

Cauth AI Privacy Policy

Last Updated and Effective Date: April 20, 2026

Cauth AI Inc. (“*Cauth*,” “*we*,” “*us*,” or “*our*”) is committed to respecting the privacy and confidentiality of personal information. Please read this Privacy Policy (“*Privacy Policy*”) carefully. It describes how Cauth collects, uses, discloses, and otherwise processes personal information gathered through our Website and other Media.

By visiting, accessing, or using our Website (defined below), you acknowledge and agree that you have received and reviewed this Privacy Policy. From time to time, we may update this Privacy Policy as described in the Changes to this Policy section below.

Please also review the applicable Website Terms of Use (“*Terms*”) which also applies to the use of our Website. Terms that are defined in the Terms have the same meaning in this Privacy Policy unless this Privacy Policy specifies differently.

If you have any questions, comments, or concerns please contact us at any of the methods listed in the Contact Us section, below.

1. SCOPE OF THIS PRIVACY POLICY

This Privacy Policy applies to personal information that Cauth collects, uses, discloses, and otherwise processes when you access or use our website available at www.cauth.ai (the “*Website*”) or communicate with us through any written, electronic, or oral communications, including by email or phone, such as through events or marketing communications (collectively, the “*Media*”). This Privacy Policy does not apply to your access to or use of the products or services that we market on our Website or through the Media. For terms relating to such access or use of our services, please refer to the Master Service Agreement or another agreement that you have executed with Cauth.

2. INFORMATION WE COLLECT

As used in this Privacy Policy, “*personal information*” means any information that identifies or could be used to identify an individual person. For example, personal information may include name, email address, phone number, and IP address. It also includes other non-public information that we associate with such identifying information. Personal information does not include aggregated or anonymized information.

The personal information we collect and how we collect it depends on how you use the Media. We may collect the following types of personal information, as described below.

2.1. Information You Provide

We collect personal information that you provide directly to us when you access or use the Media. We collect information that you provide to us in the following ways:

- **Identity and contact information.** We may collect information such as your name, company email address, company phone number, and company postal address if you communicate with us or register.

- **Support requests and inquiries.** If you contact customer or sales support, we collect your identity and contact information, account information, the details of your question or request, and any other information you choose to include in your message.
- **Communications, feedback, and events.** If you communicate with us, such as by submitting a contact form or sending an email, submitting a request to receive newsletters and marketing communication from us, or submitting feedback to us, we collect your identity and contact information and any content you include with your communication or feedback. We may also collect information you provide if you complete surveys or questionnaires that we make available. If you sign up for or attend a webinar or other event hosted or sponsored by Cauth, we collect registration and attendance information, which may include your identity and contact information as well as any professional background information you may choose to share.
- **Marketing preferences and promotions.** We will collect your identity and contact information in addition to your communications preferences related to marketing communications.
- **Interactions through social media, and other third-party platforms.** If you interact with us through any third-party platforms, or through any of our pages or feeds on social media sites or platforms, such as Facebook or LinkedIn, we may collect information such as your identity and contact information, username, demographic information, location, and publicly-posted data such as your social media activity.
- **Business Development and Strategic Partnerships.** We may collect personal information from individuals and third parties to assess and pursue potential business opportunities.

You may choose not to provide personal information directly to us or to not use the Media. However, some personal information is necessary so that we can provide you with any services you may have requested. Failure to provide this information may prevent us from providing you with access to our Website or the Media. Please be advised that we may ask you to update your information from time to time in order to keep it accurate. **Additionally, if you provide personal information to us about someone else, you must ensure that you are entitled to disclose that information to us and that we may collect, use, and disclose such information for the purposes described in this Privacy Policy without us having to take any further steps required by data protection laws.**

2.2. Information Automatically Collected

When you access or use our Website, we or our third-party agents or service providers automatically collect information about the device you use to access the Website and your activity when you use the Website. Depending on the Website you use and how you use the Website, the information may include:

- **Technical Data:** We collect certain information about your device and how you interact with the Website each time you access or use them.
 - **Log data** includes your Internet Protocol (“IP”) address, browser type and settings, the date and time of your request, and how you interact with our Website.
 - **Device information** may include your browser type and version, browser settings, time zone, unique device identifiers, information about your approximate location (as determined through your IP address), mobile, computer, and/or device hardware information (e.g., operating system version, hardware model, IMEI number, and other unique device identifiers, MAC address, and device settings), device event information, log information, and crash data.

