

UnityOne AI Privacy Notice

Effective Date: March 6, 2026

UnityOne, LLC, and/or its parent and subsidiary companies, (“**UnityOne AI**,” “**we**,” “**us**,” or “**our**”) delivers end-to-end observability with AIOps and application security in one unified platform. This Privacy Notice (“**Notice**”) is designed to help you understand how we collect, use, process, and share your Personal Information and how to exercise your privacy rights.

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Scope

This Notice applies to Personal Information processed by us, including our websites and any other website that links to this Notice (“**Site**”), when using our products and services, interacting with us (i.e., visiting UnityOne AI offices, attending UnityOne AI events and meetings, or calling customer support), and other online or offline offerings (collectively, “**Services**”).

Important Note: This Notice does not apply to any of the Personal Information that our customers may collect and process using UnityOne AI’s Services (“**Customer Data**”). Our customers’ respective privacy policies govern their collection and use of Customer Data. Our processing of Customer Data is governed by our agreements with our customers, not by this Notice. Any

questions or requests relating to Customer Data should be directed to our customer. Where UnityOne AI is the data controller, it collects and processes all Personal Information pursuant to this Notice and applicable data protection laws.

Customer Data Processed on Behalf of Customers.

UnityOne AI provides observability, monitoring, and application security services that enable customers to collect, analyze, and monitor operational data from their systems and applications. In providing these services, UnityOne AI may process data submitted to the platform by customers (“Customer Data”). UnityOne AI processes such Customer Data solely on behalf of the customer and in accordance with the applicable service agreements and the customer’s instructions. Customers are responsible for ensuring that they have the necessary rights and permissions to collect and submit such data to the UnityOne AI platform.

Role of UnityOne AI as Controller and Processor.

Depending on the circumstances, UnityOne AI may act as either a data controller or a data processor under applicable data protection laws.

When UnityOne AI processes Personal Information to operate its websites, marketing activities, or customer relationships, it acts as a data controller.

When UnityOne AI processes Customer Data on behalf of customers using our Services, it acts as a data processor and processes such data only in accordance with customer instructions and applicable agreements.

Personal Information We Collect

The categories of Personal Information we collect depend on how you interact with us, our site and Services, and the requirements of applicable law. We collect information that you provide us, we obtain automatically when you use our Services, and information from other sources such as third-party services and organizations, as described below.

Information you provide to us directly

We may collect the following Personal Information including information that you provide us.

- **Account Information.** When you create or update UnityOne AI account, we may collect Account Data, as that term is defined in your Subscription Agreement, your business contact information, such as your name, title, employer, business email address, business mailing address, phone number, and/or preferences). You can also add other optional information to your account, such as photo to your profile on UnityOne AI Community.
- **Purchases.** When you register for a paid course or certification on UnityOne AI University, we may collect Personal Information and details associated with such transaction. Any payments made via our Services are processed by our third-party payment processors. We do not directly collect or store any payment card numbers entered through our Services, but we may receive information associated with your payment card information, such as your billing details.
- **Your Communications with Us.** We may collect your Personal Information when you send us inquiries or requests for information about our Services or online demonstrations, interact with any of our chatbots on our Sites, register for our updates, blog posts, product news, and/or events, request customer or technical support, download content, feedback or any information you submit, post, or transmit using our Services.
- **Surveys.** We may contact you to participate in surveys. If you decide to participate, you may be asked to provide certain information in connection with the survey, which may include Personal Information.
- **Interactive Features.** Our Services may include publicly accessible blogs, forums, social media page, commenting functionalities, and messaging and chat features, (“Interactive Features”). We, and others who use our Services, including UnityOne AI University, UnityOne AI Community and UnityOne AI Blogs, may collect Personal Information that you submit or make available through our Interactive Features, and social media pages. Any information you provide using the public sharing features of the Services (**referred to herein as “User Content”**) will be considered “**public,**” unless otherwise required by applicable law, and is not subject to the privacy protections referenced herein. Please note that social media buttons such as Facebook, LinkedIn, Instagram, YouTube, and X, or similar services (that might include widgets such as the “share this” button or other interactive mini programs) may be on our Site. These features may collect your IP address, which page you are visiting on our Site, and may set a cookie to enable the feature to

function properly. These social media features are either hosted by a third party or hosted directly on our Site. Your interactions with these features apart from your visit to our Site are governed by the privacy policy of the company providing it.

