PRIVACY NOTICE

Welcome to ImagenAI, an automated smart editing and culling Software (the **"Service"**). The Service is owned and operated by ImagenAI (**"ImagenAI"** or **"We"**). This Privacy Notice explains our privacy practices in relation to your information when you use our Service.

We are committed to protecting and respecting your privacy and any information that you may provide us. Please read this Privacy Notice carefully before using the Service and review it periodically for any updates.

PERSONAL DATA WE PROCESS

We may collect personal information about you as follows ("**Personal Information**"):

We collect voluntary information	We may collect information that you provide us voluntarily. For instance, when you register to the Service, we collect your full name, email address, phone number, address and payment information, or when you communicate with us via the 'contact us', 'Partner Request' or 'Careers' pages on the Service, we collect information you provide regarding such communications ("**Voluntary Information**").
We collect and process content and materials you upload to the Service and relating metadata including your photos, videos and Editing Style preferences (together referred as "Content")	When you send us your edited photos, videos or any Content, we log the data at our servers. We may collect metadata regarding such Content or your use of the Service including your editing preferences (**"Editing Style"**), the number of photos and/or videos you upload and the number of events you manage, in order to teach our algorithm your Editing Style and in order to provide you the Service. We refer to this entire data as **"Software Learning Information"**. We will also automatically collect and analyze your Software Learning Information to offer you personalized suggestions. Software Learning Information also includes answers and preset that you provide to us as part of our "easy profile creation", as well as Additional Files that may be required as part of such process. Such information is required in order to improve and personalize our Services. "**Additional Files**" shall mean files that may be required for the preset functionality. You do not have a legal obligation to provide us with your Voluntary Information or Content; however, if you choose not to share this information with us we will not be able to provide you the Service.
We also collect information about your devices and use of the Service.	When you use the Service, we record and collect certain information about your interaction with the Service, including the IP address from which you access the Service, time and date of access, type of operating system used, geo location and actions taken while using the Service. We may also collect specific types of connection details and information with regard to your device, software or hardware that may identify you. Such information may include your browser type or OS version.

HOW WE PROCESS AND USE YOUR PERSONAL DATA

We process your data for the following purposes:

To operate the Service.	We will use your Personal Information to facilitate your access to and use of the Service, and to operate the Service.
To send you administrative communications.	We process your Personal Information to send you communications and administrative emails, to respond to user's inquiries and requests, to manage the provision of the Service to you and to provide you with further information and updates about our products and technology.
To maintain and improve the Service.	We will use your Personal Information to maintain and improve yours and others' user experience when using the Service; to maintain and improve our Service, quality of Service and other services we are offering.
For marketing purposes subject to your prior consent.	We might use our algorithm results and performances for marketing purposes but only with your prior consent. Your editing preferences will not be offered to other users and\or third parties without your prior consent.
For enhancing and developing the Service.	We may use Personal Information for quality assurance and for development and enhancement of the Service. We also use Personal Information to adapt the Service, its content, and our services to users' preferences and to track your progress when using the Service.
For compliance purposes.	We may use the Personal Information to detect and prevent fraud or other activities that may negatively impact the integrity of the Service, resolve disputes, troubleshoot problems, assist with any investigations, enforce the Terms of Use and other ImagenAI policies, establishing your use of the Service, and take other actions otherwise permitted or required by law or governmental authorities.

Cookies and Related Technologies

Cookies are small data files that are placed on users' devices to monitor how users interact with websites and other online services. Cookies can be used to identify your IP address, browser type, domain name, and specific web pages through which you click.

We and our service providers may use cookies because they:

- help us optimize, personalize and/or otherwise improve your experience and/or the performance of the Service and our service and marketing-related communications with you; and
- enable advertising delivered to you to be more relevant.

Most web browsers allow you to erase cookies on your computer, block cookies from your computer, or notify you when a cookie is stored on your computer. If you choose to disable or otherwise block certain cookies, you may be unable to use, or experience decreased functionality with, parts of the Service.

We also use Social Media pixel tags when users access the Service. You may opt out of the pixel tags and other advertising tracking technologies by following the instructions at: www.networkadvertising.org/choices or www.aboutads.info/choices.

WHEN IS YOUR PERSONAL DATA SHARED WITH OTHERS

We will not share your information with third parties, except in the events listed below or when you provide us your explicit and informed consent.

We may share your information with our service providers helping us operate the Service and our auditors and advisors.	We may share your Personal Information with our service providers who assist us with the internal operations of the Service such as backup and storage services like AWS and Google Cloud. These companies are authorized to use your Personal Information in this context only as necessary to provide these services to us and not for their own promotional purposes. Additionally, we may share your information to our auditors or advisors of our business processes.
We may share your information with competent authorities, if you abuse your right to use the Service, violate any applicable law, or to enforce our rights or the rights of third parties.	If you have abused your rights to use the Service, or violated any applicable law, we may share your information with competent authorities and with third parties (such as legal counsels and advisors), for the purpose of handling of the violation or breach. We may also disclose your information to the relevant authorities to: (i) enforce our policies (including our agreements), including investigations of potential violations thereof; (ii) investigate, detect, prevent, or take action regarding illegal activities or other wrongdoing, suspected fraud or security issues; (iii) establish or exercise our rights to defend against legal claims; (iv) prevent harm to the rights, property or safety of us, our affiliates, our users, yourself or any third-party; (v) for the purpose of collaborating with law enforcement agencies; and (vi) in case we find it necessary in order to enforce intellectual property or other legal rights.
We may share your information if we are legally required.	If we are required to disclose your information by a judicial, governmental or regulatory authority, or in order to comply with any applicable law, regulation or legal process.
We may share your information with third parties in any event of change in our structure.	If the operation of the Service is organized within a different framework, or through another legal structure or entity (such as due to a merger or acquisition), we may share your information only as required to enable the structural change in the operation of the Service.
We may share your information with our affiliates or potential investors	We may share your information to our subsidiaries, affiliated companies and any potential purchasers or investors of ImagenAI.

