

# **MIRELZ INC.**

## **PRIVACY POLICY**

Last Updated: November 28, 2022

**Mirelz Inc.** (“Mirelz,” “we,” “us,” or “our”) respects the privacy of its Users (“User,” “your,” or “you”). This Privacy Policy (the “Privacy Policy”) explains how we collect, use, disclose, and safeguard your information when you use or access our website at <https://mirelz.com> (the “Website”).

Mirelz is committed to protecting the privacy of its Users whose information is collected and stored while using Mirelz’s Website. This Privacy Policy is applicable to our Website only.

The capitalized terms have the same meaning as ascribed in our [Terms of Use](#) and [Terms of Service](#) as applicable, unless otherwise noted here.

PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND OUR POLICIES AND PRACTICES REGARDING YOUR INFORMATION AND HOW WE WILL TREAT IT. BY ACCESSING OR USING OUR WEBSITE, YOU AGREE TO ACCEPT ALL THE TERMS CONTAINED IN THIS PRIVACY POLICY AND ACKNOWLEDGE AND AGREE WITH THE PRACTICES DESCRIBED HEREIN. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS AND USE OUR WEBSITE.

IF YOU HAVE ANY QUESTIONS REGARDING THIS PRIVACY POLICY, PLEASE SEND US AN EMAIL AT [PRIVACY@MIRELZ.COM](mailto:PRIVACY@MIRELZ.COM).

**WE DO NOT SELL YOUR PERSONAL INFORMATION, NOR DO WE INTEND TO DO SO .**

WE DO NOT GIVE ACCESS TO YOUR PERSONAL INFORMATION TO THIRD PARTIES EXCEPT TO SUBPROCESSORS TO ASSIST US IN THE PROVISION OF OUR SERVICES TO YOU.

### **1. INTRODUCTION**

Mirelz operates website at <https://mirelz.com> (the “Website”) and Mirelz provides product visualization and virtual try on as a software as a service (“Platform”) offering to Users.. Our Website helps Users understand the functionality of our Platform and guides them on how to use the same, however, our Platform is currently not accessible through our Website. We will notify you if this changes.

Mirelz also allows third parties (“Client”) to integrate our Platform on their websites (“Client’s Website”) and applications (“Client’s App”). This Privacy Policy DOES NOT apply to the scrolling, use, or access of any Client’s Website or any Client’s App. WE DO NOT OPERATE, SECURE, RUN, REGULATE, OR MONITOR THE USE OF CLIENT’S WEBSITES AND CLIENT’S APP. THE CLIENT’S PRODUCTS ARE NOT MANUFACTURED, STORED OR IN ANY WAY PRODUCED BY MIRELZ. THE USE OF THE CLIENT’S PRODUCTS AND CLIENT’S WEBSITES ARE GOVERNED BY THE CLIENT’S PRIVACY POLICY AND CLIENT’S TERMS OF SERVICE AVAILABLE AT THE CLIENT’S WEBSITE AND THE CLIENT’S TERMS AND CONDITIONS ARE AT THE CLIENT’S WEBSITE. PLEASE REVIEW THEM AT THE CLIENT’S WEBSITE. THESE TERMS ONLY EXTEND TO MIRELZ’S WEBSITE AND USERS SPECIFIC INTERACTION WITH THE MIRELZ WEBSITE.

## 2. TERRITORIAL RESTRICTION

Our Website, is accessible globally. If you are a resident of the United States (“US”), the laws of the State of Texas, United States shall apply. If you are a resident of any other country, please ensure compliance with all local laws prior to using our Website. You must comply with this Privacy Policy and our [Terms of Use](#) and [Terms of Service](#), as applicable.

If you have any questions regarding this Section, please email us at [privacy@mirelz.com](mailto:privacy@mirelz.com).

## 3. DO WE COLLECT BIOMETRIC DATA AND WHAT DO WE DO WITH IT?

As defined in the Illinois Biometric Information Privacy Act (“BIPA”) biometric data includes “biometric identifiers” and “biometric information” (740 ILCS § 14/1, et seq). “Biometric identifier” means a retina or iris scan, fingerprint, voice-print, or scan of a hand and or face geometry. “Biometric Information” means any information, regardless of how it is captured, converted, stored, or shared, based on an individual’s biometric identifier used to identify an individual. Biometric Identifiers and Biometric Information is similarly defined in other applicable US and foreign laws and regulations.