- **Usage information** may include features that you use, clickstream data, access dates and times, and how you interact with the Website. When you visit the Website, this information may also include referring / exit pages and URLs, how you interact with links on the Website, landing pages, and pages viewed. We also may collect the date and time you open an email communication from us or click on any links in an email, and we or our service provider may associate this information with the email address we already have from you. We may also use the information we collect automatically (for example, IP address, and unique device identifiers) to identify the same unique person across the Website to provide a more seamless and personalized experience to you.
- **Cookies and similar tracking technologies:** We and our third-party service providers or agents may collect information using one or more Cookies or similar technologies such as pixels (collectively “Cookies”). Cookies may collect information such as your IP address, unique device identifiers, your browser settings, and information about how you use the Website (e.g., the pages you view, the links you click). Please refer to the Cookies and Tracking Technologies Section below for more information about our use of Cookies and your choices related to Cookies.

2.3. Information from Third Parties

Depending on the Media, we collect and process personal information we receive from third parties, and we may combine personal information we receive from you with personal information we obtain from other sources. We may receive the following types of information from third parties:

- **Cauth Service Providers:** We receive information from our service providers or agents who perform business services for Cauth, such as Website activity information from third parties that assist us in operating our Website and transactional data from our third-party infrastructure service providers and security and fraud detection providers.
- **Analytics, Lead Generation, and Marketing Providers:** We may receive information from third parties that perform data analytics, lead generation, and/or marketing functions for Cauth, such as lead generation providers, third-party marketing vendors, third-party data enrichment tools, and analytics vendors. We may also receive contact information from Cauth’s business partners with whom we operate co-branded events, webinars, services and marketing campaigns or joint offerings.

2.4. Sensitive Personal Information

Cauth does not require you to provide any personal information that is considered sensitive under privacy laws, such as information about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, or your health and genetic, and/or biometric data, to use the Media.

3. HOW WE USE YOUR INFORMATION

The ways we use personal information depend upon the Website you use and how you use them. We may use the personal information we collect to:

Provide the Website:

- Provide and operate the Website
- Provide notices, transactional updates, and other information to you about, or in connection with, our Website

- Provide technical support for, secure, and protect the Website, including to detect and protect against fraudulent or illegal activity, abuse, or security risks, and to troubleshoot
- Conduct research and analytics related to our Website or related Media, such as to understand how they are being used and where improvements may be needed
- Process job applications and/or inquiries concerning job opportunities with Cauth

Communicate with you:

- Respond to your inquiries about our services and requests or job opportunities, or otherwise communicate with you, and to provide you with assistance related to the Website
- Interact with you at events hosted by Cauth or another organization

Personalize, improve and enhance the Website:

- Update, improve, and/or enhance the Website, and develop new features, functionalities, and/or Website
- Personalize and improve user experience with the Website
- Better understand your personal preferences and to enable us to provide you with improved and personalized communications and Website
- Tailor the content we display to you and analyze trends and statistics
- Compile aggregate data, such as about traffic and interaction with or on the Website

Marketing:

- Send you newsletters, promotional, and marketing communications that may be of interest to you

Meet legal, security, and other compliance obligations:

- Enforce our Terms of Service or any other customer agreements, resolve disputes, or otherwise enforce or carry out our legal or contractual obligations and enforce our rights, and to protect our business interests and rights of third parties
- Audit our compliance with legal and contractual requirements and internal policies
- For our business transfers and transactions, such as a merger or acquisition
- Keep you updated about changes to policies related to our Website (including this Privacy Policy)
- Comply with law enforcement requests and legal process

For any other purpose with your consent.

