

deepmove Privacy Notice

Last updated as of 10 February 2022

This Privacy Notice describes how Deep Move, Inc. (“Deep Move”, “we”, “us”, or “our”, “deepmove”) collects, uses, stores and discloses personal information in connection with our mobile application (“App”), our website (“Site”) and the services that we provide (collectively, “Services”). We recommend that you read this Privacy Notice carefully as it provides important information about your personal information. It also tells you about the choices available to you.

This Privacy Notice governs our collection and handling of personal information on the Site, the App and any other websites, products, software, applications, data feeds, content or services on which an authorized link to this Privacy Notice is posted.

IF YOU ARE AN INDIVIDUAL LOCATED IN THE EEA OR THE U.K.: If you are located in the European Economic Area (“EEA”) or the United Kingdom, this entire Privacy Notice applies to you. However, please see the section titled [Additional Information for Individuals in the EEA or the U.K.](#) below, which will inform you in detail about our legal bases for processing and which rights you have in connection with our processing of your personal data.

You may print a copy of this Privacy Notice by [clicking here](#). If you have a disability, you may access this Privacy Notice in an alternative format by contacting support@deepmove.com. If you have any questions or concerns regarding this Privacy Notice and/or our data practices, or would if you would like to exercise your rights, do not hesitate to contact us at support@deepmove.com or see our contact information [below](#).

Changes to this Privacy Notice

deepmove may update this Privacy Notice from time to time, at its sole discretion. If so, we will post an updated Privacy Notice within the Services along with a change notice. Changes, modifications, additions, or deletions will be effective immediately on their posting to the Services. If we make significant changes, we may also send registered users a notice that this Privacy Notice has changed. We encourage you to review this Privacy Notice regularly for any changes. Your continued use of the Services and/or your continued provision of personal information to us after the posting of such notice will be subject to the terms of the then-current Privacy Notice. If you continue to use the Services, you will be deemed to have accepted the change.

Children’s Privacy

Our Services are not intended for individuals under the age of 18, and deepmove does not target the Services or to minors. deepmove does not knowingly collect personal information from children under the age of 18. If you are under the age of 18, please do not provide us with any personal information.

How to Contact Us about Privacy

If you have any questions regarding this Privacy Notice, please contact deepmove at:

855 El Camino Real, Ste. 13A #137
Palo Alto, CA 94301

support@deepmove.com

What Personal Information Do We Collect

“Personal information” (or “personal data”) generally means any information about an individual from which that person may be identified. For example, it may include your name, email address, and your IP address, device ID and location information. It does not include data from which the identity of an individual has been definitively removed along with any identifiers connected to such individual.

Depending on who you are – such as a student or a teacher – and how you use the Services, we collect different types of information. We collect personal information [directly](#) from you when you provide it to us, as well as [indirectly](#) through automated technologies such as cookies.

Information Collected Directly

Signing up for the Services

When you sign up for our Services, we always collect your name and email address. Once you have registered, you have the option of providing more information about yourself, including a profile photo. Please be aware that, if you include a photo, it may be viewed by other users of the Services.

If you are a teacher, we will ask you for additional information. Teachers must provide proof of certification(s) and/or teaching credentials before they can begin teaching via the Services. Once those credentials are uploaded to deepmove's dashboard, we will review and either admit the new teacher, or request additional credentials, should those provided be invalid or insufficient.

Payments are collected by our payment processor, as explained [here](#).

Third-Party Sign-In

You may register to join or log in to the Services directly or by using a third-party platform sign-in via Apple or Google. If you choose to sign in to the Services through a third-party platform, the third-party platform may collect personal information about you and your activity, depending on how you have adjusted your privacy settings with that third-party platform. Your use of third-party sign-in for authentication purposes is subject to the privacy policies of those platforms.

Chat and Messaging

If you use the chat or messaging functionality on the Services, you should be aware that any personal information you submit there will be stored by deepmove and can be read, collected, or used by deepmove and other users to whom the message is directed. **We are not responsible for the personal or other information about you or anyone else that you choose to submit in chats or messages.**

Other Information

We collect information when you communicate with us directly, such as when you send us an email or contact us via our Site or the App.

Information Collected Indirectly

Automatically Collected Information

We automatically collect information about the computer or devices (including mobile devices) you use to access the Services, and your interactions with the Site and/or the App through automated technologies such as cookies, as explained in [Cookies and Similar Technologies](#) below (“Device and Usage Information”). For example, we collect and store information such as your device or browser type, IP address, language, operating system, location of your wireless device (e.g., latitude and longitude), unique device identifier, the manner in which you use the Services (e.g., the content you access, view, click on or search for), the date and time of your visit, and other hardware and software information.

Information from Third Parties

In some instances, we process personal information from third parties, namely data from our partners and service providers, such as transaction information from providers of payment services.

Payment Processing

We use a third party, PCI-compliant payment processor, which collects payment information on deepmove’s behalf in order to complete transactions. While we receive a payment confirmation for a transaction, we do not have access to, and are unable to process, your credit card information.

