

Privacy Policy

We are committed to maintaining your trust in us and abide by the following principles to protect your personal information: the principle of consistent rights and responsibilities, the principle of clear purposes, the principle of selective consent, the principle of minimum necessity, the principle of ensuring security, the principle of subject participation, and the principle of openness and transparency.

At the same time, FACEGOOD (as defined below) promises that we will adopt appropriate security protection measures to protect your personal information in accordance with the industry standards. Please read and understand this Privacy Policy (hereinafter referred to as "the Policy") before submitting your personal data to FACEGOOD.

The policy applies to the website, products (including web products, desktop products, mobile apps, etc.), and services of FACEGOOD (Facereal Technology Ltd.) and its subsidiaries and affiliates (collectively referred to as "FACEGOOD") displaying the Policy or linking to the Policy.

If our specific products and services have respective privacy protection guidelines, you can refer to the specific privacy protection guidelines to better protect your personal information.

1. What information will we collect from you

1.1 When you visit FACEGOOD's website (www.facegood.ca) or Avatary client software (Windows software), we will collect the following information from you.

When users visit our website, we will collect the users' clicks, accessed pages, dates, and durations of visits, and sources (how users know and access FACEGOOD's website) on the website. In most cases, such collected data will go through anonymization. (The term "anonymization" means the process of removing any information that shows particular person, and the removed information cannot be restored. The information processed after anonymization does not constitute personal information).

1.2 When you choose to submit your personal information to us, we collect the following information:

- Name;
- Gender;
- Age;
- Email address;
- Address;
- Country;
- Zip code;
- Phone number;
- Company name and industry;

- Order information such as purchased products, purchase date, and order quantity;
- Payment information such as bank card and credit card information, and other payment information;
- Your communication with FACEGOOD customer service;
- Your comments on FACEGOOD products;
- Information you provide when registering a FACEGOOD account;
- Other information you voluntarily choose to submit.

1.3 When using our products and services, we collect the following information from you:

FACEGOOD has a variety of products and services, and different products and services may collect different data. However, in general, we will collect the following data from users:

Enterprise Account:

- (1) Information necessary to implement product functions;
- (2) The serial number of the product you purchased;
- (3) Information about your use of the product, including but not limited to the products you use, usage methods, product startup information, clicks and operations, functions used, registration information, etc.;
- (4) Information about your local device, including your hardware model and configuration information, operating system, software version, IP address;
- (5) The size and name of the files you operate (but not the original documents of any unprocessed files);
- (6) Operational logs, crash reports, etc. When a crash occurs during a user's use of the product, we will ask the user if they are willing to send us the original document to confirm the cause of the crash and solve the crash problem. We will only collect original document information from users with their consent.

Free Account:

- (1) Information necessary to implement product functions;
- (2) The serial number of the product you purchased;
- (3) Information about your use of the product, including but not limited to the products you use, usage methods, product startup information, clicks and operations, functions used, registration information, etc.;
- (4) Information about your local device, including your hardware model and configuration information, operating system, software version, IP address;
- (5) Your facial image information for calculating keyframes; please note that the facial data information we collect will not be sufficient to identify and relates to your identity, and such information will only be used for motion capture of facial expression.
- (6) Software usage data, including:
 - The device and model recorded by Streamer;
 - The original video files and recorded keyframe values involved in Tracker calculation;
 - The name and value of the controller involved in Retargeter calculation, Retargeter files, original video files;
 - The original model imported by AutoFace, the position information of the facial marking

points;

- The depth map, RGB map, SN number of the running device, and internal parameters of the device obtained by Fogo. (Please note that the depth map, RGB map obtained by Fogo may involve the collection of your facial image information, as facial image information is sensitive personal information, you may refuse to provide it. If you refuse to provide that information, you may not be able to access the relevant services, although it will not affect the normal use of other features of FACEGOOD's products/services.)

- File size and name, options, status, and values set by other Avatary applications.

(7) Operational logs, crash reports, etc. When a crash occurs during a user's use of the product, we will ask the user if they are willing to send us the original document to confirm the cause of the crash and solve the crash problem. We will only collect original document information from users with their consent.

2. What purposes do we use the collected information

FACEGOOD uses the information collected about you for the following purposes:

- Necessary to implement product functions;
- In order to provide users with ordered products and services;
- Necessary for the user as a party to perform the contract with FACEGOOD to obtain the necessary information to identify and send bills to the user, and charge fees according to the payment method agreed by the user;
- Security. For example, verify your identity and provide customer service or support, prevent piracy;
- Analyze your use of our website and products to better understand how they are used, thereby improving our products and services and user experience, attracting and retaining users;
- Send you subscription emails and provide you with products and services that may interest you;
- FACEGOOD internal statistics and analysis purposes;
- Cooperate with government or judicial authorities;
- Other purposes with your consent.

With the development of our business, we may adjust and change the product functions and services we provided. If we change the processing purpose, we will explain to you again and obtain your consent.