We may combine any of the information that we collect from you with other information, such as information that we obtain from third parties or information derived from any other products or services we provide. We will use this information for the purposes described in this Privacy Policy.

4. HOW WE DISCLOSE YOUR INFORMATION

Aside from disclosing your personal information to the employees, contractors, and agents of Cauth and its affiliated and subsidiary entities who are committed to confidentiality and who are authorized to process the information in order to provide the Website, we transmit, disclose, grant access, make available and provide personal information to or with the following types of third parties.

4.1. Service Providers

We may disclose your personal information with third-party vendors, consultants, agents, contractors, and service providers who assist us with providing our Website or with any of the purposes described in this Privacy Policy. Depending on the Website you use and how you use the Website, the following categories of Service Providers may collect data on our behalf or receive personal information:

- Hosting service providers and maintenance providers;
- Internet service providers;
- Analytics providers;
- Marketing agencies that assist with our direct email and advertising;
- Payment processing providers;
- Customer relationship management and customer support service providers;
- Providers of business operations and communication tools, such as email communication; and messaging software providers;
- Security and fraud-prevention providers;
- Other third-party service providers that help us provide features and functions for the Website;
- Professional advisors, agents and service providers, such as auditors, lawyers, consultants, accountants and insurers.

For a list of all Service Providers we use, please contact us via email using the address provided in the Contact Us section, below.

4.2. Legal Requirements, Compliance, and Regulatory Purposes

We may disclose your information to regulatory agencies, law enforcement, official government bodies, and/or related legal, regulatory or governmental third parties if we believe that it is necessary to:

- comply with a law, regulation, legal process, or legitimate governmental request;
- protect the safety or security of the Website, users of the Website, or any person;
- investigate, prevent, or take action regarding illegal or suspected illegal activities;
- prevent spam, abuse, fraud, or other malicious activity of actors using or accessing the Website; or
- protect our rights or property or the rights or property of those who use the Website.

Non-public information about our users will not be released to law enforcement except in response to an appropriate legal process such as a subpoena, court order, or other valid legal process that has been reviewed by Cauth. However, if we receive information that provides us with a good faith belief that there is an exigent emergency, we may provide information to law enforcement trying to prevent or mitigate the danger, to be determined on a case-by-case basis.

4.3. Business Transfers

We may disclose personal information to third parties we choose to acquire or with buyers, successors, or others in connection with a merger, acquisition, divestiture, restructuring, reorganization, financing due

diligence, initial public offering, dissolution, or other sale or transfer of some or all of our assets, or transition of service to another provider, whether as a going concern or as part of bankruptcy, receivership, liquidation or similar proceeding, as permitted by law and/or contract.

4.4. Business Partners

From time to time, we may work with other businesses to sponsor or host conferences or webinars, market related services, promote joint ventures or other similar collaborations. We may disclose personal information, such as your name and email address, with our partners in these situations.

4.5. With Your Consent

There may be situations where you are asked to consent to disclose personal information with third parties for additional reasons not included in this Privacy Policy. In such event, we will only share such personal information if we have received your prior consent and only for the purposes listed in the request to share such information.

Except where otherwise required by applicable law, your consent for the use and/or disclosure of your personal information in specific situations will continue in full force and effect until you revoke that consent, which you may do by contacting us via email. For the avoidance of doubt, the revocation of consent shall only apply to the use of such information after our receipt and processing of such request (which we shall process promptly and in accordance with applicable law), and not to any use or disclosure prior to such revocation in compliance with your consent.

4.6. At your Request or Authorization

If you request or direct us to do so, we will share your information through any share, send, or similar functionality available via the Website, with the third parties and/or third-party services you designate.

