

RedBrick AI Private Limited Privacy Policy

1. Introduction

RedBrick AI (“Company”, “we”, “us”) is a software platform for creating and managing computer vision training data. Teams use the RedBrick AI platform to automate, structure, and qualify their labeling efforts. The RedBrick AI team understands the importance of data privacy in all projects and has taken several steps to ensure a customer (“Customer”) is confident their data is handled in a safe and secure manner.

2. Personal Information We Collect

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include but is not limited to your name (“Personal Information”). You always have the option not to disclose this information to us, however, some information may be necessary for you to register with us and to access the complete functionality of our offerings.

We collect a limited amount of Customer Personal Information, receive information directly from the Customer, and receive information related to a Customer's usage of our services through third party services.

The different kinds of information we collect are enumerated below.

- **Account information** - To use the RedBrick AI platform, the Customer needs to provide their full name, email address, and password during account registration.
- **Third Parties** - We collect information on our Customers from third party services for marketing and sales purposes.
- **Browser and Device Information** - We collect information from our customers, and website visitors, including unique device identification numbers, operating system version, browser type, pages viewed, links clicked, date, and time of visit.

3. How We Use Personal Information

- **Communication** - We use Customer personal information to respond to inquiries, or send important updates, including customer support.
- **Marketing** - We use your collected information to market our Services, such as to send you email communications about our products and offerings.

- **Provide Services** - We use collected information to register, administer and manage Customers accounts, verify identities, and provide services. We also use personal information to diagnose and fix issues, as well as improve our services.

We limit access to your personal information to our employees and consultants who have a legitimate need to use it. If we share your information with other parties (like developers, service providers, domain registrars, and reselling partners), we will ensure that they have appropriate security measures and a valid reason for using your information.

4. How We Share Personal Information

We share personal information with a select number of third-parties for specific purposes that are outlined below.

Each third party that we share personal information with is responsible for maintaining its privacy notice and practices related to the use and protection of personal information. RedBrick AI requires third-party service providers acting on our behalf or with whom we share personal information to also provide appropriate security measures under industry standards. We will always ensure that any third parties with whom we share personal information are subject to privacy and security obligations consistent with this Notice and applicable laws.

Service Provider	Activities
DocuSign	Electronic Signature and Contract Solution
AWS Cognito	Identity Management
Sendgrid	Marketing Email System
Stripe	Payment Processing

4.1 Third Parties

Our Site may contain links to other websites that are not owned or controlled by the RedBrick AI. Please be aware that we are not responsible for the privacy practices of such other websites or third parties. We encourage you to be aware when you leave our Site and to read the privacy policies of each and every external website that may be collecting your Personal Information.

5. Your Choices and Rights

Where appropriate or legally required, we will describe how we use your personal information, so you can make choices about how your data is used. You can notify us of your preferences during the information collection process and change your selection at any time by contacting us directly.

- **Marketing Emails** – You as a customer can choose to stop receiving marketing emails by following the unsubscribe instructions included in these emails, or by contacting us at contact@redbrickai.com.
- **Account Information** – While we have collected all your information with your consent. You reserve the right to revoke this consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your Personal Information conducted in reliance on lawful processing grounds other than consent. Pursuant to this you can contact us at **contact@redbrickai.com** to deactivate or delete your RedBrick AI account,
- As a customer, you also reserve a right to complain to a data protection authority about our collection and use of your Personal Information, if any such situation arises. For more information regarding this, please contact your local data protection authority. If you seek access to, or wish to rectify, update, modify or delete Personal Information (hereinafter referred to as a “Request”) which forms a part of collected data, please contact us at **contact@redbrickai.com**.

6. Data Privacy Strategy

In this document “Customer Data” refers to the raw image/video data that RedBrick AI customers need to manage and label. “Customer Label Data” refers to the labels and surrounding information like who labeled the data.” Customer MetaData” refers to data that is generated as a result of using our Services, which include information on the usage of our services.

Our basic strategy to ensure the privacy of Customer Data is to separate data storage from the RedBrick AI platform. RedBrick AI doesn't store, or route data through its servers. Rather, the RedBrick AI platform makes use of existing customer data storage methods or third party storage methods. Following this strategy, customers have complete control over the level of privacy and security protocols that are appropriate for their application; furthermore, RedBrick AI customers can leverage well known third party cloud storage methods.

The RedBrick AI team is happy to work with Customers to abide by specific privacy and security protocols.

6.1. How Do We Handle Customer Data?

The RedBrick AI platform has been designed to be flexible with data input and output. To accommodate a variety of requirements, customer data can be stored using either of the following two storage methods:

- Third-party cloud storage (Amazon S3)
- On-premises storage.

To make the Customer Data accessible on the RedBrick AI platform, Customers have to upload to the RedBrick Platform a list of file paths, or URLs which acts as a reference to the individual data points in the storage method.

