

AI.Wise Privacy Policy

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In order to ensure transparency and give you more control over your personal information, this privacy policy (“Privacy Policy”) governs how we, AI.Wise, (“AI Wise”, “we”, “our” or “us”) use, collect and store personal information that we collect or receive from or about you (“you”) in connection with <https://aiwise.tech/> (the “Website”) and the services provided therein, including the AI Wise platform (the “Platform”, and together with the Website, the “Services”):

AI Wise is a platform that provides consulting on AI technology and development, and provides services, such as tutorials on coding and software development through AI driven modules.

This Privacy Policy explains how we collect, use, disclose, and process your personal data when you use our website and other places where AI Wise acts as a data controller—for example, when you interact with tutorials or other products as a consumer for personal use or when AI Wise operates and provides our customers with consulting services.

Please read this Privacy Policy carefully, so you can fully understand our practices in relation to personal data. “Personal Information” means any information that can be used, alone or together with other data, to uniquely identify any living human being. Important note: Nothing in this Privacy Policy is intended to limit in any way your statutory rights, including your rights to a remedy or other means of enforcement.

Table of contents:

- I. What information we collect, why we collect it, and how it is used
- II. How we protect and retain your Personal Information
- III. How we share your Personal Information
- IV. Your privacy rights
- V. Use by children
- VI. Interaction with third-party products
- VII. Analytic tools
- VIII. Specific provisions applicable under California privacy law
- IX. Contact us

This Privacy Policy can be updated from time to time and, therefore, we ask you to check back periodically for the latest version of this Privacy Policy. If we implement material changes in the way we use your information, in a manner that is different from that stated at the time of collection, we will notify you by posting a notice on our Website or by other means and take any additional steps as required by applicable law.

I. WHAT INFORMATION WE COLLECT, WHY WE COLLECT IT, AND HOW IT IS USED

We Process the Following Personal Information in our Website and Platform:

1. Account. In order to use certain Services that we offer, you may be required to create an account (“Account”). We may offer different options to create an Account, including:

- a. Registration Form:** You may choose to complete and submit an online registration form. You will be asked to provide us with certain mandatory information such as your name and email address, and also a password that you will use for your Account. You may choose to

provide optional information such as your age, gender, your role at your company, and any additional information that may relate to your Account.

b. Third Party Accounts: You may choose to create an Account by clicking on a 'connect' or 'sign-in' button that we may display on the Website for a designated third party website or service (each a "Third Party Account"), such as Github or Gmail. Doing so will enable you to link your Account and your Third Party Account. If you choose this option, then you will be required to approve the connection as well as the types of information (which may include Personal Information) that we will obtain from your Third Party Account and the types of activities that we may perform in connection with your Third Party Account. Please note that in order to use this option, you will need to have, and may need to be signed-in to, an existing Third Party Account. Regardless of which method you choose to register your Account, we may send an email to your nominated email address to instruct you how to confirm your registration.

c. We may use third-party services, such as LemonSqueezy, to facilitate authentication, checkout, and payment processing. These services may collect and process your personal information in accordance with their own privacy policies. When we share data with such services for the purpose of providing our offerings, they act as our data processors.

2. 'Contact Us' Information. If you send us a "Contact Us" request, whether by submitting a form that we make available in the Platform or by sending an email to an email address that we display, you may, at your discretion, provide us with certain information such as your name and email address, in order for us to process your request or query.

3. Automatic Data Collection. We may automatically collect certain information through your use of AI Wise's services, such as your unique user identifier. We currently do not, but we may in the future, process additional Personal Information, upon updating our Privacy Policy, such as processing internet protocol (IP) address, cookie identifiers and other device identifiers that are automatically assigned to your device, browser type and language. For information about data that may be collected by third-party services you interact with through our Services (such as our checkout provider), please see Section VI (Interaction with Third Party Products) below.

We process information for the following purposes:

1. To provide you with the AI Wise Services. AI Wise will use your information to provide the Services and support. For example to send marketing emails and product updates.

2. For Administrative Purposes. AI Wise may use your information (i) to respond to your questions, comments, and other requests for customer support, or information, including information about potential or future services; (ii) to provide you with the Services; (iii) for internal quality control purposes; and (iv) to establish a business relationship.

3. To Market the AI Wise Services. AI Wise may use information to market the Services. Such use includes notifying you about offers and services that may be of interest to you or for other purposes disclosed at the time you provide information; and as you otherwise consent.