Cookies and Similar Technologies

Cookies are small files that a website stores on a user’s computer or device and through which personal and non-personal information may be collected. We use cookies and similar technologies for various purposes, as described below.

Information Collected

We and authorized third parties use these cookies and similar technologies to collect and analyze certain kinds of technical information, including:

- IP address
- Device type
- Operating system version
- Browser type and language

Purposes

We use the following types of cookies:

- Essential Cookies. Essential cookies are required for providing you with features or services that you have requested. For example, certain cookies enable you to log into secure areas of our Services. Disabling them may make certain features and services unavailable.

- **Functional Cookies.** Functional cookies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our Services. These cookies help us to personalize our content for you, greet you by name and remember your preferences.

Your Choices

You can learn more about cookies by visiting www.allaboutcookies.org, which includes additional useful information on cookies and how to block cookies using different types of browsers or mobile devices.

Some web and mobile device browsers automatically accept cookies, but if you prefer, you can change your browser to prevent that or to notify you each time a cookie is set. Other browsers automatically block certain tracking cookies. Most browser manufacturers provide comprehensive help relating to cookie management in their products. Please see your web browser provider's settings for more information.

Please note, however, that by blocking or deleting all cookies used on the Site, you may not be able to take full advantage of the Site.

Social Media

Our users may list their social media accounts (e.g., Facebook/Meta, Instagram, TikTok, etc.) within their public profiles. If you click on one of their accounts, you will be redirected to that user's social media account, and any personal information collected on the social platform will be handled in accordance with that social platform's privacy notice.

Why We Collect Your Personal Information and How We Use It

We will use your personal information in order to

- Provide our Services
- Communicate with individuals who contact us
- Respond to and fulfill your requests or other inquiries
- Understand how you use the Services and perform research and analytics
- Enforce our Terms of Use and other contractual rights, and protect our rights and property and the rights and property of others
- For security, debugging and fraud protection
- Comply with the law
- Provide information to regulatory bodies when legally required, and only as outlined in this Privacy Notice
- In the event of a business transfer as described [below](#).

Disclosure of Your Personal Information

We disclose or may disclose your personal information as indicated below.

Third Parties Who Perform Services for deepmove

We share personal information with third party agents, contractors, or service providers who are hired to perform services on our behalf. These providers may operate or support certain functions of the Services, and in some cases collect information directly from individuals, via cookies and other automated technologies. Below is an illustrative list of functions for which we may use service providers:

- Customer support services
- Hosting and content delivery network services
- Payment processing services
- Professional service providers, such as auditors, lawyers, consultants, accountants and insurers

Business Transfers

As we continue to grow, we may purchase websites, applications, subsidiaries, other businesses or business units. Alternatively, we may sell businesses or business units, merge with other entities and/or sell assets or stock, in some cases as part of a reorganization or liquidation in bankruptcy, as well as raise capital through financings. In connection with or as part of these transactions, we may transfer your personal information to another entity upon a merger, consolidation, financing or other corporate reorganization in which deepmove participates, or to a purchaser or acquirer of all or a portion of deepmove's assets, bankruptcy sale included.

Legal Obligations and Security

We may share your information with any person or entity when we believe in good faith that such disclosure is necessary or otherwise appropriate to: (a) comply with the law, such as in connection with our tax reporting obligations or in response to a valid subpoena, administrative order, court order, government request, or other valid legal process; (b) produce relevant documents or information in connection with litigation, arbitration, mediation, adjudication, government or internal investigations, or other legal or administrative proceedings; (c) protect the interests, rights, safety, or property of deepmove or others; or (d) enforce our Terms of Use or other contractual obligations.

Other Users

Certain information that you make available through the Services such as via the chat and messaging functionalities, may be viewed by other users of our Services.

Access and Correction

If and as permitted by applicable laws, you can request more information about the personal information we hold about you. If you believe that any personal information we are holding about you is incorrect or incomplete, you can request that we correct or supplement such data.

Do Not Track

deepmove does not respond to Do Not Track ("DNT") browser signals. For more information on DNT settings generally, please visit <https://allaboutdnt.com>. However, certain third parties may collect information about your online activities over time and across different Internet websites or online services when you use our Services (such as via cookies).

How Long Do We Keep Your Personal Information?

We will retain the personal information that we collect where we have an ongoing legitimate business need to do so, including to provide you with our Services or to comply with applicable legal, tax or accounting requirements. When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it. If this is not immediately possible because your personal information has been stored in backup archives, we will securely store your personal information and isolate it from any further processing until deletion is possible. If you have questions about, or need further information concerning, our data retention periods, please send an email at support@deepmove.com.

Protecting Your Personal Information

No method of transmission over the Internet, or method of electronic storage, is 100% secure, however we take steps that are reasonably necessary to securely provide our Site and Services. We have put in place reasonably appropriate security measures designed to prevent your personal information from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed.

We also have procedures in place to deal with any suspected data security breach. If required by applicable law, we will notify you and any applicable regulator of a suspected data security breach.

Additional Information for Individuals in the EEA or the U.K.

Categories of Recipients of Personal Data

The categories of recipients of personal data with whom we may share your personal data are listed in [Disclosure of Your Personal Information](#) above.

