

## **Alata Tech Inc. Privacy Policy**

Effective May 15<sup>th</sup>, 2020

The scope of this policy is the [www.alata.io](http://www.alata.io) and [www.alata.link](http://www.alata.link) websites, the Alata.LINK telematics product, and digital communications with Alata Tech Inc. (herein known as Alata) employees.

Please be assured Alata is committed to protecting your personal information and privacy. This Privacy Policy describes the type of information that Alata collects, how we use and protect that information. This Policy also lets you know what you can do if you no longer want your personal information collected and how you can delete information you have already provided to us.

### **Alata.io Web Site**

There are forms on the Alata.io website that collect information with the purpose of enabling contact with our customers. A user may enter personal information into these fields, which will be retained and used for customer service purposes. Examples of such information are name, phone number, email, company name.

### **Alata LINK Data Collection**

When you, or a member of your organization have enrolled user accounts and vehicles, Alata Tech Inc will request information that will enable you to use the LINK application. The action of enrolling or signing up will enable Alata Tech Inc to collect and store vehicle position, behavior and other data. Examples of such information are name, phone number, address, email, company name.

### **Telematics and IoT Data**

Alata.LINK is a product that collects information from devices, primarily vehicles, and stores this information to provide the user with insight on their vehicle or fleet of vehicles. Data is transacted through data providers into our databases, where it is stored. We then use this data to provide the user with information and insight on their fleet. Employees of Alata may have access to your data from time to time for customer service and quality assurance needs. Data is processed, stored, and analyzed in any of the major three cloud services (Google, AWS, Azure).

## **Data Retention**

Any collected information is retained for as long as needed to operate the Alata.LINK product and provide you with service. Data for which Alata no longer has a legitimate business need may be anonymized or deleted. Upon written request we will purge any data collected with relation to your business with Alata.

Alata will release personal information if we are required or authorized to do so by or pursuant to law or by a search warrant, subpoena, court order or other legal process.

## **How to Contact Us**

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