Note that the third parties with whom you choose to share your information are not our service providers, and if you choose to share your information with those third parties, they may use your personal information differently than we do, and we do not control their use of your information.

Please make your choice to share your information carefully and review the privacy notices of all other third parties you decide to share your information with, if applicable. Cauth will not be able to contain or retrieve personal information once it has been shared or disclosed, and Cauth will have no responsibility or liability for any consequences that may result because you have released or shared personal information with others.

5. YOUR CHOICES

5.1. Marketing Communications

You can opt out of marketing communications by:

- Clicking the “unsubscribe” link in our emails or following the relevant opt-out instructions within the marketing communication
- Emailing us at privacy@cauth.ai.

If you opt-out of receiving marketing emails, we will still send you transactional emails, such as for responses to your requests or communications about your Account.

5.2. Cookies & Other Tracking Technologies

You can manage your cookie and tracking preferences as described in the How to Manage or Delete Cookies Section.

6. DATA RETENTION

We retain your information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, to comply with legal and regulatory obligations, and for the duration of any period necessary to establish, exercise, or defend any legal rights.

To determine how long we keep personal information, we consider the amount, nature, and sensitivity of personal information, the reasons for which we collect and process the information, and applicable legal requirements. For information about retention periods for specific types of personal information, please contact us.

In some instances, we may choose to anonymize personal data instead of deleting it. When we choose to anonymize, we make sure that there is no way that the personal data can be linked back to any specific individual.

7. DATA SECURITY

At Cauth, we take our responsibility to protect the security and privacy of personal information seriously. We have implemented what we believe to be reasonable and appropriate technical and organizational security measures designed to protect your information against unauthorized access, alteration, disclosure, or destruction.

However, no method of transmission over the Internet, or method of electronic storage, is 100% secure, and we cannot and do not guarantee that personal information is completely secure and safe from such risks. By using the Website, you understand and assume the risks associated with your activities on the Internet.

If you have reason to believe that your information is no longer secure, please let us know by contacting us using the methods provided in the Contact Us Section of this Privacy Policy.

8. INTERNATIONAL DATA TRANSFERS

Your information may be transferred to and processed in countries located outside of your country of residence to the countries where we or our third-party service providers process such information. The data protection laws of the countries where personal information is processed may not be as comprehensive as or equivalent to those in your country of residence. Whenever we transfer personal information internationally, we take steps to protect it as required under applicable law.

9. CHILDREN'S PRIVACY

Our Website is not directed to children under 18. We do not knowingly collect personal information from children under 18. If you learn or believe that a child under the age of 18 has provided us with personal information, please contact us using the methods provided in the Contact Us Section of this Privacy Policy below.

10. COOKIES AND TRACKING TECHNOLOGIES

As described above in this Privacy Policy, we collect and may permit third parties to collect information using Cookies and other similar technologies.

10.1. What Are Cookies?

Cookies are small data files that are placed on your device set by us or by third parties when you visit a website or other online service. In addition to Cookies, we may use other technologies that are similar in function, such as pixels, also called web beacons or single-pixel tags/gifs, local or web storage, and embedded scripts.

- **Pixels:** Also called web beacons, or “clear gifs,” and single-pixel tags/gifs, or web tags, are tiny graphics with a unique identifier placed on a website or in an email that gathers information about your interaction with that website or email. Because of their small size, they are not visible. Pixels can also enable us and third parties to place Cookies on your browser.
- **Local or Web Storage:** Local or web storage refers to other places on a browser or device where information can be stored. It includes both your own device storage and browser cache.
- **Embedded Scripts:** An embedded script is a programming code that is designed to collect information about your interactions with the Website, such as the links you click. The code is temporarily downloaded onto your device, is active only while you are connected to the Website and is deactivated or deleted after you are no longer connected.

We use the term “**Cookie**” throughout this Privacy Policy to cover all these technologies.

