of Personal Information	Disclosure of Personal Information
---	--	------------------------------------	---

Social Information	We may collect Social Information from you when you interact with our Social Media Pages.	We may use Social Information to perform analytics and to communicate with you.	We may disclose Social Information to our affiliates.
Communication Information	We collect Communication Information directly from you.	We use Communication Information for providing our Application and responding to you.	We disclose Communication Information to our affiliates and communication services providers.
Technical Information	We collect Technical Information from you.	We use Technical Information for analytics and in some cases, for moderation and prevention of fraud and malicious activity by users of our Application.	We disclose Technical Information to our affiliates and analytics provider(s).

To the extent provided for by law and subject to applicable exceptions, California residents have the following privacy rights in relation to the Personal Information we collect:

The right to know what Personal Information we have collected and how we have used and disclosed that Personal Information.

The right to request deletion of your Personal Information; and

The right to be free from discrimination relating to the exercise of any of your privacy rights.

We do not and will not sell your Personal Information.

Exercising Your Rights: California residents can exercise the above privacy rights by emailing us at: hello@lovo.ai

Verification: to protect your Personal Information from unauthorized access or deletion, we may require you to verify your credentials before you can submit a request to know or delete Personal Information. If you do not have an account with us, or if we suspect fraudulent or malicious activity, we may ask you to provide additional Personal Information and proof of residency for verification. If we cannot verify your identity, we will not provide or delete your Personal Information.

Authorized Agents: you may submit a request to know or a request to delete your Personal Information through an authorized agent. If you do so, the agent must present signed written permission to act on your behalf and you may also be required to independently verify your identity and submit proof of your residency with us.

Canada Residents ONLY

We may process your information if you have given us specific permission (i.e., express consent) to use your personal information for a specific purpose, or in situations where your

permission can be inferred (i.e., implied consent). You can withdraw your consent at any time. In some exceptional cases, we may be legally permitted under applicable law to process your information without your consent, including, for example:

- If collection is clearly in the interests of an individual and consent cannot be obtained in a timely way.
- For investigations and fraud detection and prevention.
- For business transactions provided certain conditions are met.
- If it is contained in a witness statement and the collection is necessary to assess, process, or settle an insurance claim.
- or identifying injured, ill, or deceased persons and communicating with next of kin.
- If we have reasonable grounds to believe an individual has been, is, or may be victim of financial abuse.
- If it is reasonable to expect collection and use with consent would compromise the availability or the accuracy of the information and the collection is reasonable for purposes related to investigating a breach of an agreement or a contravention of the laws of Canada or a province.
- If disclosure is required to comply with a subpoena, warrant, court order, or rules of the court relating to the production of records.
- If it was produced by an individual in the course of their employment, business, or profession and the collection is consistent with the purposes for which the information was produced.
- If the collection is solely for journalistic, artistic, or literary purposes; and,
- If the information is publicly available and is specified by the regulations

EU Residents ONLY

The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on to process your personal information. As such, we may rely on the following legal bases to process your personal information:

- *Consent* (legal basis: Art. 6 para. 1 p. 1 lit. a GDPR/UK-GDPR): We may process your information if you have given us permission (i.e., consent) to use your personal information for a specific purpose. The data subject's consent is especially needed when processing voice samples within our Application.
- *Performance of a contract* (legal basis: Art. 6 para. 1 p. 1 lit. b GDPR/UK-GDPR): We may process your personal information when we believe it is necessary to fulfill our contractual obligations to you, including providing our Application or at your request prior to entering a contract with you.
- *Legitimate interest* (legal basis: Art. 6 para. 1 p. 1 lit. f GDPR/UK-GDPR): We may process your information when we believe it is strictly necessary to achieve our legitimate business interests and those interests do not outweigh your interests and fundamental rights and freedoms. For example, we may process your personal information for some of the purposes described to:

- be able to display our website to you and to ensure stability and operational security of our website.
 - diagnose problems and/or prevent fraudulent activities.
 - understand how our users use our products and services so we can improve user experience.
 - offer an efficient and secure payment method.
 - appropriately respond to customer/contact enquiries, that do not have a contractual context; and,
 - be able to assert our rights and enforce our legal claims.
- *Legal obligations* (legal basis: Art. 6 para. 1 p. 1 lit. c GDPR/UK-GDPR): We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.
 - *Vital interests* (legal basis: Art. 6 para. 1 p. 1 lit. d GDPR/UK-GDPR): We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situations involving potential threats to the safety of any person.

