

# AIS 9-HI Privacy Policy Version 12-29-2022

## INTRODUCTION

This Privacy Policy describes how AIS collects and processes Personal Information (as defined below) collected through access to and use of the 9-HI Platform and any associated services (collectively, “the Platform”) and explains the types of information AIS collects, how that information is used, AIS’s sharing practices, and user choices. AIS is the controller for purposes of this Privacy Policy.

**Please read this Privacy Policy carefully to understand the policies and practices of AIS regarding such information. By completing and submitting the User Member Agreement to be a registered member of 9-HI, or accessing or using the 9-HI Platform, the user agrees to this Privacy Policy.**

**If the user does not agree with AIS’s policies and practices, user should not access or use the 9-HI Platform, or otherwise provide AIS with Personal Information.**

## OVERVIEW

- AIS automatically collects information from the Application and users of the Platform for analytical purposes and in order to improve the Platform.
- AIS collect Personal Information (as defined below) from users of the Platform when it is voluntarily provided to AIS and AIS use it for the purposes for which it was provided.
- AIS will not use or share information AIS collects from user with anyone except as described in this Privacy Policy.

### **Personal Information Collected and How it’s Used:**

The following section explains the type of information that AIS collects and processes in the operation of the Platform, by what means and from which sources. This section also informs users how long AIS keeps such information (see Data Retention, below). The user should be aware that different local laws have different rules as to what data is considered personal information.

## INFORMATION COLLECTED

### **Information Collected Directly from User**

“Personal Information” is information that specifically identifies the user or that may be used to locate or identify the user. AIS may collect information, including Personal Information, when the user provides such information to AIS directly, such as when users send AIS an email, or completes the Application or otherwise interacts with AIS directly or interacts on the Platform. Users provision of Personal Information to AIS is completely voluntary. AIS does not collect Personal Information unless the user submits that information to AIS.

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Types of Personal Information AIS may collect directly include: contact information (such as name, email address, gender, phone number, address, employer, occupation, zip code, and any other information provided in the Users Profile); and payment information. AIS may also collect other information that the user directly provides to AIS, including forms filled out by the user. AIS may also collect user consent to accept cookies.

### **PAYMENT CARD/BANK ACCOUNT DETAILS**

[TO BE COMPLETED BY JULY 1, 2023]

### **USE**

#### **How AIS uses USER information**

AIS may use Personal Information and other information as described herein including for the following purposes:

- to contact user regarding the Platform,
- to personalize user experience with AIS or the Platform,
- to conduct testing, research, analysis, and product development,
- to respond to user direct inquiries, including for technical assistance,
- *to allow user to obtain offers from third parties through the AIS 9-HI Platform and other Services,*
- *to make recommendations to user or other users to assist with decision guidance activities.*
- to send user newsletters, 9-HI Bulletins and information which the user has agreed to receive,
- to enable the Platform features such as keeping the user logged-in and geographically-specific logging,
- to add user to the AIS mailing lists and send alerts from time to time, including technical problems, upgrades, communications about changes to user account, and the Platform's terms or policies,
- to verify user identity,
- *to investigate or settle disputes,*
- to maintain the safety, security, and integrity of the Platform,
- to respond to law enforcement requests and as required by applicable law, court order, or governmental regulations,
- as described to user at the point of collection of user information or as otherwise set forth in the CCPA, and
- to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of AIS assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which information held by AIS about the Platform users is among the assets transferred.

AIS reserve the right to use and disclose information that is Non-Personally Identifiable Information (see below) in any manner permitted by law, except as otherwise provided in this Privacy Policy.

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### NON-PERSONALLY IDENTIFIABLE INFORMATION

As noted above, AIS may collect information that is not Personally Identifiable Information (“Non-Personally Identifiable Information”). AIS may aggregate or de-identify Personally Identifiable Information so that the information does not personally identify the user or anyone else directly. Because Non-Personally Identifiable Information, including aggregate or de-identified information, does not personally identify user directly, AIS may collect, use and disclose Non-Personally Identifiable Information for any purpose permitted by law and subject to the section titled “**California Consumer Notice**”. In some instances, AIS may combine Non-Personally Identifiable Information with Personally Identifiable Information. If AIS combine any Non-Personally Identifiable Information with Personally Identifiable Information, the combined information will be treated by AIS as Personal Information.