WE DO NOT COLLECT, USE, DISCLOSE, OR STORE AND SAFEGUARD YOUR BIOMETRIC INFORMATION WHEN YOU USE OR ACCESS OUR WEBSITE.

Biometric Data is only collected, used and stored when our Platform and the virtual try-on functionality of the Platform is used through the Client’s Website or Client’s App. Please review our Biometric Information Privacy Policy available [here](#) to know more about how our Platform collects, uses, discloses or stores biometric information.

a)

## 4. WHAT OTHER INFORMATION DO WE COLLECT?

When you use our Website, we do not collect any personal information (also referred to as personally identifiable information or “PII”) except as outlined in Section 3, Section 7 and Section 11 of this Policy.

- a. Geolocation and Equipment Information. We may collect information that does not personally identify you such as (i) your geolocation, and (ii) information about your internet connection, the equipment you use to access our Website, and usage details.
- b. Financial Information. We do not collect or store any credit cards or bank information. However, we will update this Privacy Policy when we start using and storing such information. We will also inform you via reasonable means if we start collecting such information from you.
- c. Anonymized Purchase and Browsing history: We collect anonymized information regarding User’s use of our Website and IP address. This information is associated with the anonymized User code and contains no personal information.

Please contact us at [privacy@mirelz.com](mailto:privacy@mirelz.com) if you have any questions or concerns about this Section.

## 5. HOW DO WE COLLECT INFORMATION?

We collect information from you in the following ways:

- a. When you interact with our advertising and applications on third-party website and services, if those applications or advertising include a link to this Privacy Policy;
- b. From records or copies of correspondences (including email addresses) if you contact us; and
- c. From anonymized information provided to us by third parties and through other websites operated by company or any third party.

We collect information from you automatically when you use our Website:

- a. Usage details;
- b. IP addresses;
- c. Information obtained through browser cookies;
- d. Information obtained through flash cookies;
- e. Web beacons;
- f. Other tracking technologies.

## **6. HOW DO WE USE YOUR INFORMATION?**

We use the information that you provide to:

- a. Present our Website and its contents to you;
- b. Notify you about changes to our Website;
- c. Allow you to participate in interactive features on our Website;
- d. Improve the Website;
- e. Anonymize data and aggregate data for statistics; and
- f. Contact you for other purposes with your consent.

## **7. OUR COOKIE POLICY**

Cookies are small pieces of text used to store information on web browsers. Cookies are used to store and receive identifiers and other information on computers, phones, and other devices. Other technologies, including data we store on your web browser or device, identifiers associated with your device, and other software, are used for similar purposes. In this Privacy Policy, we refer to all of these technologies as “Cookies.”

We use Cookies to (a) compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future, and (d) allow trusted third-party services such as Google Analytics that track this information on our behalf. You can set your browser to refuse all or some browser Cookies, and it won’t affect your user experience. Nonetheless, we seek to protect the integrity of our Website and welcome any feedback about these sites. Please contact us at [privacy@mirelz.com](mailto:privacy@mirelz.com).

## **8. HOW DO WE PROTECT INFORMATION WE COLLECT?**

Our Website uses an SSL certificate as an added security measure. We require username and passwords for our employees who can access your personal information that we store and/or process on our Website and servers. In addition, we actively prevent third parties from getting access to your personal information that we store and/or process on our Website and servers.

## **9. DATA SECURITY MEASURES.**

- a. Security Measures. We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and

security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on our Website.

- b. Fair Information Practice Principles. In the event of a personal data breach, we will notify you within forty-eight (48) hours via (i) email or (ii) our Website notification system. We agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.
- c. Open-Source Software: We use the following open-source software in the provision of our Services, which can be found here.

