

AIRMEMO COOKIE POLICY

Updated: 10/24/2024

1. Introduction and Purpose of the Policy

Welcome to the Cookie Policy of AirMemo Inc. (“AirMemo,” “we,” “our,” or “us”). This policy provides detailed information about how we use cookies and similar tracking technologies on our website (<https://AirMemo.com>) and within the AirMemo application (“Website”). This Cookie Policy is designed to help you understand the types of cookies we use, why we use them, and how you can manage your cookie preferences.

AirMemo Inc. respects your privacy and is committed to upholding a **data minimization policy** that limits our collection and processing of personal data to what is strictly necessary for operational and customer engagement purposes. As part of this commitment:

Essential Cookies are used to ensure the core functionality and security of our Website and application, enabling essential services and supporting basic navigation.

Sales and CRM Tracking Cookies are used to enhance customer interactions and improve our ability to respond to inquiries, provide personalized support, and manage sales and customer engagement, using trusted third-party platforms like **Salesforce** and **HubSpot**.

We do not use cookies or tracking technologies for broad advertising or behavioral tracking purposes. This Cookie Policy, therefore, applies exclusively to our essential operational cookies and the limited CRM tracking cookies necessary for direct sales and customer relationship management.

By continuing to use our Website or the AirMemo application, you agree to the use of cookies and similar tracking technologies as described in this Cookie Policy, unless you

choose to disable them through your browser settings or other opt-out mechanisms provided in **Section 4: Managing Cookie Preferences** of this policy.

Scope and Applicability

This Cookie Policy applies solely to the Website and AirMemo application and covers:

Website Visitors: Individuals browsing our Website who may encounter essential cookies.

Prospective and Current Customers: Individuals who interact with our sales and customer relationship management tools, where CRM tracking cookies may be used to support interactions and engagement.

This Cookie Policy does not extend to third-party websites, platforms, or services that may be linked from the AirMemo platform but are not operated by AirMemo Inc. We encourage you to review the privacy and cookie policies of any third-party websites you visit.

For more information on how we process personal data, please refer to our **Privacy Policy**, available at <https://AirMemo.com/privacy>.

Legal Disclaimer

While we make every effort to clearly communicate our use of cookies and similar technologies, this Cookie Policy does not constitute a contractual agreement. By using our Website and application, you acknowledge that:

AirMemo Inc. may update this Cookie Policy as needed to reflect changes in our practices, and it is your responsibility to review this policy periodically.

Any decisions to disable cookies may impact your ability to use certain features on the Website or within the AirMemo application.

If you have any questions or concerns regarding this Cookie Policy, please contact us at Privacy@AirMemo.com.

2. Types of Cookies We Use

AirMemo Inc. uses cookies to ensure the essential functionality of our Website and application and to support limited sales and customer relationship management (CRM) activities. Each type of cookie serves a specific purpose, aligning with our commitment to data minimization. We do not use cookies for broad advertising or behavioral tracking purposes. Below is an outline of the types of cookies we employ.

2.1 Essential Cookies

Essential cookies are necessary for the core functionality and security of the Website and AirMemo application. These cookies enable secure navigation, access to protected areas, and basic site functionality. Essential cookies do not track user behavior outside of these basic functions and are solely used to maintain a secure and efficient user experience.

Authentication Cookies: Used to verify user identity when logging into secure areas, allowing access to specific resources.

Session Management Cookies: Help manage user sessions by maintaining login information and preferences while navigating between pages.

Security and Performance Cookies: Protect the Website from security threats, including unauthorized access attempts, and improve site performance.

Examples of Essential Cookies:

Session ID: Maintains user session information across pages to avoid multiple logins

within a single session.

Security Tokens: Protect against unauthorized access and maintain account security.

Please note that essential cookies are necessary for the proper functioning of the Website and cannot be disabled without impacting performance and accessibility.

2.2 Sales and CRM Tracking Cookies

AirMemo Inc. uses limited tracking cookies from third-party customer relationship management (CRM) platforms to support customer engagement and sales activities. These CRM platforms are selected based on their ability to manage and enhance customer interactions effectively. Tracking cookies of this type allow us to understand user interactions, tailor our responses, and provide improved support for both Website and AirMemo application users.

These tracking cookies are used solely for customer relationship management purposes and are not intended for general behavioral tracking.

Engagement Tracking: Tracks interactions with sales and support-related content, such as visited pages and submitted forms, to improve responses and support user needs.