- **Conferences, Trade Shows, and Other Events.** We may collect Personal Information from individuals when we attend or host conferences, trade shows, and other events (such as information specific to those events). We may also take photographs in public areas at our events, and we may use them in our marketing materials.
- **Business Development and Strategic Partnerships.** We may collect Personal Information from individuals and third parties to assess and pursue potential business opportunities.

Information collected automatically

We may collect Personal Information automatically when you use our Services:

- **Automatic Data Collection.** We may collect certain information automatically when you use our Services, such as your Internet protocol (IP) address, user settings, MAC address, screen resolution, operating system name and version, device manufacturer and model, language, mobile carrier, mobile advertising and other unique identifiers, browser, or device information that are automatically assigned to your computer or device when you access the Internet, as well as language preferences, location information (including approximate location derived from IP address), and Internet service provider, and the name and version of the Services (such as the Apps) you are using. This data helps us to ensure that the Site functions properly. We may also automatically collect information regarding your use of and interaction with our Sites, such as unique technical identifiers, authentication credentials, click-through information related to UnityOne AI emails and banner advertisements, or other Personal Information you choose to provide to UnityOne AI. For example, when you visit our Sites, we may automatically collect information about your use, such as pages that you visit before, during and after using our Sites, information about the links you click, the types of content you interact with, the frequency and duration of your activities, and other information about how you use our Sites and your preferences.
- **Usage Data** as that term is defined in your Subscription Agreement. We may also receive Usage Data when you use our Products.

- **Location Information.** We may use your IP address to approximate your location when you visit our Sites to identify the specific country/region from which you are visiting.
- **Cookies, Pixel Tags/web Beacons, and Other Technologies.** We, as well as third parties that provide advertising, or other functionality on our Sites, may use Cookies and similar technologies (“Technologies”) to automatically collect information through your use of our Services to improve your experience. Such information may be combined with other Personal Information we collect directly from you or receive from other sources.
- **Cookies.** Cookies are small text files placed in device browsers that store preferences and facilitate and enhance your experience.
- **Types of Cookies We Use.**

UnityOne AI uses different categories of cookies and similar technologies to operate and improve our Services:

Essential Cookies – These cookies are necessary for the operation of our website and Services, such as authentication, security, and network management.

Functional Cookies – These cookies enable the website to remember choices you make, such as language preferences and settings.

Analytics Cookies – These cookies help us understand how visitors interact with our website by collecting information about pages visited, traffic sources, and usage patterns.

Advertising Cookies – These cookies may be used by us or our advertising partners to deliver relevant advertisements and measure the effectiveness of marketing campaigns.
- **Do Not Track Signals**

Some web browsers incorporate a “Do Not Track” feature that signals to websites that you do not want to have your online activities tracked. Because there is not yet a common understanding of how to interpret Do Not Track signals, our Services currently do not respond to such signals.

Information Collected from Other Sources

We may obtain information about you from other sources, including third-party services and organizations, such as Lead Generation. We may collect your information from publicly or commercially available sources such as searches on the public internet to find organizations that

may be interested in our Services. The Personal Information we collect includes names, titles, areas of work, mentions of UnityOne AI technology, and contact information including emails, phone numbers, and associated organizations or collaborations. This helps us communicate with you more effectively and find others who are interested in our products and services. We also collect identity enrichment data from third-party sources such as your name, email, job title, company, associated industries, and social media handles.