6.1.1. Basic Data Flow

The basic data flow is similar irrespective of which data storage method a Customer chooses to use. When Customers log into their RedBrick AI accounts, their browsers request the Customer Data (as needed) from the storage method. Whether this Customer Data is stored locally or on the cloud, the data transfer happens only between a Customers' browser and the data storage method. Data never gets routed via RedBrick AI servers, unless an explicitly requested feature requires processing on RedBrick AI servers. The specifics of this data flow for each of the three data storage methods is covered in the sections below.

6.2. Third Party Cloud Storage (Amazon S3)

RedBrick AI supports data storage on Amazon S3 (upon request RedBrick AI can add support for other cloud storage methods). Customers can store their data in a designated S3 bucket and easily interface this storage with the RedBrick AI Warehouse. To make data stored inside an S3 bucket available on the RedBrick AI platform the information on the S3 storage method will have to be provided.

6.2.1. Amazon S3 Data Flow

The basic order of operations is outlined in this section. When a customer logs into the RedBrick AI platform and visits a page where the Customer Data needs to be displayed, the Customer's browser retrieves a pre-signed URL, which is valid for several minutes, from the RedBrick AI backend. Using this pre-signed URL, the Customer's browser requests for the data directly from the S3 bucket. This flow ensures data never gets routed via RedBrick AI servers, and authentication is properly handled using pre-signed URLs.

In order to pre-sign the URL's, the Customer must provide limited permissions to the IAM credentials. These credentials only need to give Get Object (read) access to only the speci_c bucket and data that is wanted to be available on the RedBrick platform. This access can be revoked at any time through the Customer's AWS account. For additional security and privacy, a Customer can choose to configure their S3 bucket to restrict access to select IP addresses.

6.3. On-premises Storage

The RedBrick AI platform can be used with Customer Data stored on premises and accessible only over a private network. On premises storage gives a Customer complete control over their data privacy, who can access the data, and how it can be accessed.

6.3.1. On-premises Data Flow

Similar to the other data storage methods, the basic order of operations is the same. Once a logged in Customer visits a page where data needs to be displayed, the Customer's browser requests for the data directly from the on premise servers (using the url's/_le paths uploaded during data import). This flow ensures that data is only moving from the on premise storage to the users' browser.

On premise storage methods can be configured to be as private as a Customer desires. Requests to the on premise server can be restricted to specific IP addresses or specific file paths on the server. Furthermore, the RedBrick AI team is happy to work with a Customer to comply with specific security concerns and make modifications (for e.g. configurations to use pre-signed URLs) to abide by company-specific protocols.

6.4. How Do we Handle Label-Data and Meta-Data

Label-Data and Meta-Data generated during the use of our services is securely stored by RedBrick AI. Label-Data and Meta-Data is s transmitted over SSL and stored on Amazon DynamoDB encrypted with AES-256.

We keep your Personal Information for as long as it is required for the purposes stated in this Privacy Policy. When we no longer have a legitimate need to process your information, we will delete, anonymize, or isolate your information, whichever is appropriate in our reasonable opinion.

7. Internal Data and Network Security Department

The RedBrick AI recognizes the importance of Data security and protection. Pursuant to this, our Organization has a separate internal department dedicated to Data and Network Security. Some of the functions of this Department are highlighted below:

- To ensure that RedBrick AI complies with this Privacy Policy.
- To conduct a quarterly review of the Organization's Data security measures and protocols.
- To update Organization's Data security and protection. This also includes reviewing this privacy policy from time to time.
- To keep up to date with the various technological developments with regards to data security and protection.
- To ensure compliances with relevant Data Protection Laws and Regulations to ensure the highest standard of Data safety.
- To ensure compliance with the processes in case of a data breach.

7.1 Standard Operating Procedures

The RedBrick AI may formulate separate Standard Operating Procedures (SOP's) for the Internal Data and Network Security Department. These procedures will not be covered under this privacy policy. However, these SOPs would follow the global industry standards and practices with regards to data protection.

8. CLAUSES SPECIFIC TO CALIFORNIA-RESIDENTS

To the extent, you are a '*consumer*' as defined under the California Consumer Privacy Act of 2018 ("CCPA") and RedBrick AI is a '*business*' as defined under CCPA, the following applies to you:

Subject to the provisions of the CCPA, you have the right to request in the manner provided herein, for the following:

1. Right to request for information about the:

- Categories of Personal Information
- Specific pieces of Personal Information.
- Categories of sources from which the Personal Information is collected.
- Business or commercial purpose for collecting Personal Information.

- Categories of third parties with whom the business shares Personal Information.

2, Right to request for deletion of any Personal Information

If you seek to exercise the foregoing rights to access or delete Personal Information which constitutes 'personal information' as defined in CCPA, please contact us at **contact@redbrickai.com**. By writing to us, you agree to receive communication from us seeking information from you in order to verify you to be the consumer from whom we have collected the Personal Information from and such other information as reasonably required to enable us to honor your request.

9. CHANGES TO PRIVACY POLICY

Our internal Data and Network security department may update this policy from time to time with changing standards of data protection and security protocols. Such changes will be in effect immediately after being posted on this page. We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Site after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy. If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

10. Contact Us

If you have any questions, or complaints about this policy, please contact us at contact@redbrickai.com.