Lead Management: Tracks user activities to manage potential customer leads effectively, enabling our team to prioritize responses and personalize engagements.

Examples of Sales and CRM Tracking Cookies:

CRM Engagement Cookies: Track visits to sales-related content and measure engagement with customer inquiries.

Lead Management Cookies: Record interaction history across sessions, helping our team provide relevant follow-ups.

Data Use Limitations: While we contractually restrict CRM providers from using data for their purposes, we cannot guarantee complete oversight. If we become aware of any unauthorized use of data by CRM providers, we will take immediate steps to restrict access and prevent further unauthorized use.

No Use of Advertising or Behavioral Tracking Cookies

AirMemo Inc. does not use any tracking cookies for advertising, behavioral analysis, or marketing beyond customer relationship management. We do not share cookie data with advertising networks, social media platforms, or third-party marketers.

2.3 Third-Party Cookie Providers

Our CRM tracking cookies are provided by third-party vendors selected based on compliance with industry standards and data protection regulations. These third-party CRM providers process data solely on behalf of AirMemo Inc., and their access is limited to authorized purposes.

If a third-party CRM provider is permitted by law to use de-identified or aggregated data for service improvements, they may do so under our data protection agreements. However, we take steps to ensure that personal data is not used for CRM providers' purposes without authorization.

2.4 Data Retention for Cookies

CRM and essential cookies are retained for a period that is strictly necessary to fulfill their respective purposes. Typical retention periods are as follows:

Session Cookies: Removed when you close your browser or log out of the Website or application.

Persistent Cookies: Retained only as long as necessary to manage customer relationships and support customer engagement effectively. CRM tracking cookies may have retention periods ranging from a few days to a few months, depending on the specific purpose.

We periodically review our data retention practices to ensure compliance with applicable data protection regulations, including GDPR and CCPA.

3. How We Use Cookies and Tracking Technologies

AirMemo Inc. uses cookies and similar tracking technologies to ensure essential functionality, improve user experience, and support sales and customer relationship management. We are committed to transparency about how we use these technologies to ensure a reliable and secure experience on our Website and within the AirMemo application.

3.1 Operational and Security Purposes

Essential cookies are used to maintain the functionality and security of the Website and AirMemo application. These cookies are critical to supporting basic operations, including user authentication, secure access to accounts, and session management. Without these essential cookies, many core features of the Website and application may not function as intended.

Examples of how essential cookies support operations and security include:

Authentication: Verifying your identity when you log in to secure areas.

Session Management: Maintaining your session information across pages to reduce the need for multiple logins during a single visit.

Security: Detecting and mitigating potential security risks, unauthorized access attempts, and fraudulent activities.

3.2 Customer Relationship Management and Sales Engagement

AirMemo Inc. uses limited tracking cookies provided by third-party CRM platforms to manage and enhance customer relationships, support sales engagement, and personalize interactions with both prospective and current customers. These CRM tracking cookies allow us to:

Personalize Customer Engagement: Understand interactions with sales and support content, such as visits to specific pages, form submissions, and email engagements. This helps us tailor responses to user needs and interests.

Manage Sales Leads and Support Follow-Ups: Track user activities and interactions with our sales team to ensure timely follow-ups and improved support based on your engagement history.

Enhance Customer Support: Provide personalized responses and relevant information based on past interactions, making support and communication more efficient and tailored.

CRM tracking cookies are applied both to prospective users visiting our Website and to current customers within the AirMemo application. These tracking technologies are restricted to supporting customer relationships and are not used for broad tracking or advertising purposes.

3.3 Analytics and User Feedback

To improve our services and understand user preferences, we may use cookies and similar technologies from third-party analytics providers, such as **Google Analytics** and other marketing-related tools. These analytics tools help us analyze general Website traffic and user behavior, allowing us to refine our services and content based on aggregate user data. Data collected through analytics cookies may include:

Website Traffic Data: Information on page views, browsing patterns, and time spent on specific sections of the Website.

Feature Usage: Aggregated data on how users interact with different parts of the AirMemo application, allowing us to assess which features are most valuable to our users.

User Feedback: Information gathered from feedback forms, surveys, or other interaction points to guide product development and improve user satisfaction.

Data collected for analytics purposes is typically aggregated and does not include identifiable information. This data is used exclusively for internal purposes to improve our products, services, and Website content.