EEA Residents ONLY

Controller

The controller is any natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data. The Controller responsible for processing your data is:

LOVO, Inc.

email: contact@lovo.ai

Data Protection Officer

For the protection of your data we appointed a data protection officer:

Tom Lee

email: contact@lovo.ai

GDPR representative

We have designated a representative in the European Union:

Tom Lee

email: contact@lovo.ai

The aforementioned certain rights may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain

circumstances, you may also have the right to object to the processing of your personal information. You can make such a request by contacting us via contact@lovo.ai

We will consider and act upon any request in accordance with applicable privacy and data protection laws.

If you are located in the EEA, UK or Switzerland and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection authority.

Links to Third-Party Sites

The Application may contain links to other apps, websites, and services not operated or controlled by LOVO, including social media services and single-sign-on services ("Third-Party Sites"). The information that you share with Third-Party Sites will be governed by the specific privacy policies and terms of service of the Third-Party Sites and not by this Privacy Policy. By providing these links we do not imply that we endorse or have reviewed these sites. Please contact the Third-Party Sites directly for information on their privacy practices and policies.

Disclosure of Data / Third Country Transfers

LOVO is a US company based in Berkeley, CA 94704 and operates globally. Therefore, your personal data may be transferred to and stored outside the country in which you are located. This includes the US and other countries outside the EEA. If we process your data outside the EEA, we ensure that the legal requirements of Art. 44 et seq. GDPR for such a third country transfer are met and that your data is processed in accordance with the European data protection standard. If we use third-party tools that process your data outside the EEA, we usually use the so-called EU standard contractual clauses (SCC), which we conclude with the respective provider. In addition, in accordance with the requirements of the ECJ ("Schrems II"), a case-by-case risk analysis is carried out with regard to the respective third country transfer in order to ensure that your data is processed lawfully in the third country concerned and, in particular, that access to your data by state authorities is prevented.

Linked Content

This privacy policy applies only to this website. However, the Application may also contain external links or hyperlinks to Internet pages of other providers. They are to be distinguished from our own content. This third-party content does not originate from us, nor do we have any influence on the content of third-party sites. If you are forwarded to other pages via links within the website, please inform yourself there about the respective handling of your

data.

Automated Decision Making / Profiling

We do not use automated decision making or profiling (an automated analysis of your personal circumstances).

How does LOVO keep my Personal Information secure?

You access and use our Application at your own risk. LOVO uses standard industry practice (physical, electronic, and procedural) to protect all data collected (including Personal Information) secure. We take reasonable steps to protect the Data provided via the Application from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no Internet or email transmission is ever fully secure or error-free. In particular, emails sent to or from the Application may not be secure. Therefore, you should take special care in deciding what Personal Information you send to us via email. Please keep this in mind when disclosing any Personal Information via the Internet. We are not responsible for circumvention of any privacy settings or security measures contained on the Application, or Third-Party Sites.

