



seeo.ai Privacy Statement

Product: seeo.ai (from seedigital.ai) **Effective Date:** <Effective date>

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1. Introduction

seedigital.ai is a **provider of AI-driven video analysis and digital surveillance solutions, with a primary focus on workplace health and safety (H&S) compliance through its product, seeo.ai.**

We understand that you are aware of and care about your own personal privacy interests, and we take that seriously. This Privacy Notice describes **seedigital.ai's** policies and practices regarding its collection and use of your personal data related to the seeo.ai service, and sets forth your privacy rights. We recognize that information privacy is an ongoing responsibility, and so we will from time to time update this Privacy Notice as we undertake new personal data practices or adopt new privacy policies.



2. Data Protection Officer

seedigitalai is headquartered in **Auckland, New Zealand**. **seedigitalai** has appointed a data protection contact for you to contact if you have any questions or concerns about **seedigitalai**'s personal data policies or practices. If you would like to exercise your privacy rights, please direct your query to **seedigitalai**'s data protection contact. **seedigitalai**'s data protection contact's name and contact information are as follows:

<DPO_NAME> **seedigitalai** <ADDRESS> <DPO_EMAIL_ADDRESS> <DPO_PHONE>

3. How we collect and use (process) your personal information

seedigitalai collects personal information about its website visitors, service administrators, and end-users. With a few exceptions, this information is generally limited to:

- name
- job title
- employer name
- work address
- work email
- work phone number

We use this information to provide prospects and customers with access to the seeo.ai services, manage billing, and communicate updates.

We do not sell personal information to anyone and only share it with third parties who are facilitating the delivery of our services (see Section 6).

From time to time, **seedigitalai** receives personal information about individuals from third parties. Typically, information collected from third parties will include further details on your employer or industry. We may also collect your personal data from a third-party website (e.g., LinkedIn) to enhance our customer relationship management.



3.2. Information collected by the seeo.ai Platform (Video Data)

The seeo.ai platform processes video footage provided by the client's local CCTV system to detect workplace health and safety compliance events.

- **Type of Data Processed:** Video footage of the client's operational areas.
- **AI Focus:** The AI is specifically designed to recognize **objects** (e.g., forklifts, people, freight) and track **behavioral compliance** (e.g., proximity violations, access control). **seeo.ai does not use facial recognition or other biometric data to identify individuals.**
- **Data Generated and Stored:** The platform generates and stores short video clips ("cultural artifacts") of confirmed H&S violations, performance statistics, and metadata.
- **Purpose of Processing:** The sole purpose is to audit and improve workplace health and safety culture by identifying and quantifying non-compliant behaviors. This processing is based on the **client's legitimate interest** in maintaining a safe workplace and fulfilling their H&S obligations.

4. Use of the seeo.ai Website

As is true of most other websites, **seedigitalai's** website collects certain information automatically and stores it in log files. The information may include internet protocol (IP) addresses, the region or general location where your computer or device is accessing the internet, browser type, operating system, and other usage information about the use of **seedigitalai's** website, including a history of the pages you view. We use this information to help us design our site to better suit our users' needs. We may also use your IP address to help diagnose problems with our server and to administer our website, analyze trends, track visitor movements, and gather broad demographic information that assists us in identifying visitor preferences.

seedigitalai has a legitimate interest in understanding how members, customers, and potential customers use its website. This assists **seedigitalai** with providing more relevant products and services.



5. Cookies and tracking technologies

seedigitalai makes available a comprehensive <COOKIE_NOTICE> that describes the cookies and tracking technologies used on **seedigitalai** website and provides information on how users can accept or reject them. To view the notice, just click <COOKIE_NOTICE>.

6. Sharing information with third parties

The personal information **seedigitalai** collects from you (related to your account management and contact details) is stored in one or more databases hosted by third parties. These third parties do not use or have access to your personal information for any purpose other than cloud storage and retrieval. On occasion, **seedigitalai** engages third parties to send information to you, including information about our products, services, and events.

A list of our third-party sub-processors can be found here: <SUBPROCESSORS>

We do not otherwise reveal your personal data to non-**seedigitalai** persons or businesses for their independent use unless: (1) you request or authorize it; (2) the information is provided to comply with the law (for example, compelled by law enforcement to comply with a search warrant, subpoena, or court order), enforce an agreement we have with you, or to protect our rights, property or safety, or the rights, property or safety of our employees or others; (3) the information is provided to our agents, vendors or service providers who perform functions on our behalf; (4) to address emergencies or acts of God; or (5) to address disputes, claims, or to persons demonstrating legal authority to act on your behalf. We may also gather aggregated data about our services and website visitors and disclose the results of such aggregated (but not personally identifiable) information to our partners, service providers, advertisers, and/or other third parties for marketing or promotional purposes.