Purpose of the Processing and Legal Bases

deepmove processes your personal data for a number of different purposes. Some are essential for us to provide the App, Site and Services or to fulfill our legal obligations, while some help us run the Services efficiently and effectively. In all cases we must have a legal ground for processing your personal data, as explained below.

Performance of a Contract

We process personal data for performance of a contract, meaning that we need to process the data to perform under our Terms of Use with you and to enable us to provide you with the Services. For example, if you sign up to use the App and our Services, we process your personal data in order to respond to and fulfil fulfill your request. We process the following categories of personal data for performance of a contract:

- Name
- Email
- Teaching credentials
- Transaction information
- Device and Usage Information

Legitimate Interests

We may process personal data where we believe that it furthers our legitimate business interests, but only to the extent that they our interests are not outweighed by your fundamental rights and freedoms. We generally rely on legitimate interests to provide and maintain the App, the Site and the Services, to ensure that they work well and securely, to carry out fraud prevention, or to generally improve the Services. We process the following categories of personal data when we believe it furthers the legitimate interest of us or third parties:

- Name
- Email
- Teaching credentials
- Device and Usage Information

Examples of these legitimate interests include:

- Communicating with individuals who contact us via the App or otherwise
- Responding to and fulfilling your requests or other inquiries
- Understanding how you use the App and/or Site, as well as the Services, and performing research and analytics
- For security, debugging and fraud protection

Consent

In some cases, and as may be required by law, we may process personal data based on the consent you grant to us at the time we collect such data. When we process personal data based on your consent, it will be expressly indicated to you at the point and time of collection, and you always have the choice of withdrawing your consent.

Other Processing Grounds

From time to time we may also need to process personal data to comply with a legal obligation, if it is necessary to protect the vital interests of you or other data subjects, or if it is necessary for a task carried out in the public interest.

How Long Do We Keep Your Personal Information?

We use the following criteria to determine our retention periods: the amount, nature and sensitivity of your information, the reasons for which we collect and process your personal data, the length of time we have an ongoing relationship with you and provide you with access to our App, the Site and our Services, and applicable legal requirements. We will retain personal information we collect from you where we have an ongoing legitimate business need to do so (for example, to comply with applicable legal, tax, or accounting requirements), when we are unable to reasonably verify your identity, or as may otherwise be required by applicable law. Additionally, we cannot delete information when it is needed for the establishment, exercise, or defense of legal claims (also known as a “litigation hold”). In this case, the information must be retained as long as needed for exercising respective potential legal claims.

When we have no ongoing business need to process your personal information, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup archives), we will securely store your personal information and isolate it from any further processing until deletion is possible.

Staying in Control of Your Information: Your Rights

If the General Data Protection Regulation applies to you because you are in the EEA, or if you are in the United Kingdom, you have certain rights in relation to your personal data, including those set forth below. For more information about these rights, or to submit a request, please email us at support@deepmove.com. Please note that in some circumstances, we may not be able to fully comply with your request, such as if it is frivolous or extremely impractical, if it jeopardizes the rights of others, or if it is not required by law, but in those circumstances, we will still respond to notify you of such a decision. In some cases, we may also need you to provide us with additional information, which may include personal data, if necessary to verify your identity and the nature of your request.

- **Access:** You can request more information about the personal data we hold about you and request a copy of such personal data.
- **Rectification:** If you believe that any personal data we are holding about you is incorrect or incomplete, you can request that we correct or supplement such data.
- **Erasure:** You can request that we erase some or all of your personal data from our systems.
- **Withdrawal of Consent:** If we are processing your personal data based on your consent (as indicated at the time of collection of such data), you have the right to withdraw your consent at any time. Please note, however, that if you exercise this right, you may have to then provide express consent on a case-by-case basis for the use or disclosure of certain of your personal data, if such use or disclosure is necessary to enable you to utilize some or all of our Services.
- **Portability:** You can ask for a copy of your personal data in a machine-readable format. You can also request that we transmit the data to another controller where technically feasible.
- **Objection:** You can contact us to let us know that you object to the further use or disclosure of your personal data for certain purposes, such as for direct marketing purposes.
- **Restriction of Processing:** You can ask us to restrict further processing of your personal data.
- **Right to File Complaint:** You have the right to lodge a complaint about deepmove's practices with respect to your personal data with the supervisory authority of your country or EU Member State. A list of Supervisory Authorities is available here: https://edpb.europa.eu/about-edpb/board/members_en.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights) unless your request is clearly unfounded, repetitive, or excessive. Alternatively, we may refuse to comply with your request under those circumstances.

We will respond to all legitimate requests within one month. Occasionally, it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated as required by law.

Transfers of Personal Data

The Services are hosted and operated in the United States ("U.S.") through deepmove and its service providers. If you do not reside in the U.S., laws in the U.S. may differ from the laws where you reside. **By using the Services, you acknowledge that any personal data about you, regardless of whether provided by you or obtained from a third party, is being provided to deepmove in the U.S. and will be hosted on U.S. servers, and you authorize deepmove to transfer, store and process your information to and in the U.S., and possibly other countries.**
