

## PRIVACY POLICY

At NICE, we take privacy seriously and value the trust that individuals, such as yourself, have in us when sharing your Personal Information. We are committed to being transparent about the information we collect, what we do with it, and how we share it. This Privacy Policy, referred to as 'the Policy,' outlines the types of information that NICE, Inc. and its global affiliates ("NICE" or "we") may collect from you, the reasons for collecting it, and your associated rights.

This Policy is applicable to individuals who get in touch with NICE via phone or electronic means, visitors to NICE's website at <https://www.niceimports.in/> (the "Website"), as well as other individuals who engage with NICE in connection with our professional services, marketing activities, job applications, and, in some cases, to certain NICE employees based on their place of residence. Additionally, this Policy covers advertisements for NICE's products and services, which may be directed to you by NICE or a service provider on our behalf through third-party websites, platforms, and applications.

This Privacy Policy explains how we collect and use information that you provide via our websites, to public or third-party sources, or when you or your company register for our services or our events. Please review this Policy before you give us any information. By using our websites or registering for our services and events, you consent to the collection and use of your information as described in this Policy.

Questions regarding this Privacy Policy can be directed via email to: [support@niceimports.in](mailto:support@niceimports.in) or regular mail at our head office addressed to:

21, IT Park, Wing-A, Ground Floor, Gayatri Nagar, Nagpur, Maharashtra- 440022.

The policy encompasses a range of key subjects, all conveniently accessible just below this introduction. These topics, listed below, have been thoughtfully structured to provide clear and organized guidance for all the readers.

### 1. TYPES OF PERSONAL INFORMATION COLLECTED

In this Privacy Policy, the term "Personal Information" refers to data that identifies, relates to, describes, or can be linked, directly or indirectly, with a particular individual or household. Personal Information does not include information that has been de-identified, aggregated, or anonymized, making it impossible to associate with you, or publicly available information from government records. Examples of Personal Information that NICE typically collects include your name, title, contact details such as email address, phone number, mailing address, and information related to your current employment.

We may also collect other types of Personal Information, such as:

- a) **Communications with You:** We may gather information you provide when you contact us through our website, email, phone, or postal mail. Additionally, we may collect Personal Information when you participate in promotions, including but not limited to contact information, photos, videos, and other user-generated content that you submit.
- b) **Social Media Information:** Apart from the Personal Information you share on our social media pages, we may also collect your social media profile information and Personal Information posted on your profile. This may include your profile picture, network, gender, username, user ID, age,

language, country, friends list, follower list, and any other information you have agreed to share or that the social network provides to us.

- c) **Employment Information:** If you apply for a job with us or are hired as an employee, we collect Personal Information included in your application, as well as other information necessary to initiate employment, such as the name and address of your current/past employer(s), your employment and educational history, and potentially other characteristics protected under Indian laws, such as gender.
- d) **Device Information:** We may collect details about the type of device you use to access our website, such as the device identifier, IP address, or mobile operating system.
- e) **Location Information:** We may collect precise location information from your device, including your exact location when you access our website or information that allows us to estimate your location. For more information about your options concerning the collection of your location information, please refer to the "Your Rights Regarding Your Information" section below.
- f) **Log and Analytics Data:** We may collect information about the web browser you use when visiting our Website, as well as the source from which you arrived at our Website and the site you visit upon leaving our Website.
- g) **Inferences:** We may derive inferences about your preferences, characteristics, behaviour, and attitudes.

## HOW WE COLLECT YOUR PERSONAL INFORMATION

NICE may gather your Personal Information through one or more of the following methods:

1. **Registration for Communications:** When you subscribe to receive marketing communications or register to download white papers or similar research materials.
2. **Event Participation:** When you register for a webinar, event, or live conference sponsored by NICE.
3. **Survey Responses:** When you participate in surveys initiated by NICE.
4. **Contacting Us:** When you get in touch with us through our website, via email, phone, or postal mail.
5. **Social Media Interaction:** When you engage with NICE's social media pages.
6. **Employment:** When you apply for a job with NICE or based on your employment with NICE.
7. **Website Visits:** When you access our website from any device.
8. **Sponsored Links and Advertisements:** When you click on a link sponsored by NICE or a third-party advertisement on another platform or website.
9. **Email Interaction:** When you open an email from NICE.
10. **Tracking Technologies:** We employ tracking technologies like cookies, pixels, Flash objects, APIs, and mobile software development kits (SDKs). These may include the use of third-party services to collect your Personal Information while using our website. For more details regarding our use of cookies and other automated tracking technologies, please refer to the "Cookies and Other Tracking Technology" section of this Policy.