The **seedigitalai** website connects with third-party services such as LinkedIn and others. If you choose to share information from the **seedigitalai** website through these services, you should review the privacy policy of that service. If you are a member of a third-party service, the aforementioned connections may allow that service to connect your visit to our site to your personal data.



7. Transferring personal data internationally

seedigitalai has its headquarters in New Zealand. Information we collect about you will be processed in New Zealand, and may be transferred to and processed by our third-party sub-processors located in other countries, including the United States (see Section 6). By using **seedigitalai**'s services, you acknowledge that your personal information will be processed in these locations.

The European Union has not sought nor received a finding of “adequacy” for all data processing in New Zealand or the other jurisdictions mentioned under Article 45 of the GDPR. Pursuant to Article 46 of the GDPR, **seedigitalai** is providing for appropriate safeguards by entering binding, standard data protection clauses, enforceable by data subjects in the EEA and the UK.

Depending on the circumstance, **seedigitalai** also collects and transfers personal data with consent; to perform a contract with you; or to fulfill a compelling legitimate interest of **seedigitalai** in a manner that does not outweigh your rights and freedoms. **seedigitalai** endeavors to apply suitable safeguards to protect the privacy and security of your personal data and to use it only consistent with your relationship with **seedigitalai** and the practices described in this Privacy Statement. **seedigitalai** also enters into data processing agreements and model clauses with its vendors whenever feasible and appropriate.

For more information or if you have any questions, please contact us at <PRIVACY_EMAIL_ADDRESS>.



8. Data Subject rights

The European Union's General Data Protection Regulation (GDPR) and other countries' privacy laws provide certain rights for data subjects. Data Subject rights under GDPR include the following:

- Right to be informed
- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right of data portability
- Right to object
- Rights related to automated decision-making including profiling

This Privacy Notice is intended to provide you with information about what personal data **seedigitalai** collects about you and how it is used.

If you wish to confirm that **seedigitalai** is processing your personal data, or to have access to the personal data **seedigitalai** may have about you, please contact us.

You may also request information about: the purpose of the processing; the categories of personal data concerned; who else outside **seedigitalai** might have received the data from **seedigitalai**; what the source of the information was (if you didn't provide it directly to **seedigitalai**); and how long it will be stored. You have a right to correct (rectify) the record of your personal data maintained by **seedigitalai** if it is inaccurate. You may request that **seedigitalai** erase that data or cease processing it, subject to certain exceptions. You may also request that **seedigitalai** cease using your data for direct marketing purposes. In many countries, you have a right to lodge a complaint with the appropriate data protection authority if you have concerns about how **seedigitalai** processes your personal data. When technically feasible, **seedigitalai** will—at your request—provide your personal data to you.

Reasonable access to your personal data will be provided at no cost. If access cannot be provided within a reasonable timeframe, **seedigitalai** will provide you with a date when the information will be provided. If for some reason access is denied, **seedigitalai** will provide an explanation as to why access has been denied.



For questions or complaints concerning the processing of your personal data, you can email us at <PRIVACY_EMAIL_ADDRESS>. Alternatively, if you are located in the European Union, you can also have recourse to the European Data Protection Supervisor or with your nation's data protection authority.

9. Security of your information

seedigitalai takes reasonable and appropriate measures to protect personal data from loss, misuse, and unauthorized access, disclosure, alteration, and destruction, taking into account the risks involved in the processing and the nature of the personal data. The security measures for the seeo.ai platform include: **encryption of data in transit and at rest, secure cloud storage, and access controls for authorized client personnel.**

10. Data storage and retention

Your administrative and account personal data is stored by the **seedigitalai** on its servers, and on the servers of the cloud-based database management services the **seedigitalai** engages. **seedigitalai** retains service data (account information) for the duration of the customer's business relationship with the **seedigitalai** and for a period of time thereafter, to analyze the data for **seedigitalai**'s own operations, and for historical and archiving purposes associated with **seedigitalai**'s services. **seedigitalai** retains prospect data until such time as it no longer has business value and is purged from **seedigitalai** systems.

Regarding the **seeo.ai H&S violation clips (cultural artifacts)**, retention is governed by the agreement with the client, but is typically for the duration of the client's subscription plus a defined archival period necessary for H&S compliance history. **Clients maintain control over the raw, full-length video footage retention on their local CCTV systems.**

All personal data that **seedigitalai** controls may be deleted upon verified request from Data Subjects or their authorized agents. For more information on where and how long your personal data is stored, and for more information on your rights of erasure and portability, please contact us at: <PRIVACY_EMAIL_ADDRESS>.



11. Children's data

We do not knowingly attempt to solicit or receive information from children.

12. Questions, concerns, or complaints

If you have questions, concerns, complaints, or would like to exercise your rights, please contact us at:

Seedigitalai

Address:

22 Walker Street,

Christchurch Central City,

Christchurch 8011

Web Address contact; <https://www.seedigital.co.nz/contact-us>

Contact Details: 03-741-1066