3. How we use COOKIES and other similar technologies

To ensure the normal operation of the website and products, to help you get a more convenient access experience, and to recommend information that may interest you, we will store small data files called Cookies on your computer or mobile device. Cookies usually contain identifiers, site names, and some numbers and characters. With Cookies, the websites can store data such as your preferences to help you avoid repeatedly filling in personal information and entering historical search content. At the same time, we may also use the above technologies to recommend, display and push content that interests you.

You have the right to manage or delete Cookies according to your own preferences. You can also clear all Cookies saved on your computer.

We do not use Cookies for any purpose other than those stated in the Policy, and the information we obtain through Cookies will also be subject to the Policy.

Most web browsers have the ability to block Cookies. You can clear all Cookies saved on your computer through browser settings options, but if you do so, you may have to manually change your user settings each time you visit our website.

4. Do we share or disclose your information

We will not disclose your information to third parties for their own independent marketing or business purposes. However, the following exceptions apply:

(1) Other parties with your consent

With your consent, we will share your information with other parties.

(2) Affiliated companies

Your information may be shared with FACEGOOD affiliated companies. However, we will only share the necessary personal information for the purpose of providing the functions and services related to the FACEGOOD website or products. Also, this disclosure shall be subject to the purpose stated in the Policy.

(3) Business partners and service providers

Solely for the purposes stated in the Policy, some of our services will be provided by authorized partners. We may share your information with trusted business partners, including but not limited to third-party payment institutions such as WeChat and Alipay, email delivery platforms, technical support partners, third-party forums, and marketing platforms. Our technical support partners generally include Adwords, Bing, Criteo, Facebook, LinkedIn, Quora, fabric, FireBase, Flurry, Google Analytics, bugsplat, etc.

Please note that we will only share your personal information with our partners on legitimate, justified, necessary, specific and explicit basis, and we will only share the personal information necessary to provide services. We will evaluate and process the output form, circulation and use of information data to ensure data security. At the same time, we will strictly supervise and manage partners. Once we find that they violate the regulations for handling personal information, we will immediately terminate the cooperation and take legal actions immediately.

(4) Information that is collected to protect your or other's major legal rights, property, or safety of others while it is difficult to obtain the consent of the data subject.

(5) The collected personal information that is publicly disclosed by the data subject.

(6) Your personal information that is collected from legally and publicly disclosed information, such as legal news reports, government information disclosure, etc.;

(7) Information necessary to maintain the secure and stable operation of the services provided, such as finding and handling service failures.

(8) Under legal requirements or legal proceedings, FACEGOOD may also disclose your data if it is required to do so by law, in response to a court order, judicial or other government subpoenas, warrants or enforceable requests .

5. Do we transfer your personal information

Transfer means transferring control of your personal information to other companies,

organizations or individuals. Except for the following circumstances, we will not transfer your personal information to any company, organization or individual:

- With your explicit consent, we will transfer your personal information to other parties.
- When mergers, acquisitions, asset transfers or bankruptcy liquidations occur, if personal information transfer is involved, we will require the new company, organization or other entity holding your personal information to continue to be subject to the Policy. If there is any change in the collection, processing method, or purpose of use of personal information as stipulated in the Policy, we will require the company, organization or other entity to re-obtain your authorization and consent.
- Other circumstances stipulated by laws and regulations.

6. How do we store and protect your personal information

Storage:

(1) Storage location: For the personal information collected or generated within the territory of the People's Republic of China, we will comply with the provisions of laws and regulations and store it in the People's Republic of China; For the personal information collected or generated outside the territory of the People's Republic of China, we will comply with relevant laws and regulations and store it in Singapore.

(2) Storage time: We promise to always store your personal information within a reasonable and necessary time limit in accordance with legal requirements. After exceeding the above time limit, we will delete your personal information or anonymize your personal information.

(3) If we cease operations, we will promptly stop collecting your personal information, notify you of the cessation of operations through direct delivery or announcement, and delete or anonymize your personal information held.

Protection:

(1) We have used security protection measures that meet industry standards to protect the personal information you provide, and prevent data from unauthorized access, public disclosure, use, modification, damage or loss. We will take all reasonable and feasible measures to protect your personal information and ensure that the information collected is only used for the purposes stipulated in the Policy.

(2) We will take all reasonable and feasible measures to ensure that irrelevant personal information is not collected. We promise to keep your personal information within the time limit required by law or to achieve the reasonable and necessary functions and services of the product. During your use of our products and services, we will retain the personal information necessary to provide you with our products and services. If you cancel your account, we will delete or anonymize your personal information within 15 business days after you cancel your account.

(3) Notwithstanding the aforementioned security measures, please note that there is no "perfect security measure".

In the unfortunate occurrence of personal information security incidents, we will promptly inform you the following information in accordance with the requirements of laws and regulations: the basic situation and possible impact of security incidents, the disposal measures we have taken or

will take the suggestions for self-prevention and risk reduction, and remedies for you.

We will promptly notify you of the relevant circumstances of the incident by email, letter, phone, push notification, etc. When it is difficult to notify each individual, we will take reasonable and effective measures to issue announcements. At the same time, we will also actively report the handling of personal information security incidents to the regulatory authorities as required.