## **10. DISCLOSURE OF PERSONAL INFORMATION**

There are times when we may share Personal Information that you have shared with us may be shared by Mirelz with others to enable us to provide you over Services, including contractors, service providers, and third parties (“Partners”). This section discusses only how Mirelz may share such information with Partners. We will ensure that our Partners protect your Personal Information. The following describe how and with whom we may share your Personal Information:

### **Disclosure of Personal Information.**

- a. We may disclose aggregated, de-personalized information about you that does not identify any individual to other parties without restriction, such as for marketing, advertising, or other uses.
- b. We may disclose personal information to our subsidiaries and affiliates.
- c. We may only disclose personal information as described in this Privacy Policy or your consent.

### **Other Disclosure of Personal Information.**

- a. We will disclose personal information (i) to comply with any court order, law, or legal process, including to respond to any government or regulatory request, (ii) to enforce or apply our [Terms of Use](#) and [Terms of Service](#) and other agreements, including for billing and collection purposes, (iii) if we believe it is necessary or appropriate to protect the rights, property, or safety of Mirelz, our customers or others, and/or (iv) if it is necessary or appropriate to protect the rights, property, or safety of Mirelz, our customers, or others, and this includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### **Third Party Disclosure.**

- a. We do not sell, trade, rent, or otherwise transfer personal information to others, unless we provide you with advance notice. This does not include our hosting partners and other parties who assist us in operating our Website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential.

- b. We do not provide non-PII (disaggregated, de-personalized) to other parties for marketing, advertising, or other uses.

#### **Choices Users Have About How Mirelz Uses and Discloses Information.**

- a. Tracking Technologies and Advertising. You can set your browser to refuse some or all the browser cookies, but if you disable or refuse cookies, some parts of our Website may not be accessible or function properly.

### **11. GOOGLE ADSENSE AND GOOGLE ANALYTICS**

Google, as a third-party vendor, uses Cookies to serve advertisements and perform analytics to Users on our Website. Google uses first-party Cookies, such as Google Analytics Cookies, to compile data regarding User interactions with our Website, usage analytics, diagnostics, and other service functions as they relate to our Website. We currently use Google Analytics to collect and process certain Website usage data. We have also implemented advertising features on our Website including Google Demographics and Interests Reporting. To learn more about Google Analytics and how to opt-out, please visit <https://policies.google.com/privacy/google-partners>.

### **12. FOR OUR EUROPEAN CUSTOMERS AND VISITORS**

We are headquartered in the United States. Most of the operations are located in the United States, and India. Your Personal Information which you give to us during use of our Website, may be accessed by or transferred to us in the United States or India. If you are accessing our Website from outside the United States, be aware that your Personal Information may be transferred to, stored, and processed in the United States or India. Our servers or our third-party hosting services partners are located in the United States and India. By using our site, you consent to any transfer of your Personal Information out of Europe, UK, or Switzerland for processing in the US or other countries.

- If you are a resident of or a visitor to Europe, you have certain rights with respect to the processing of your Personal Data, as defined in the General Data Protection Regulation (“GDPR”).
  - Please note that in some circumstances, we may ask you to provide us with additional information in connection with your request, which may be Personal Data, for example, if we need to verify your identity or the nature of your request.
  - In such situations, however, we will still respond to let you know of our decision.
  - As used herein, “Personal Data” means any information that identifies you as an individual, such as name, address, email address, IP address, phone number, business address, business title, business email address, company, etc.
- a. EU Standard Contractual Clauses. On June 4, 2021, the EU promulgated a new set of SCCs (the “New SCCs”), which replaced the old SCCs (“Old SCCs”) which had been in place for over a decade. We now comply with the New SCCs with respect to the transfer of Personal Data from the EU to the US and other countries for Processing, as defined in the GDPR. If there is any conflict between the terms and conditions in this Privacy Policy and your rights under the New SCCs, the terms and conditions in the new SCCs will govern.
  - b. The New SCCs.
    - The New SCCs took effect on June 27, 2021.