You can find more information about Cookies at: www.allaboutcookies.org.

10.2. Types of Cookies

Cookies are often described by who created and placed them and how long they last. Types of Cookies generally include the following:

- **Persistent Cookies and Session Cookies**
 - Persistent Cookies: A persistent Cookie stays in your browser and will be read by us when you return. A persistent Cookie helps us recognize you as an existing user, so it is easier for you to return and interact with our Website.
 - Session Cookies: A session Cookie is temporary and enables you to move from page to page on our Website and allows information that you enter to be remembered. A session Cookie is deleted when you close your browser or after a short time.
- **First-Party Cookies and Third-Party Cookies**
 - First-party Cookies: These are Cookies set by the publisher of the website or online service you are visiting. First-party Cookies may be set either by us or by a service provider at our request.
 - Third-party Cookies: These are Cookies that are set by a party other than the publisher of the website you are visiting.

10.3. What Types of Information Do Cookies Collect?

Cookies collect different types of information depending on the type of Cookie and its purpose. Some examples of information that may be collected by Cookies when you use our Website include:

- The pages or features you visit within our Website;
- The buttons you click on our Website;
- The date and time you visit our Website;
- The amount of time you spend on our Website;
- The IP address used to connect your device to the internet; and
- Your device (such as computer, mobile phone) and connection information such as your browser type and version and operating system.

10.4. How Do We Use Cookies?

Cauth uses Cookies for purposes such as providing content or features on our Website, helping us remember you and your preferences, and improving your user experience by making our Website more efficient and relevant to you. We, our service providers, and/or agents acting on our behalf, use the following persistent and session Cookies (which may be first-party or third-party Cookies) on our Website:

- **Strictly Necessary Cookies:** These Cookies are essential because they enable our Website to work properly, and they cannot be disabled. Without these Cookies, some of our Website cannot be provided. These Cookies do not gather information about you for advertising purposes. For example, these Cookies are used to:
 - Remember the information that you fill in when performing certain activities on the Website;
 - Pass information from one page to the next, for example when filling out forms;
 - Read your browser and device settings to optimize the display of our Website;
 - Identify misuse of our Website;
 - Load our Website uniformly to maintain accessibility; and
 - Authenticate users and prevent fraud.
- **Functional Cookies:** We use functional Cookies to remember your choices so we can tailor our Website to provide you with enhanced features and personalized content. For example, these Cookies can be used to remember your name or preferences on our Website. We do not use functional Cookies for online advertising. While these Cookies can be disabled, this may result in less functionality during your use of the Website. For example, we use these Cookies to:
 - Provide you a personalized experience, such as remembering how you have customized our Website;
 - Remember the information that you fill in when performing certain activities on our Website; and
 - Store your preferences such as language and location.
- **Performance or Analytics Cookies:** These Cookies help us understand how our Website are being accessed, used, or are performing. These performance or analytics Cookies may collect information about the content you view, what websites you visit immediately before and after visiting our Website,

and your system and geographic information. The information generated by these Cookies will be transmitted to and stored by the applicable analytics services. For example, we may use performance or analytics Cookies to:

- Maintain and continually improve our Website;
- Keep track of the number of visitors to the pages within our Website;
- Keep track of the length of time that each visitor spends on the pages within our Website;
- Determine the order in which a visitor visits the various pages or features within our Website;
- Identify performance issues with our Website; and
- Assess which parts of our Website need improvement.

10.5. How to Manage or Delete Cookies

You can exercise your preferences concerning Cookies served on our Website by taking the steps outlined below.