Your choices about your Information

- *Account Information:* You may update or correct information you have provided to us by going into the User Account settings screen within the Application. If you wish to deactivate your account, please delete the Application, but note that we may retain your information as required by law or for business purposes.
- *Promotional Communications:* You may opt out of receiving promotional communications from us by following the instructions in those messages. If you opt out, please note that we may still send you Application-related communications, such as those about your account or our ongoing business relations.
- *Opting Out of Interest-Based Advertising Services:* You may opt-out from any interest-based advertising by turning on “Limit Ad Tracking” in your device settings.
- *To limit Ad Track on an Apple device:* see instructions at: <https://support.apple.com/en-us/HT202074>
- *To limit Ad Tracking on an Android device:* see instructions at: <https://support.google.com/ads/answer/2662922>
- Please note that opting-out will not block general advertisements that are sent at random and not tied to your perceived interest.

- You may learn more about personalized and behavioral advertising and how to opt out of this type of advertising from the Digital Advertising Alliance at www.aboutads.info and Networking Advertising Initiative at www.networkadvertising.org/choices/.
- *Control or Disable the Collection of Geolocation Information:* You can control the collection of certain precise location information by changing the preferences on your mobile device (but certain services may lose functionality as a result).
- *Push Notifications:* We may send push notifications to your device. You can deactivate these messages at any time by changing the notification settings within the Application or your device settings.
- *Profile information:* You may view, update, or edit the information (profile picture, nickname, bio) that you have provided to the company in the application's settings.
- If you no longer wish to use the service, you may withdraw from the service and delete your account.
- *Unlink SNS accounts*
 - o Facebook: Menu > Settings > Permissions > Apps and Websites > Apps and Websites logged in with Facebook > Select the apps to remove > Remove the apps
 - o Google: Google Account > Data & privacy > Data from apps and services you use > Third-party apps with account access > Signing in with Google > Select the apps to remove > Remove Access
 - o Apple: Apple ID > Password & Security > Apps Using Apple ID > Select the apps to remove > Stop using Apple ID
- Please note that you cannot edit or delete your uploaded content after deleting your account. Please edit or delete the content before deleting your account.
- If you need to delete your created content after deleting your account, please contact us via contact@lovo.ai with the content you wish to delete and the reason, and we will help you with the process after confirming your identity.
- Deletion requests may be sent by creators themselves or through a legal representative. If the representative sends the request, the company may request the submission of a letter of attorney to confirm the legitimacy of the representative.
- Deletion requests may be denied if the requesting person is not the creator themselves (or a legal representative) or if the content must be preserved according to the law (in our sole discretion).

How long do we keep your information?

The Company may process and retain your personal information for the period necessary to get consent from you or to accomplish the purpose of the task specified in the Terms and Conditions and Privacy Policy.

If the period specified below expires, all information, including personal information, will be deleted.

- *Profile information provided when signing up and using the service:* until deletion of Mica account.

- *Records on the provision of goods or services:* until the supply of goods or services is completed, or the use of the service is terminated.
- *Inquiries about the use of services:* until the troubleshooting is completed. However, in any of the following events, the information may be stored until we are certain similar issues will not reoccur in the future.
- *At the time of account deletion:* in case of damage caused by stolen information, etc., up to the minimum period specified by the Company for recovery and victim protection (14 days after deletion of account).
- *In the event that an investigation is in progress due to violation of relevant laws and regulations in each service country:* until the investigation is completed.
- *In the event that residual claims and debt relationships result from service use:* until the relevant claims and debt relationships are settled.
- *If otherwise specified in the laws of the country providing the service:* until the deadline required by the applicable laws.

Age limit

When we collect Personal Information, we do not know the age of our users. If we discover we have inadvertently gathered Personal Information from a minor under the 13 years of age, we will take reasonable measures to promptly delete such Personal Information from our records.

Your Choices

If you choose not to provide Personal Information that is needed to use some features of our Application, you may be unable to use those features.

Changes

LOVO reserves the right, at any time and without prior notice, to modify the Policy. Your privacy is very important to us, and we want you to know everything we do and don't do with the data you provide. Our guiding principle is that any data we collect from you will be treated with the utmost care and respect, and every effort will be made to ensure the data is kept private. If you have any questions about the Policy, please contact:

LOVO Legal Services
contact@lovo.ai