- The Old SCCs may still be used for new data transfers in new contracts during a three-month transition period that ends on September 27, 2021.
- Existing data transfers contracts that rely on the Old SCCs can be used until December 27, 2022, by which time all data transfers relying on the Old SCCs must be transitioned to the New SCCs.
- As of now, we and our customers are using the New SCCs to transport Personal Data from the EU to other countries including the US for processing by us.
- You are the Controller, as defined in the GDPR, and the Exporter, as defined in the New SCCs, of the Personal Data and we are a processor, as defined in the GDPR, and the Importer of such Personal Data.
- You agree to comply with the GDPR rules that apply to Controllers and the New SCCs rules that apply to Data Exporters. We agree to comply with the GDPR rules that apply to Processors and the New SCCs rules that apply to Data Importers.

c. Our GDPR Compliance Commitment.

- We agree to fully comply with the letter and the spirit of the GDPR and the New SCCs with respect to the transfer of your Personal Data for Processing outside the EU.
- As a Data Importer, a User may contact us as set forth in Subsection 9(d) below with respect to the Personal Data we store and process on you.
- We hereby notify you that we will be processing, as defined in the GDPR, the Personal Data of your Authorized Users (i.e., those individuals whom you have authorized to access our Website and to use our Services) in the US, India for us to be able to provide the Services to you that we have agreed to do in our definitive service agreement between you and us.
- Upon request, we will provide you with a list of your Personal Data that we will process and a copy of the New SCCs under which we will transport your Personal Data for processing.
- We hereby warrant that, at the time of agreeing to the SCCs for the transport of your Personal Data, we have no reason to believe that the laws and practices applicable to us as a data processor and a data importer, including those of the US, and India are not in line with the requirements of the New SCCs.
- If we cannot satisfy any request or dispute to your satisfaction, we will agree to arbitrate or litigate the dispute in the EU jurisdiction in which you reside.
- We will only transfer your Personal Data to a third country in accordance with documented instructions from you.
- Your Personal Data will be transferred and stored in an encryption format.
- Only our employees, who have a need to access your Personal Data to enable us to meet our contractual and legal obligations to you, will be given access to your Personal Data.
- Such employees will be given a username and password to access your Personal Data.
- We will keep an automated record of all persons who have accessed your Personal Data.
- As indicated above, we do not process or store Biometric Identifiers or Biometric Information without the User's Consent.

d. Rights of Data Subjects. To make any of the following requests, with respect to this Privacy Policy, our Terms of Use, and/or Personal Data, please contact us at [privacy@mirelz.com](mailto:privacy@mirelz.com).

- Access: You can request more information about the Personal Information we hold about you. You can also request a copy of the Personal Information.
- Rectification: 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. Please contact us as soon as possible upon noticing any such inaccuracy or incompleteness.
- Objection: You can contact us to let us know that you object to the collection or use of your Personal Information for certain purposes.

- iv. Erasure: You can request that we erase some or all of your Personal Information from our systems.
  - v. Restriction of Processing: You can ask us to restrict further processing of your Personal Information.
  - vi. Portability: You have the right to ask for a copy of your Personal Information in a machine-readable format. You can also request that we transmit the data to another entity where technically feasible.
  - vii. Withdrawal of Consent: If we are processing your Personal Information 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, it may limit your ability to use our Website and you may have to then provide express consent on a case-by-case basis for the use or disclosure of certain of your Personal Information, if such use or disclosure is necessary to enable you to utilize our Website.
  - viii. Right to File Complaint: You have the right to lodge a complaint about our practices with respect to your Personal Information with the supervisory authority of your country or EU Member State. Please go to [https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm) to locate your Data Protection Authority.
- e. Response: We will respond to your inquiry within thirty (30) days of the receipt

### 13. FOR OUR BRAZILIAN CUSTOMERS

This Section supplements the information contained in our Privacy Policy above and applies solely to all visitors, users, and others to our Website, who reside in Brazil (“consumers” or “you”). We comply with the Lei Geral de Proteção de Dados (General Data Protection Law, or LGPD) and any terms defined in the LGPD have the same meaning when used in this Section.