(4) After you cancel your account, we will stop providing products and services based on that account and delete your related personal data if there are no special legal requirements.

(5) When our products or services cease operations, we will promptly stop collecting personal information. For the above changes, we will notify you through push notifications, announcements and related forms, and delete your personal information or anonymize it within a reasonable time limit.

7. User rights

According to relevant laws and regulations, you have the following rights to your personal information:

(1) Right to know - You have the right to obtain clear, transparent and easy-to-understand information about how FACEGOOD collects and uses your data and what is your rights.

(2) Right of access - You have the right to access your data.

(3) Right to copy - You have the right to copy your data.

(4) Right of correction - If your personal data is inaccurate or incomplete, you have the right to correct your data.

(5) Right to delete - You have the right to request the deletion of your personal data (unless we has irresistible reasons that prevent us from deleting the data). Some of the information we collect may be anonymized. information, you may not be able to delete this information;

(6) Right to restrict processing - In some cases, you have the right to "block" or prohibit the use of your data.

(7) The right to object to processing - You have the right to object to the processing of your data at any time under specific circumstances.

(8) The right to complaint - You have the right to complain to the government authorities about how FACEGOOD handles your data.

(9) Right to withdraw consent - If you agree to a specific processing of data by FACEGOOD, you have the right to withdraw your consent at any time. In this case, it does not mean that any processing of the user's personal data previously made by FACEGOOD is illegal.

However, when registering a FACEGOOD account, using some FACEGOOD websites, products, and services, providing information such as email address is required. If the user does not provide this required information, we will not be able to create a FACEGOOD account for you or provide you with FACEGOOD products or services that you need.

For security reasons, when you claim the above rights, you may need to provide a written request or otherwise prove your identity. We will process your request after verifying your identity. In normal circumstances, we will respond within 15 business days.

Please understand that due to technical limitations, legal or regulatory requirements, we may not be able to meet all your requests. We will continue to optimize products and services to protect your rights.

8. Applicable law and jurisdiction

The Policy is subject to the laws of the People's Republic of China. Disputes arising from the Policy shall be submitted to the court where FACEGOOD is located.

9. Amendments to the Policy

Due to factors such as changes in product or service forms and amendments of laws and regulations, we may revise the Policy (or other documents related to the Policy) from time to time and allow FACEGOOD to use or share your data in different ways. If the Policy is revised, the Policy linked on our website (usually at the bottom of the website) will indicate that the Policy has changed. For major changes, we will prompt you through pop-up windows, pushes, etc. in the product or service. Please read them carefully.

We recommend you regularly check the Policy to get the latest information about the Policy. If you do not agree to the revised Policy, you have the right and should immediately stop using our products and/or services. If you continue to use our products and/or services, you are deemed to have fully read, understood and accepted the modifications we have made to the relevant terms of the Policy.

10. Cloud storage services

FACEGOOD provides cloud storage, cloud processing, cloud distribution and other services for the Internet Web, mobile Apps and desktop. Among them, cloud storage means that data is securely hosted in the cloud to provide you with cloud storage services. Please note that third-party service providers may collect your device information, network-related information, and operator information.

The specific services are provided by a fully distributed architecture of "multiple IDCs + multiple acceleration nodes". FACEGOOD will provide one of the IDCs as the main storage location (hereinafter referred to as "main storage IDC") as required by the user to achieve the best service performance, and provide real-time data backup storage of other IDCs for user data to ensure the uninterrupted service of FACEGOOD, and the security, accuracy and correctness of user data storage. The design of multiple acceleration nodes allows data upload and download speeds to meet the users' requirements.

11. Protection of minors

Please read the following terms carefully under the accompaniment of the guardian, and the guardian shall make a decision whether to accept or reject this policy after fully understanding:

(1) If the user is a minor under the age of 18 (especially a minor under the age of 14), he/she should read the Policy and use FACEGOOD services under the guardianship, guidance, and with the consent of their guardians.

(2) We attach great importance to the protection of minors' personal information. When filling in personal information, minor users should strengthen awareness of personal protection and be

cautious. Please use FACEGOOD's related services correctly under the guidance of your guardian.

(3) We will protect the confidentiality and security of minor users' information in accordance with relevant laws and regulations and the provisions of the Policy. If we find that we have collected personal information of minors without obtaining verifiable consent from their parents or legal guardians in advance, we will try to delete the relevant data as soon as possible.

(4) If you are the guardian of a minor, and have any questions about the use of our services by minors in your custody or the information the minors provided to us, please contact us promptly at the contact information provided in Article 12 of the Policy.

12. Contact FACEGOOD

If you need to contact FACEGOOD for any reason (including exercising any rights related to the above data protection), please contact us by email at info@facegood.ca. We will review the issues involved as soon as possible and respond within the time limit stipulated by laws and regulations. FACEGOOD's business address is Saskatchewan, Canada. FACEGOOD will take action on the user's request and provide information free of charge, unless the request is clearly unfounded or excessive, in which case FACEGOOD may charge a reasonable fee (considering the management fees for providing information, communicating and taking the required actions), or refuse to take action according to the request.