## HOW WE USE YOUR PERSONAL INFORMATION

NICE collects Personal Information for "business purposes," which refers to the operational purposes of the business or other purposes that have been notified to you. The use of Personal Information is considered reasonably necessary and proportionate to achieve the operational purpose for which the Personal Information was collected or another operational purpose that is compatible with the context in which the Personal Information was collected.

The details below provide additional details on NICE's specific business purposes for processing your Personal Information and the associated legal basis, such as consent, contractual obligations, legal obligations, vital interests, public tasks, or NICE's legitimate interest, or the legitimate interest of another third party.

### 1) To Provide Our Products and Services.

- Purpose of Processing: We may process your Personal Information in connection with the provision of our services. This may include communication with you regarding your account or our business relationship.
- Legal Basis for Processing: Processing is based on our contractual obligations to your employer, or in anticipation of potential future contractual obligations. Without your Personal Information, we may be unable to fulfil certain current or future contractual obligations.

### 2) To Improve Our Products and Services.

- Purpose of Processing: We may use your Personal Information to enhance our Website, products, and services. This may also involve personalizing your experience with us, including using our Website.
- Legal Basis for Processing: Processing is based on our legitimate interest in understanding you and your employer better, maintaining and improving data accuracy, and optimizing our services. Without your Personal Information, your experience with our Website may not be optimized.

### 3) To Respond to Your Requests or Questions.

- Purpose of Processing: We may process your Personal Information when you contact us with inquiries, concerns, requests to opt out of future communications, feedback, or to file a complaint.
- Legal Basis for Processing: Processing is based on our legitimate interest in assisting you with your requests or questions. Without your Personal Information, we may be unable to respond to your requests.

### 4) To Review Your Application for Employment.

- Purpose of Processing: We may process your Personal Information when you apply for a job through our website.
- Legal Basis for Processing: Processing is based on our legitimate interest in evaluating your job application. Without your Personal Information, we are unable to consider your application for employment.

### 5) To Fulfil Employment-Related Obligations.

- Purpose of Processing: We process our employees' and subcontractors' Personal Information in various ways to meet legal obligations and operational needs.
- Legal Basis for Processing: Processing is based on our legitimate interest in employment and related business operations. Without your Personal Information, we are unable to employ you.

#### 6) For Marketing.

- Purpose of Processing: We may process your Personal Information to provide information about our services, industry developments, and relevant information in the industries we serve. This may include electronic means, such as email.
- Legal Basis for Processing: Processing is based on our legitimate interest in offering information related to our services and the industries we believe are relevant to you and your employer. Without your Personal Information, we may be unable to provide information that you and your employer may find valuable.

#### 7) For Targeted Advertising.

- Purpose of Processing: We, along with third-party partners, may engage in targeted advertising using Personal Information gathered from multiple websites, devices, or platforms to deliver relevant advertising on our website or on social media platforms and other sites, services, and mobile applications, including devices you may use. Information used for targeted advertising may be collected through cookies or similar tracking technologies on our Website and third -party websites/platforms.
- Legal Basis for Processing: Processing is based on our legitimate interest in providing you with information related to our services and the industries we believe are relevant to you and your employer. Without your Personal Information, we may be unable to provide information that you and your employer may find valuable.

#### 8) For Security Purposes.

- Purpose of Processing: We may process your Personal Information in connection with data security, such as combating spam, malware, malicious activities, security risks, and enhancing security measures, ensuring that unauthorized individuals cannot access your Personal Information.
- Legal Basis for Processing: Processing is necessary to comply with our legal obligations and to protect your Personal Information and the public interest. Without your Personal Information, we may be unable to ensure the security of our website and services.

#### 9) As Otherwise Permitted by Law.

- Purpose of Processing: We may also, from time to time, use your Personal Information in other legally permissible ways. This Policy will be updated if necessary.
- Legal Basis for Processing: Processing is based on our or a third party's legitimate interest.

### WHEN WE MAY SHARE YOUR INFORMATION

NICE does not engage in the sale, exchange, transfer, or provision of your Personal Information to any third parties, except as described below:

1. **Internally**: As a global organization, NICE may share your information with its offices and data centers around the world to provide our Services and for marketing purposes. This may include but not limited to locations in the United Arab Emirates, United States of America, India.