- **Browser Settings:** You may alter the Cookie settings in your browser settings at any time. You may accept all or only certain Cookies. If you disable Cookies in your browser settings, however, you may find that certain sections of our Website will not work.
 - **First-Party Cookies:** If you do not want Cookies placed on your device, you can adjust the setting of your Internet browser to reject some or all Cookies and to alert you when a Cookie is placed on your device. To do this, follow the instructions provided by your browser (usually located within the “Help,” “Tools,” or “Edit” settings). While adjusting your browser setting can prevent the future placement of Cookies, it does not remove existing persistent Cookies.
 - **Third-Party Cookies:** Browsers also allow you to block third-party Cookies using the steps described above for first-party Cookies.
- **Preferences Tools:** There are several services available that can assist you with managing your Cookie preferences, including industry groups, standards associations, and tools provided by the Cookie providers. Please note that we have no affiliation with, and are not responsible for, third-party websites.
 - **Global Privacy Control and Privacy Plug-Ins:** You can block Cookies used for interest-based ads by installing browsers or plugins like Privacy Badger, DuckDuckGo, Ghostery, or uBlock Origin and configuring them to block third-party cookies/trackers. For more information, please visit <https://globalprivacycontrol.org>
 - **Google Analytics:** You may download the Google Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>.
 - **DAA:** You may use the Digital Advertising Alliance (“DAA”) consumer choice tools to apply opt-outs to interest-based advertising and other applicable uses of web-viewing data by DAA participating companies by visiting <http://optout.aboutads.info/?c=2&lang=EN#completed>.

- **NAI:** You may also manage opt-outs through the Network Advertising Initiative (“NAI”) opt-out tool at <http://optout.networkadvertising.org/?c=1>
- **Web Beacons and Pixels:** You may avoid web beacons and pixels by disabling the functionality that allows remote images to load in your email account and refraining from clicking on any links in email messages.

Opting out through these mechanisms does not block all online advertising. You will continue to receive generic advertisements.

To learn more about how to manage Cookies and opt-out of Cookies being placed on your devices, please visit www.allaboutcookies.org.

11. “DO NOT TRACK” PREFERENCES

The Cauth Website do not monitor for or behave differently if your browser or device transmits a “Do Not Track” or similar message.

Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. There is no consensus among industry participants as to what “Do Not Track” means in this context. Like many websites and online services, Cauth does not currently alter our practices when we receive a “Do Not Track” signal from a visitor’s browser except as specifically required by law. For information about “Do Not Track” please visit [All About DNT](#).

12. THIRD-PARTY LINKS

We may provide links to other websites or resources with which we do not have a contractual relationship and over which we do not have control (“*External Websites*”). This Privacy Policy does not apply to or cover External Websites. Such links are not paid advertisements, nor do they constitute an endorsement by Cauth of those External Websites and are provided to you only as a convenience. By clicking on links to the External Websites, the operators of the External Websites may collect personal information. We are not responsible for the content or data collection practices of those External Websites, and your use of External Websites is subject to their respective terms and conditions and privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

13. CALIFORNIA “SHINE THE LIGHT” DISCLOSURE

The California “Shine the Light” law gives residents of California the right under certain circumstances to opt-out of the sharing of certain categories of personal information with third parties for their direct marketing purposes. We do not currently share or disclose personal information with third parties for their own direct marketing purposes.

14. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. When we update this Privacy Policy, we will revise the “Last Updated and Effective Date” at the top of this Privacy Policy and post a link to the updated Privacy Policy on our Website. Changes to this Privacy Policy are effective when they are posted. If we make any material changes, we will provide you with notice as required under applicable law. Please review this Privacy Policy periodically to ensure you are aware of any such changes.

If you do not agree to any updates or modifications to the Privacy Policy, cease all use of the Website. Continued use of the Website by you, or, if you are a Customer, any of your Authorized Users, after the

applicable effective date of the revised Privacy Policy signifies to us that you acknowledge and agree to be bound by the revised Privacy Policy.

15. CONTACT US

If you have questions about this Privacy Policy or our privacy practices, please contact us at:

Cauth AI Inc.
1520 Manhattan Ave
Hermosa Beach, CA
privacy@cauth.ai