### HOW AIS SHARES USER INFORMATION

Besides using user Personal Information, AIS may send user Personal Information and other information to other companies, affiliates, and third parties in the following instances:

- *AIS, Licensees, and Other Registered Members.* Information provided will be available to all 9-HI Members unless restricted through the User Profile Privacy Settings section of the 9-HI Platform
- *Service Providers.* AIS may share user Personal Information with third parties who may use user information to provide AIS services such as website hosting, data analysis, infrastructure provision, security, maintenance, information technology services, customer service, email delivery services, payment processing, auditing, and anti-fraud monitoring. These third parties may have access to Personal Information that is necessary to perform their functions.
- *Legal Compliance and to Defend AIS Rights.* AIS may disclose Personal Information and other information AIS believes to be necessary or appropriate: (a) under applicable law, including laws outside user country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities including public and government authorities outside user country of residence; (d) to enforce AIS Terms and Conditions; (e) to protect AIS operations or those of any of AIS affiliates; (f) to protect AIS rights, privacy, safety or property, and/or that of AIS affiliates, user, or others; and (g) to allow AIS to pursue available remedies or limit the damages that AIS may sustain.
- *Business Transfers.* AIS may share user Personal Information and other information with third parties in connection with a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the assets of AIS or its affiliates, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which information held by AIS or its affiliates about AIS Website users is among the assets transferred.

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- *Aggregated or Non-Personal Information.* AIS may share aggregated information or Non-Personally Identifiable Information with unaffiliated third parties, such as business partners, in a form in which the shared information will not contain nor be linked to any Personal Information, to improve and enhance user experience using the Platform, and for AIS market research activities.

**Please note that AIS may share user Personal Information for any other purpose(s) disclosed to user at the time AIS collect user Personal Information or with user consent.**

### **DATA RETENTION**

AIS will retain user information for as long as the user's account is active or as needed for AIS to manage and provide services and for business needs. Even if AIS deletes some or all of user personal information, AIS may continue to retain and use that information as well as de-identified or aggregate data previously collected.

### **USER RIGHTS, CHOICES AND OPT OUT**

AIS conforms to the minimum requirements of the California Consumer Privacy ACT ("CCPA").

### **Cookies and Similar Technologies**

When the user accesses the Platform, AIS collects information regarding user connection and activity through various online tracking technologies, such as cookies, web beacons, Local Storage, or HTML5. The information collected with these technologies may be necessary to operate the Platform, to improve performance, to help AIS understand how the Platform is being used, or for security purpose. AIS may use advertising partners to provide and assist in the use of such technologies.

AIS may use cookies (and similar items such as clear gifs, web beacons, mobile application identifiers, tags, pixels, etc.) through the Platform to customize user experience, to analyze how users use the Platform and for other purposes to make using the Platform more convenient, to manage user account or to enable AIS to enhance the Platform or other services, and to help provide security. AIS does not use cookies or similar technologies to automatically retrieve personally identifiable information from a user device without the user knowledge, but AIS may use them to store user login credentials.

Based on the user's web browser, user may have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but user can usually modify user browser setting to decline cookies if user prefer. If user choose to decline cookies, user may not be able to fully experience the interactive features of the Platform. Further information on cookies is available at [www.allaboutcookies.org](http://www.allaboutcookies.org).

### **Clickstream Data**

As user uses the Internet, a trail of electronic information is left at each Website the user visits. This information, sometimes referred to as "clickstream data," can be collected and stored by a Platform's server. Clickstream data can tell AIS the type of computer and browsing software

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user use and the address of the Platform from which user linked to the Platform. AIS may collect and use clickstream data as a form of aggregate information to anonymously determine how much time visitors spend on each page of AIS Platform, how visitors navigate throughout the Platform and how AIS may tailor AIS Platforms to better meet the needs of visitors. This information will be used to improve AIS Platform and AIS Services.