2. **With Your Consent:** We may display Personal Information that you post on our social media accounts. NICE may also disclose your information to a third party if you have given us your consent to do so or if such disclosure is required to fulfil contracted Services.
3. **With Our Service Providers:** We may share your Personal Information with third parties who perform services on our behalf to assist us in maintaining our Services or delivering targeted advertising. Our contracts with these service providers restrict them from sharing your Personal Information with others for purposes other than those directed by us.
4. **With Our Business Partners:** We may share your Personal Information with a third party co-sponsoring a survey or webinar.
5. **For Business Transactions or Reorganizations:** NICE may participate in or be involved in corporate business transactions, such as mergers, acquisitions, joint ventures, financing, or the sale of all or a portion of our company assets. As part of such transactions, we may disclose Personal Information to a third party during relevant negotiations. Personal Information may also be disclosed in the event of insolvency, bankruptcy, or receivership. Unless a bankruptcy or other court determines otherwise, the use and disclosure of all Personal Information will adhere to policies consistent with those described in this Policy. However, any Personal Information submitted or collected after such a transfer may be subject to a new privacy policy adopted by the successor entity.
6. **To Comply with the Law or to Protect Ourselves or Third Parties:** NICE may use, share, or disclose information about you in response to a court order or subpoena or upon the request of a government agency or investigatory body. We may do so to address legal concerns or liabilities, particularly when we, at our sole discretion, believe that (a) you may have misused the Services, such as by gaining unauthorized access to any system, engaging in spamming, denial of service attacks, or similar attacks; (b) disclosure is reasonably necessary to enforce our Terms of Use; (c) to respond to suspected illegal or fraudulent activity; (d) to protect legal rights or defend against legal claims; (e) to enable us to pursue available remedies or limit the damages that we or a third party may incur.
7. **For Other Reasons We May Describe to You:** This Policy will be often updated if and when necessary.

## **YOUR RIGHTS REGARDING YOUR PERSONAL INFORMATION**

You have the following rights (subject to certain exceptions) regarding your Personal Information that may be held or otherwise processed by NICE. NICE will act on all requests as soon as reasonably practicable and will not discriminate against you for exercising any of these rights. NICE may ask you to verify Personal Information we already have on file for you to confirm your identity. If NICE cannot verify your identity based on the information on file, you may be asked to provide additional information to verify your identity, and for security or fraud-prevention purposes.

### **Opt Out of the Sale or Sharing of Your Personal Information (including Targeted Advertising)**

Based on the definition of sales under relevant regulations, NICE does not engage in sales of Personal Information, but may share your Personal Information as explained above. You have the right to opt out of the sharing of your Personal Information (including targeted advertising) by contacting us at support@niceimports.in and clearly stating the nature of your request.

### **Opt Out of Marketing Communications**

You have the right to opt out of NICE's marketing communications at any time by using the unsubscribe links or instructions included at the bottom of our emails, or by contacting us at support@niceimports.in and clearly stating the nature of your request. You may still receive non-marketing communications from us if NICE is actively performing Services for your employer, if you have applied for employment with NICE, or are a current employee.

### **Right to Know How We Process Your Personal Information**

You have the right to request confirmation from NICE regarding whether and to what extent NICE is processing your Personal Information, by contacting us at support@niceimports.in and clearly stating the nature of your request. You may also have the right to request in writing:

A list of the categories of Personal Information, such as name, address, email address, that a business has disclosed to third parties during the immediately preceding calendar year for the third parties' direct marketing purposes, and the names and addresses of all such third parties.

- The categories of Personal Information we have collected about you.
- The categories of sources from which Personal Information is collected.
- The business or commercial purpose for the information collection.
- The categories of third parties with whom we have shared Personal Information.
- The specific pieces of Personal Information we hold about an individual.

### **Right to Object to Processing and/or Revoke Prior Consent**

You have the right to object to the processing of your Personal Information and/or to revoke any previous consent you have given NICE to process your Personal Information by contacting us at support@niceimports.in and clearly stating the nature of your request.

### **Right to Modify or Erase Your Personal Information**

You have the right to request modifications to or the deletion/erasure of your Personal Information by contacting us at support@niceimports.in and clearly stating the nature of your request.

### **Right to Access a Copy of Your Personal Information**

You have the right to request a copy of the specific Personal Information NICE collected about you during the 12 months before your request by contacting us at support@niceimports.in and clearly stating the nature of your request. This Personal Information will be provided in a structured and standard format and, where technically and legally feasible, you may also have the right to have your Personal Information transmitted directly to a third party.

### **Right to File Complaint with Supervisory Authority**

If you believe NICE has infringed or violated your privacy rights, we encourage you to contact us directly at support@niceimports.in. Depending on your state or country of residency or the place of alleged infringement of your rights, you may also have a right to complain directly with a competent supervisory authority.