- a. Brazilian Data Protection Officer. We have appointed a Brazilian Privacy and Data Protection Officer, Pratima Adusumilli, at [privacy@mirelz.com](mailto:privacy@mirelz.com), to make sure the privacy rights of our Brazilian users are protected in compliance with LGPD.
- b. Data Breach: In the event of a personal data breach, we will notify the User within 72 hours via (i) email, and/or (ii) our notification system on our Website. We agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

### 14. FOR OUR CANADIAN USERS

This Section supplements the information contained in our Privacy Policy above and applies solely to all visitors, users, and others to our Website, who reside in Canada (“consumers” or “you”). We ensure with the Personal Information Protection and Electronics Document Act of 2000 (“PIPEDA”) and any terms defined in the PIPEDA have the same meaning when used in this Section.



- a. Definition of Personal Information. Any information about an identifiable individual. Whatever may be the physical form or characteristics of a particular regime for “business contact information” (name, position, title, address, professional phone number, etc.)
- b. Right to Access Personal Information. You can request to access your personal information we hold about you. We will first confirm whether you have requested such information, explain how we have used your information, provide a list of names with whom your information has been shared and provide a copy of your information in an accessible format and make alternative formats available if requested.
- c. Right to Correction/Limited Right to Deletion. You can request us to correct or delete your information IF you demonstrate that the personal information we hold on you is inaccurate. We will delete or correct your information within thirty (30) calendar days. When we delete/correct your personal information we will inform the third parties with whom we have shared your information.
- d. Right to be Forgotten. Your information will be kept with us for as long as it is required for the fulfillment of the purposes of Mirelz Website. Unless we otherwise give you notice, we will retain your Information on the Mirelz Website on your behalf until such times as you or we terminate your User Account.
- e. Data Breach Notification. We will send a notification to you as soon as feasible regarding the information of any breach that creates a “real risk of significant harm” to you. We keep a record of every data breach and, on request, provide the Office of the Privacy Commissioner with access to the record.
- f. Canadian Privacy Officer. We have appointed a Canadian Privacy and Data Protection Officer, Pratima Adusumilli, at [privacy@mirelz.com](mailto:privacy@mirelz.com), to make sure the privacy rights of our Canadian users are protected in compliance with PIPEDA.
- g. Contact Information. You may contact us by writing to us at Privacy Officer, at [privacy@mirelz.com](mailto:privacy@mirelz.com) to (i) make a Personal Information Request, (ii) correct or delete your personal information, (iii) discuss our Privacy Policy and/or anything that has to do with it. We will respond within thirty (30) calendar days of receiving such a request or query. Additionally, in order for us to respond to your request or query, we will need to collect information from the requesting party to verify their identity.

## 15. YOUR CALIFORNIA PRIVACY RIGHTS

Mirelz does not sell, trade, or otherwise transfer to outside third parties your “Personal Information” as the term is defined under the California Civil Code Section § 1798.82(h). Additionally, California Civil Code Section § 1798.83 permits Users of our Website that are California residents to request certain information regarding our disclosure of their Personal Information to third parties for their direct marketing purposes. To make a request for such disclosure, or identification and/or deletion of Personal Information in all our systems that we store on you, please send an email to [privacy@mirelz.com](mailto:privacy@mirelz.com) or write to us at Mirelz, 12160 W. Parmer Lane, Suite 130-612, Cedar Park, TX 78613.

Note that (i) if we delete your Personal Information as requested, we will no longer be able to provide our services to you and (ii) we may need to keep such Personal Information for a while during the shutting down and billing process. If you would like to discuss our Personal Information storage and processing



process with us, please send us an email at [privacy@mirelz.com](mailto:privacy@mirelz.com) or write us at Mirelz, 12160 W. Parmer Lane, Suite 130-612, Cedar Park, TX 78613.

## 16. CALIFORNIA CONSUMER PRIVACY ACT

This Section supplements the information contained in our Privacy Policy above and applies solely to all visitors, users, and others to our Website, who reside in the State of California (“consumers” or “you”). We adopt this Section to comply with the California Consumer Privacy Act of 2018 (“CCPA”) and any terms defined in the CCPA have the same meaning when used in this Section.