### **9-HI Platform Analytics**

AIS may perform itself, or may work with third-party service providers who use the technologies described in this section to conduct Platform analytics to help AIS track and understand how visitors use the Platform. One such provider is Google Analytics, a web analytics service provided by Google, Inc. (“Google”), which uses cookies to help analyze how users use the Platform.

### **CHILDREN UNDER THE AGE OF 16**

The Platform is not intended for children under 16 years of age. AIS does not knowingly collect personal information from children under 16. If AIS learns that it has collected or received personal information from a child under 13 without verification of parental consent, AIS will delete that information. If you believe AIS might have any personal information from or about a child under 13, please contact us at [support@ai-strategy.com](mailto:support@ai-strategy.com)

### **UNITED STATES OF AMERICA / CROSS-BORDER DATA TRANSFERS:**

The Platform is maintained in the United States of America. By using the Platform, user authorizes the export of personal information to the USA and its storage and use as specified in this Privacy Policy. AIS transfers personal information from the EU, UK and Switzerland to the USA and other countries. Information stored in the USA may be subject to lawful requests by the courts or law enforcement authorities in the USA.

### **Collection and Use of Information Based on Designation of Project**

Users will designate each Group and Project as either Private or Public. User agrees that such designation shall control the use of information generated by such Group or Project and that the Platform will automatically collect Keywords, Risks (name and definition), Success Factors

Groups and Projects must be designated as either PRIVATE or PUBLIC before the unique 9-HI™ Project ID is assigned the Project. Such choice will determine how the Information/Data will be treated. “Public” indicates this will be available to members of 9-HI (who may re-distribute to others, subject to any copyright restrictions) as set forth below:

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PRIVATE GROUP/PROJECT	PUBLIC GROUP/PROJECT
Community Meta Vectors:	Community Meta Vectors:
Key Words <sup>1</sup>	Key Words
Risks <sup>2</sup>	Risks
Success Factors <sup>3</sup>	Success Factors
Success Evidence <sup>4</sup>	Success Evidence
<b>No Actual Success Evidence.</b>	Actual Success Evidence used in the project such as: Reports, technical papers flowcharts, calculations, plans, organizational documents or anything else used for the Public Project
<b>No other data is shared from the Private Group or Project</b>	<b>All other data is shared from the Public Group or Project</b>

### CONTACT US

If you have any questions about this Privacy Policy, please contact us at [support@ai-strategy.com](mailto:support@ai-strategy.com).

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<sup>1</sup> Words/concepts of great relevance and significance. These will be critical for both the development and growth of the 9-HI™ platform. Keywords will be organized and structured via the 3 Tier 1 Lanes so they can be used by AI Agents/SMEs for assistance with profile completion, project assignments, collaboration, SF guidance, etc.

<sup>2</sup> An exposure to danger, or an unknown, that can be categorized as either a gap, barrier or vulnerability. Risks are those things that can prevent or derail a successful selection or development of a technology. In 9-HI™, Risks are assessed at the Tier 1 Level. Risks must be continuously reduced throughout a Development Program in order for the Program to be successful. During selection Projects, it is essential for the proposed effort to address significant Risks identified by the Host, this is normally presented as part of the Development Plan.

<sup>3</sup> Second Tier measurements that roll up to calculate the FPMs. These are customized for specific technologies, teams and applications. Accurate selection of these is critical for deriving FPM scores, AI will be deployed to recommend FPMs of similar previously successful development efforts. Success factors can be long term or short term. Long term success factors are used for the entire project duration and are tied to the overall project goals and objectives to drive down the overall project risks. These long-term success factors should never change once they are established for the project, unless the scope of the project itself has changed. Short term success factors only apply to specific TRL(s) or other short-term period. They are not Success Factors that apply for the overall Development Program. These only occur in Development Projects in order to address specific development activities that provide new evidence to advance development to the next development activity.

<sup>4</sup> Evidence used to drive down risks and improve SF Scores. Evidence must be able to survive an audit and/or stringent peer review. Examples of evidence might include, testing, prototyping, analysis, calculations, pilot reviews, focus group feedback, confirmed supporting data, etc. A development Plan used to propose R&D work is a plan that describes what evidence is expected to be generated to drive down risks, drive up SF Scores and advance TRLs.