## **HOW WE PROTECT YOUR PERSONAL INFORMATION**

At NICE, we understand the importance of keeping your personal information secure. While no security system or data storage or transmission over the Internet or otherwise is fully secure, NICE

uses reasonable technical, organizational, and administrative measures to reduce the risk of unauthorized or unlawful access or processing, and against accidental loss, destruction, or damage to your information. We believe that these measures are reasonably adapted to the nature of the information in our custody. In addition to the security measures detailed above, NICE protects your Personal Information by taking measures:

- To protect the ongoing confidentiality, integrity, availability, and resilience of our processing systems and services.
- To restore the availability of and access to Personal Information in a timely manner in the event of a physical or technical incident.
- To regularly test, assess, and evaluate the effectiveness of our technical and organizational measures.

We also ensure that our employees and third-party service providers who have access to your Personal Information are bound by appropriate confidentiality and data protection obligations. We take steps to ensure that our employees and third-party service providers are aware of our privacy practices and are properly trained to handle Personal Information. If you have any questions or concerns about the security of your Personal Information, please contact us at [support@niceimports.in](mailto:support@niceimports.in)

## **COOKIES AND TRACKING TECHNOLOGIES USED**

NICE uses cookies (small text files placed on your device) and similar technologies to provide our websites and to help collect data. The text in a cookie often consists of a string of numbers and letters that uniquely identify your computer, but it can contain other information as well.

Here are the ways we use cookies:

- **Storing your Preferences and Settings** - Settings that enable our website to operate correctly or that maintain your preferences over time may be stored on your device.
- **Sign-in and Authentication** - When you sign into our website using your credentials, we store a unique ID number, and the time you signed in, in an encrypted cookie on your device. This cookie allows you to move from page to page within the site without having to sign in again on each page. You can also save your sign-in information, so you do not have to sign in each time you return to the site.
- **Security** - We use cookies to detect fraud and abuse of our websites and services.
- **Social Media** - Some of our websites include social media cookies, including those that enable users who are logged in to the social media service to share content via that service.
- **Analytics** - In order to provide our website efficiently, we use cookies and other identifiers to gather usage and performance data. For example, we use cookies to count the number of unique visitors to a web page or service and to develop other statistics about the operations of our website. This includes cookies from NICE and from third-party analytics providers.

NICE may also use certain email tracking technology in its marketing emails to determine whether a recipient has opened an email or clicked a link in an email. As explained above, you have the right to opt out of NICE's marketing communications at any time by using the unsubscribe links or instructions included at the bottom of our emails, or by contacting us at [support@niceimports.in](mailto:support@niceimports.in) and clearly stating the nature of your request.

In addition to the cookies NICE sets when you visit our websites, third parties may also set cookies when you visit NICE sites. In some cases, that is because we have hired the third party to provide

services on our behalf, such as site analytics. In particular, we use cookies from Google Analytics (read Google's privacy policy) for website analytics and metrics. If you want to know more about these services use cookies and personal data, please refer to the privacy notices directly on each third party's website.

## **STORAGE OF DATA**

NICE is a global company that may store your Personal Information within or outside of India. If you reside outside of India, you should be aware that your Personal Information may be transferred to India. NICE will retain your Personal Information for as long as necessary to perform the activities described in this Policy, to provide services to you, and to comply with our global legal, contractual, regulatory, accounting, or reporting requirements that inform our records retention policy. You also have the right to request erasure of your Personal Information, subject to certain exceptions, as explained above.

## **ADDITIONAL PRIVACY INFORMATION**

### **Links to Third-Party Services**

NICE's Website, marketing communications, and social media accounts may contain links to other third-party sites, applications, or other online services. If you click on a link to a third-party site or other online service, you will be taken to a site or other online service we do not control and that is not governed by this Policy. NICE is not responsible for the privacy practices used by third-party sites and other online services and strongly suggests that you read the privacy policies of those sites and other online services carefully.

### **Children Under 16**

Our website is intended for adults. We do not knowingly collect or solicit any information from anyone under the age of 16 through our website. If we learn that we have inadvertently collected Personal Information from a child under age 16, we will delete that information as quickly as possible. If you believe that we might have collected Personal Information from a child under 16, please contact us at [support@niceimports.in](mailto:support@niceimports.in)

### **International Data Transfers (Non-Indian Residents)**

This section only applies to individuals residing outside India. As a global organization, NICE may store, process, and transmit Personal Information in locations around the world, including locations outside of the country or jurisdiction where you are located. If NICE transfers Personal Information outside of the restricted legal framework, NICE will ensure that it is protected in the same way as if it was being used in that restricted legal framework. NICE will use one of the following safeguards:

- Transfer to another country whose privacy legislation ensures an adequate level of protection of Personal Information similar or equivalent to the country it was collected in.
- Put in place a contract with the third-party that means they must protect Personal Information to the same standards as in the country the data was collected in.

If you have any questions or concerns about this Policy or NICE's privacy practices, please contact us at [support@niceimports.in](mailto:support@niceimports.in)