- a. Right to Request Personal Information. Upon request, we will provide you with (i) a list of all Personal Information that we have collected on you, (ii) from whom we obtained such Personal Information, (iii) the reason why we collected such Personal Information, and (iv) with whom (if any) we have shared such Personal Information. If we sell your Personal Information or disclose your Personal Information to third parties, upon request, we will provide you with (i) a list of the Personal Information that we have collected on you, (ii) a list of the Personal Information that we sell or disclose to others on you, and (iii) to whom we have sold or disclosed your Personal Information. A consumer can make such a request only twice in a 12-month period.

We require such Personal Information to be able to provide to you our Services.

Unless otherwise specified, we only collect Personal Information from you. We do not use others to provide us with your Personal Information.

- a. Disclosure of Personal Information. We only share your Personal Information with service providers, e.g., billing and collection agents, who enable us to provide our Services to you. We do not sell or give your Personal Information to third parties for purposes unrelated to our provision of Services to you.
- b. Right to have Personal Information Deleted. Upon request, we will delete all of your Personal Information that we have collected on you and will direct our Service Providers to also delete all of your Personal Information. But note that if we do delete all of this Personal Information, you will no longer be able to use our Services.
- c. Non-Discrimination Right. We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:
  - (i) Deny you goods or services.
  - (ii) Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
  - (iii) Provide you a different level or quality of goods or services.
  - (iv) Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.
- d. Financial Incentives. However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, or quality levels. Any CCPA-permitted financial incentive we offer will reasonably relate to your personal information’s value and contain written terms that describe the program’s material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time.
- e. Contact Information. You may contact us (i) at [privacy@mirelz.com](mailto:privacy@mirelz.com), (ii) by phone at our toll-free number 1-855-393-0325, or (iii) by writing to us at Privacy Officer, at 12160 W. Parmer Lane,

Suite 130-612, Cedar Park, TX 78613 to (i) make a Personal Information Request, (ii) lodge a complaint about our use or storage of your Personal Information, (iii) ask us to delete such Personal Information, and/or (iv) discuss our Privacy Policy and/or anything that has to do with it. We will respond within forty-five (45) days of receiving such request or query. Additionally, in order for us to respond to your request or query, we will need to collect information from the requesting party to verify their identity.

- f. Under 16. We will not sell your Personal Information if you are under the age of 16 unless we have the consent of your parent or your guardian nor will we sell it if you ask us not to do so.
- g. Opt Out Right. Upon your request, we will stop selling your Personal Information (sometimes called your Opt Out Right). You may send the request to Opt Out (i) to [privacy@mirelz.com](mailto:privacy@mirelz.com), (ii) by phone at our toll-free number 1-855-393-0325, or (iii) by writing to us at Privacy Officer, 12160 W. Parmer Lane, Suite 130-612, Cedar Park, TX 78613
- h. Personal Information that We Store. For your information, we store/collect the following Personal Information on you: IP Address only

## **17. COPPA COMPLIANCE (FOR CHILDREN UNDER 13 USERS ONLY)**

The Children's Online Privacy Protection Act ("COPPA") is a federal legislation that applies to entities that collect and store "Personal Information," as the term is defined under COPPA, from children under the age of 13. We are committed to ensure compliance with COPPA. Our Website is not meant for use by children under the age of 13. Our Website does not target children under the age of 13, but we do not age-screen or otherwise prevent the collection, use, and personal disclosure of persons identified as under 13. If you would like to know more about our practices and specifically our practices in relation to COPPA compliance, please email us at [privacy@mirelz.com](mailto:privacy@mirelz.com).

IF YOU ARE UNDER 13, PLEASE DO NOT ACCESS OR USE OUR WEBSITE.

## **18. CAN-SPAM ACT OF 2003**

The CAN-SPAM Act establishes requirements for commercial messages, gives recipients the right to have businesses stop emailing them, and spells out penalties for violations. Per the CAN-SPAM Act, we will:

- a. not use false or misleading subjects or email addresses;
- b. identify the email message as an advertisement in some reasonable way;
- c. include the physical address of Mirelz, which is 12160 W. Parmer Lane, Suite 130-612, Cedar Park, TX 78613;
- d. monitor third-party email marketing services for compliance, if one is used;
- e. honor opt-out/unsubscribe requests quickly; and
- f. give an "opt-out" or "unsubscribe" option.