4. Security purposes. Some of the abovementioned information will be used for detecting, taking steps to prevent and prosecuting fraud or other illegal activity; to identify and repair errors; and for security purposes. Information may also be used to comply with applicable laws and/or to exercise or defend legal claims.

5. De-identified and Aggregated Information Use. In certain cases, we may or will anonymize or de-identify your Information and further use it for internal and external purposes, including, without limitation, to improve the services and for research purposes.

II. HOW WE PROTECT AND RETAIN YOUR INFORMATION

1. Security. We have implemented and maintain reasonable technical, organizational and security measures designed to protect your information. However, please note that we cannot guarantee that the information will not be compromised as a result of unauthorized penetration to our servers. As the security of information depends in part on the security of the computer, device or network you use to communicate with us and the security you use to protect your user IDs and passwords, please make sure to take appropriate measures to protect this information.

2. Retention of your information. Your information will be stored until we delete our records, and we proactively delete it, or if you send a valid deletion request. Please note that in some circumstances we may store your information for longer periods of time, for example (i) where we are required to do so in accordance with legal, regulatory, tax or accounting requirements, or (ii) for us to have an accurate record of your dealings with us in the event of any complaints or challenges, and/or (iii) if we reasonably believe there is a prospect of litigation relating to your information or dealings.

III. HOW WE SHARE YOUR INFORMATION

In addition to the recipients described above, we may share your information as follows:

1. The information AI Wise gathers is shared with our partners and other third parties. We disclose your information as is necessary for us to provide you with the Services.

2. We may use third party service providers to process your information for the purposes outlined above, including, without limitation:

a. With cloud service providers for hosting purposes;

b. With websites and web content creation platforms in order to help us manage our Website;

c. With email providers, marketing, CRM, other similar tool providers and/or sales dialer software;

d. With analytic companies, in order to help us understand and analyze information we collect in accordance with this policy;

e. With artificial intelligence tools and features;

f. With billing companies; and/or

g. With data validation and enrichment companies.

h. With service providers to generate Aggregated Anonymous Data (as defined below) and use it for our or our service providers' business purposes, including without limitation, for purposes of improving, testing, operating, promoting and marketing products and services. "Aggregated Anonymous Data" means data submitted to, collected by, or generated with Customer's use of the Services, but only in aggregate or anonymized form, which will not include any Customer or user identifiable information.

i. To the extent necessary, with regulators, courts, banks or competent authorities, to comply with applicable laws, regulations and rules (including, without limitation, federal, state or local laws), and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order.

3. Where you have otherwise provided your consent to us for sharing or transferring your information.

IV. YOUR PRIVACY RIGHTS

Rights: The following rights (which may be subject to certain exemptions or derogations) shall apply to certain individuals (some of which only apply to individuals protected by certain privacy regulations):

1. You have a right to access Personal Information held about you. Your right of access may normally be exercised free of charge, however we reserve the right to charge an appropriate administrative fee where permitted by applicable law;
2. You have the right to request that we rectify any Personal Information we hold that is inaccurate or misleading;
3. You have the right to request the erasure/deletion of your Personal Information (e.g. from our records). Please note that there may be circumstances in which we are required to retain your Personal Information, for example for the establishment, exercise or defense of legal claims;
4. You have the right to object, to or to request restriction, of the processing;
5. You have the right to data portability. This means that you may have the right to receive your Personal Information in a structured, commonly used and machine-readable format, and that you have the right to transmit that data to another controller;
6. You have the right to object to profiling;
7. You have the right to withdraw your consent at any time. Please note that there may be circumstances in which we are entitled to continue processing your data, in particular if the processing is required to meet our legal and regulatory obligations. Also, please note that the withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal;
8. You also have a right to request certain details of the basis on which your Personal Information is transferred outside the European Economic Area, but data transfer agreements and/or other details may need to be partially redacted for reasons of commercial confidentiality;
9. You have a right to lodge a complaint with your local data protection supervisory authority (i.e., your place of habitual residence, place of work or place of alleged infringement) at any time or before the relevant institutions in your place of residence. We ask that you please attempt to resolve any issues with us before you contact your local supervisory authority and/or relevant institution.