3.4 Marketing and Non-Customer Interactions

In some cases, we may use cookies and tracking technologies to understand the interactions of non-customer Website visitors. This tracking is used to gauge interest in our services, monitor Website engagement, and inform our marketing strategies. Specific uses include:

Monitoring Campaign Effectiveness: Understanding how visitors engage with our marketing campaigns, such as email newsletters or downloadable content.

Interest-Based Engagement: Tracking user engagement with specific product information or features to understand overall interest and inform potential future outreach.

We do not use tracking technologies for behavioral advertising. Tracking for non-customer Website visitors is limited to understanding Website performance and improving our content and engagement strategies.

4. Managing Cookie Preferences

At AirMemo Inc., we aim to provide you with control over how your information is collected

and used. While some cookies are essential for the functioning of our Website and application, you have options to manage your preferences for other types of cookies, such as analytics or CRM tracking cookies. Please note that certain cookies are necessary for basic functionality and cannot be disabled without impacting your experience.

4.1 Browser-Based Cookie Management

You can control the placement of cookies on your device through your browser settings. Most web browsers allow you to:

Delete Cookies: Clear existing cookies that have been stored on your device.

Block Cookies: Prevent new cookies from being placed on your device.

Set Cookie Preferences: Enable notifications when cookies are being used so you can make choices on a case-by-case basis.

For specific instructions on how to manage cookies, please refer to the help section of your browser. Here are links to manage cookie settings in commonly used browsers:

Google Chrome: <https://support.google.com/chrome/answer/95647>

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Safari: <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Microsoft Edge: <https://support.microsoft.com/en-us/help/4027947/windows-delete-cookies>

Please be aware that blocking essential cookies may affect the performance of the Website and certain features of the AirMemo application.

4.2 Optional Cookies and Tracking Preferences

For optional cookies, such as those used for analytics and CRM tracking, users typically have the ability to opt-out of data collection if desired. CRM and analytics cookies are used solely to improve user experience, manage customer relationships, and support sales activities, without being essential to core functionality. Users who wish to disable tracking by analytics or CRM cookies may do so through their browser settings, as described above.

In the future, we may implement a **cookie banner** on our Website, allowing users to manage their preferences directly when they first visit the Website. This banner, if added, will allow you to adjust settings for CRM and analytics tracking without affecting the functionality of essential cookies.

4.3 Impact of Cookie Preferences on Service Functionality

Please note that disabling certain cookies may limit the functionality of the Website or application. Essential cookies are required for features like secure login, account management, and session tracking. While optional cookies like CRM and analytics tracking are designed to enhance user experience, blocking these cookies may affect our ability to tailor responses, provide personalized support, or analyze general usage trends.

If you have any questions about managing your cookie preferences, please contact us at Privacy@AirMemo.com.

5. Updates to the Cookie Policy

AirMemo Inc. may update this Cookie Policy from time to time to reflect changes in our

practices, legal requirements, or the services we offer. This section explains how we will communicate these changes to you and where you can find the latest version of our Cookie Policy.

5.1 Notification of Changes

If we make significant changes to the Cookie Policy, we will notify you in a way that allows you to review the updates and understand their impact on your use of the Website and AirMemo application. Notification methods may include:

Posting a Notice on the Website: We will display a prominent notice on the homepage of our Website or within the AirMemo application, informing users of the updated Cookie Policy and summarizing key changes.

Email Notification: For registered users or those who have provided contact information, we may send a notification via email outlining any significant updates.

If the Cookie Policy changes involve the use of additional tracking technologies or extend beyond the original purposes stated, we may request renewed consent for the use of cookies upon your next visit.

5.2 Effective Date of Updates

Each version of this Cookie Policy will display an “Effective Date” at the top of the policy page, indicating when the latest updates take effect. We encourage users to periodically review this Cookie Policy to stay informed about how we use cookies and tracking technologies. Your continued use of the Website or AirMemo application after any updates to this Cookie Policy constitutes acceptance of the updated terms.

5.3 Compliance with Changing Regulations

AirMemo Inc. is committed to maintaining compliance with applicable privacy laws and regulations, including the **General Data Protection Regulation (GDPR)**, **California Consumer Privacy Act (CCPA)**, and any future amendments or similar regulations. We will

monitor regulatory changes and adjust our practices and policies as necessary to ensure that we remain compliant and uphold user privacy.

If you have any questions about updates to this Cookie Policy or wish to discuss any changes, please contact us at Privacy@AirMemo.com.