If you wish to opt out of email marketing, follow the instructions at the bottom of each email or contact us at [privacy@mirelz.com](mailto:privacy@mirelz.com) and we will promptly remove you from all future marketing correspondences.

## **19. MODIFICATIONS TO OUR PRIVACY POLICY**

Mirelz reserves the right, at its sole discretion, to change or modify this Privacy Policy at any time. In the event we modify this Privacy Policy, such modifications shall be binding on you only upon your acceptance of the modified Privacy Policy. We will inform you about the modifications on our Privacy

Policy page via email, on our Website by posting a modified version of the Privacy Policy page, or by a comparable means within a reasonable time period. Your continued use of our Website shall constitute your consent to such changes.

## 20. LIST OF THIRD-PARTY SERVICE PROVIDERS

Mirelz uses the following third-party service providers for the provision of services as detailed under the [Terms of Use](#) and [Terms of Service](#), as applicable

Name of Third-Party Service Provider	Contact Information
Amazon Web Services Inc. (North Virginia, US)	Website: <a href="https://aws.amazon.com/premiumsupport/knowledge-center/aws-phone-support/">https://aws.amazon.com/premiumsupport/knowledge-center/aws-phone-support/</a> Address: 410 Terry Avenue North, Seattle, WA 98109-5210
Google Analytics	Website: <a href="https://support.google.com/analytics#topic=10737980">https://support.google.com/analytics#topic=10737980</a> Address: 1600 Amphitheatre Parkway Mountain View, California 94043 USA

Additionally, if you have any questions or concerns about our third-party service providers, please email us at [privacy@mirelz.com](mailto:privacy@mirelz.com).

## 21. COPYRIGHT INFRINGEMENT/DMCA NOTICE

If you believe that any content on our Website violates your copyright, and you wish to have the allegedly infringing material removed, the following information in the form of a written notification (pursuant to the Digital Millennium Copyright Act of 1998 (“[DMCA Takedown Notice](#)”)) must be provided to our designated Copyright Agent.

- Your physical or electronic signature;
- Identification of the copyrighted work(s) that you claim to have been infringed;
- Identification of the material on our Website that you claim is infringing and that you request us to remove;
- Sufficient information to permit us to locate such material;
- Your address, telephone number, and email address;
- A statement that you have a good faith belief that use of the objectionable material is not authorized by the copyright owner, its agent, or under the law; and
- A statement that the information in the notification is accurate, and under penalty of perjury, that you are either the owner of the copyright that has allegedly been infringed or that you are authorized to act on behalf of the copyright owner.

Mirelz’s Copyright Agent to receive DMCA Takedown Notices is Pratima Adusumilli, at [dmca@mirelz.com](mailto:dmca@mirelz.com) and at Mirelz, Attn: DMCA Notice, 12160 W. Parmer Lane, Suite 130-612, Cedar Park, TX 78613. You acknowledge that for us to be authorized to take down any content, your DMCA Takedown Notice must comply with all the requirements of this Section. Please note that, pursuant to 17 U.S.C. § 512(f), any misrepresentation of material fact (falsities) in a written notification automatically subjects the complaining party to liability for any damages, costs and attorney’s fees incurred by Mirelz in connection with the written notification and allegation of copyright infringement.

## 22. CONTACT US

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at:

- Privacy Officer: Pratima Adusumilli
- Email: [privacy@mirelz.com](mailto:privacy@mirelz.com)
- Address: Mirelz, Inc. 12160 W. Parmer Lane, Suite 130-612, Cedar Park, TX 78613

PLEASE NOTE: IF YOU USE OUR WEBSITE, YOU HAVE AGREED TO AND ACCEPTED THE PRACTICES DESCRIBED IN THIS PRIVACY POLICY AND THE TERMS AND CONDITIONS SET FORTH IN OUR [TERMS](#) OF SERVICE , AS APPLICABLE. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY OR OUR [TERMS](#) OF SERVICE, PLEASE DO NOT USE OUR WEBSITE.