You can exercise your rights by contacting us at privacy@aiwise.tech. You may use an authorized agent to submit a request on your behalf if you provide the authorized agent written permission signed by you. To protect your privacy, we may take steps to verify your identity before fulfilling your request. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly in accordance with applicable law or inform you if we require further information in order to fulfil your request. When processing your request, we may ask you for additional information to confirm or verify your identity and for security purposes, before processing and/or honoring your request. We reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive. In the event that your request would adversely affect the rights and freedoms of others (for example, would impact the duty of confidentiality we owe to others) or if we are legally entitled to deal with your request in a different way than initially requested, we will address your request to the maximum extent possible, all in accordance with applicable law.

Marketing emails – opt-out:

1. If you receive an unwanted email from us, you can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails, and we will process your request within a reasonable time after receipt.

Deleting your Account: Should you ever decide to delete your Account, you may do so by emailing privacy@aiwise.tech. If you terminate your Account, any association between your Account and Personal Information we store will no longer be accessible through your Account.

V. USE BY CHILDREN. We do not offer our products or services for use by children and, therefore, we do not knowingly collect information from, and/or about children under the age of 18. If you are under the age of 18, do not provide any information to us without the involvement of a parent or a guardian. In the event that we become aware that you provide information in violation of applicable privacy laws, we reserve the right to delete it. If you believe that we might have any such information, please contact us at privacy@aiwise.tech.

VI. INTERACTION WITH THIRD PARTY PRODUCTS. We enable you to interact with third party websites, mobile software applications and products or services that are not owned, or controlled, by us (each, a “Third Party Service”). We are not responsible for the privacy practices or the content of such Third Party Services. Please be aware that Third Party Services can collect information from you. Accordingly, we encourage you to read the terms and conditions and privacy policies of each Third Party Service.

In particular, when you purchase our products, you will be redirected to a checkout page hosted by LemonSqueezy, our third-party payment processor. LemonSqueezy’s checkout pages are operated on LemonSqueezy’s own domain. We have instructed LemonSqueezy to activate our Meta Pixel (provided by Meta Platforms, Inc.) on our checkout pages hosted by LemonSqueezy. The Meta Pixel collects data about your interactions with the checkout process, including pages viewed, actions taken, and, upon completion of a purchase, transaction data such as order value and currency. This data is transmitted to Meta and used by AI Wise to measure the effectiveness of our advertising campaigns on Facebook and Instagram and to optimize ad delivery. Meta processes the data it receives through the Meta Pixel as an independent data controller in accordance with Meta’s Data Policy (<https://www.facebook.com/privacy/policy/>). The placement of the Meta Pixel on LemonSqueezy’s checkout pages and any associated consent mechanisms are subject to LemonSqueezy’s privacy practices and the consent mechanisms that LemonSqueezy may present to you during checkout. In addition, LemonSqueezy may use its own tracking technologies on its checkout pages for purposes such as analytics and fraud prevention, in accordance with LemonSqueezy’s own privacy policy. We encourage you to review LemonSqueezy’s privacy policy before completing your purchase.

VII. ANALYTIC TOOLS

We use the tool Simple Analytics to collect information that is necessary for simple analytics only. We do not therefore collect any cookies or IP addresses on our Website.

We do collect and store whether users are unique. But whereas most analytical tools use cookies or IP addresses to see if a user has visited a website in the past, Simple Analytics allows us to detect unique visits based on the hostname of the referrer of the page. When a user comes from one domain to another, their browser shares the previous domain with the next. If the current page’s domain is the same as the one in the referrer, we know it is a non-unique visit.

Read more on how Simple Analytics processes Personal Information at <https://simpleanalytics.com/privacy>.

In addition to Simple Analytics, which operates exclusively on our Website, we use the Meta Pixel, a tracking technology provided by Meta Platforms, Inc., on our checkout pages hosted by LemonSqueezy. The Meta Pixel uses cookies and similar technologies to collect data about your interactions with the checkout process for the purpose of measuring and optimizing our advertising campaigns. For a full description of the data collected through the Meta Pixel, the purposes of such

collection, and how Meta processes this data, please see Section VI (Interaction with Third Party Products) above.

VIII. SPECIFIC PROVISIONS APPLICABLE UNDER CALIFORNIA PRIVACY LAW

1. DO-NOT-TRACK SIGNALS. “Do Not Track” (“DNT”) mechanisms is a privacy preference that users can set in certain web browsers. Please note that we currently do not respond to web browser DNT signals that provide a method to opt out of the collection of information about online activities over time and across third-party websites or online services.

2. CONTACT US. If you have any questions, concerns or complaints regarding our compliance with this notice and the data protection laws, or if you wish to exercise your rights, we encourage you to first contact us at privacy@aiwise.tech.

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