SECURITY AND DATA RETENTION

We will retain your Personal Information for as long as we need it for the provision of the Service, and thereafter for compliance and legal purposes.	We will retain your Personal Information for the duration needed to support our ordinary business activities, operating and providing the Service. Thereafter, we will still retain your Personal Information as necessary to comply with our legal obligations, resolve disputes, establish and defend legal claims and enforce our agreements. We may rectify, replenish or remove incomplete or inaccurate information, at any time and at our own

discretion.

We will store your Content as long as you will not request its deletion.

As part of our Service given to you, we will store your Content and editing preferences for as long as your subscription runs and as long as you will not request to delete your Content and preferences from the Service. To the extent selected by Customer, we will provide you with backup services as well.

Nevertheless, we highly recommend that you backup your Content by yourself. It is not guaranteed, and you cannot expect that the Service will be immune from errors. ImagenAI will not be liable for any loss or damages resulting from unintentional deletion of Content or prefrences. In case you cancel your subscription or fail to timely make any payment of subscription fees upon 30 days from receiving a notice from ImagenAI, ImagenAI may, at its sole discretion, delete the backup data.

We implement measures to secure your information

We implement measures to reduce the risks of damage, loss of information and unauthorized access or use of information. However, these measures do not provide absolute information security. Therefore, although efforts are made to secure your Personal Information, it is not guaranteed, and you cannot expect that the Service will be immune from information security risks.

INTERNATIONAL DATA TRANSFERS

We will internationally transfer your Information only in accordance with applicable data protection laws.

If we transfer your personal data for processing at locations outside your jurisdiction, we will abide by data transfer rules applicable to these situations.

ADDITIONAL INFORMATION

ImagenAI is the data controller of the personal data we collect via the Service.

The following is the data controller for the purposes of the personal data we collect via the Service:

Yotam Gil, ImagenAI

Ariel Sharon 4, Givatayim

Contact details of our n representative.

Our representative, for the purposes of this Privacy Notice, will be appointed when necessary under applicable law and according to the GDPR. In the meantime, please contact the data controllers, our representatives in Israel as mentioned above, in : support@imagen-ai.com.

Legal basis for processing your personal data.

The legal basis for processing your Personal Information is: processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, being those purposes specified in this Privacy Notice.

You may have certain rights to access, update or delete your information, obtain a copy of your information, withdraw your consent and object or restrict certain data processing activities.

Subject to exemptions provided by law, and with proper identification, you may have the right to certain actions to your Personal Information, such as:

Right to Access your personal data that we process and receive a copy of it.

Right to Rectify inaccurate personal data we have concerning you and to have incomplete personal data completed.

Right to Data Portability, that is, to receive the personal data that you provided to us, in a structured, commonly used and machine-readable format. You have the right to transmit this data to another service provider. Where technically feasible, you have the right that your personal data be transmitted directly from us to the service provider you designate.

Right to Object, based on your particular situation, to using your personal data on the basis of our legitimate interest. However, we may override the objection if we demonstrate compelling legitimate grounds, or for the establishment, exercise of defense of legal claims.

Right to Restrict the processing your personal data (except for storing it) if you contest the accuracy of your personal data, for a period enabling us to verify its accuracy; if you believe that the processing is unlawful and you oppose the erasure of the personal data and request instead to restrict its use; if we no longer need the personal data for the purposes outlined in this Privacy Notice, but you require them to establish, exercise or defense relating to legal claims, or if you object to processing, pending the verification whether our legitimate grounds for processing override yours.

Right to be Forgotten. Under certain circumstances, such as when you object to us processing your data and we have no compelling legitimate grounds to override your objection, you have the right to ask us to erase your personal data. However, we may still process your personal data if it is necessary to comply with a legal obligation that we are subject to under applicable laws or for the establishment, exercise or defense of legal claims.

If you wish to exercise any of these rights, contact us at support@imagen-ai.com

We reserve the right to ask for reasonable evidence to verify your identity before we provide you with information. Please note that if you choose not to allow us to process your information, we may be prevented from providing our Service. Where we are not able to provide you with information that you have asked for, we will explain the reason for this.

Cross-border transfers

Information we collect from you will generally be processed within the EU and in Israel which is recognized by the European Commission as having adequate protection for personal data.

If we transfer your information from the EU to other jurisdictions outside the EU, we will do so using adequate safeguards determined by the EU Commission, such as Standard Contractual Clauses or companies in the United States certified under the EU-U.S. Data Privacy Framework.

You have a right to submit a complaint to the relevant

Subject to applicable law, you have the right to lodge a complaint with your local data protection authority. If you are in the EU, then according to Article 77 of the GDPR, you can lodge a complaint to the supervisory authority, in

supervisory data protection authority.

particular in the Member State of your residence, place of work or place of alleged infringement of the GDPR. For a list of supervisory authorities in the EU, click here.

MINORS

The Service is not directed to individuals under 18.

The Service is not directed to users under the age of 18. We do not knowingly collect information or data from children under the age of 18 or knowingly allow children under the age of 18 to use the Service.

CHANGES TO THIS PRIVACY NOTICE

If we change this Notice, we will make efforts to proactively notify you of such changes.

From time to time, we may change this Notice. If we do so, we will make efforts to proactively notify you of such changes by email. In any event, the latest version of the Notice will always be accessible at imagen-ai.com.

Last Update: October 12th, 2026.