Sensitive Personal Information

In limited circumstances, UnityOne AI may collect or process categories of Personal Information that may be considered sensitive under certain laws (“Sensitive Personal Information”). This may include information such as account login credentials, authentication information, or other data necessary to secure access to our Services.

UnityOne AI processes Sensitive Personal Information only where necessary to provide the Services, ensure system security, comply with legal obligations, or where otherwise permitted by applicable law. We do not use Sensitive Personal Information to infer characteristics about individuals or for purposes unrelated to the Services.

How We Use Your Information

We use your information for a variety of business purposes, including to provide our Services, for administrative purposes, and to market our Services, as described below.

Provide our Services. We may use your information to fulfill our contract with you and provide you with our Services, such as:

- Managing your information and accounts;
- Providing you access to certain facilities, functionalities, and features of our Services;
- Answering your questions, requests from customers or technical support;
- Communicating with you about your account, activities on our Services, policy changes;
- Processing your payment information for purchased Services;
- Processing your registration to events.

Administrative Purposes. We may use your information for administrative purposes, such as:

- Pursuing our legitimate interests such as direct marketing, research and development (including marketing research);
- Promoting and administering special events, conferences, programs, surveys, and other offers;
- Connecting you with our business partners;
- Providing information, reports, newsletters, webinars, and other materials;
- Personalizing your experience with our Services (for example, based on preferences);
- Administering postings on our blogs, forums, UnityOne AI Hub, UnityOne AI University, and/or other public communications;
- Managing our business relationships, accounting, auditing, license management, billing, reconciliation, payments, and collection activities;
- Operating our Services;
- Measuring interest and engagement with our Services, including understanding the use and needs of our Customers;
- Improving, upgrading, and enhancing our Services and develop new technologies, databases, products, and services;
- Notifying you of our Services that we think may be of interest to you and keeping track of your preferences;
- Ensuring internal quality control and safety, including training;
- Authenticating and verifying individual identities, including requests to exercise your rights under this Notice;
- Short-term transient use;
- Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activities and prosecuting those responsible for that activity;
- Debugging to identify and repairing errors with our Services;
- With respect to leads generation, to find individuals and organizations that may be interested in our Services; or to combine the enriched data with other information about you to more effectively communicate with you and others, including by customizing online content you view or making recommendations;

- Complying with, defend against, or enforce legal rights, legal requirements, agreements, government requests or legal process, and/or policies; and
- Carrying out other activities that are required to comply with our legal obligations.

Automated Processing and AI-Based Analysis.

- UnityOne AI may use automated systems, analytics tools, and artificial intelligence or machine learning technologies to analyze system data, detect anomalies, improve service performance, and enhance security capabilities. These processes are used to support operational insights and platform functionality and are not used to make decisions that produce legal or similarly significant effects concerning individuals.

Managing Partners Relationship. If your organization partners with us to provide Products and Services, we may also use your information to maintain, administer, analyze, or improve our business relationship with the partner.

Marketing and Advertising our Services. We may use Personal Information to tailor and provide you with content and advertisements. We may provide you with these materials as permitted by applicable law.

Some of the ways we market to you include email campaigns and custom audiences advertising, and interest-based or personalized advertising, including through cross-device tracking.

If you have any questions about our marketing practices, you may contact us at any time as set forth in “Contact Us”.

With your Consent. We may use your Personal Information for other purposes that are disclosed to you at the time you provide Personal Information, with your consent or at your direction, such as when you choose to share information or post content on UnityOne AI Blogs, UnityOne AI Community, or publicly accessible platforms.

De-identified and Aggregated Information. We may use Personal Information and other information about you to create de-identified and/or aggregated data, such as demographic information, device information, or other analytical insights derived from the use of our Services. De-identified or aggregated information does not identify you or any other individual.

We may use such information for purposes including analytics, research, service improvement, benchmarking, and statistical reporting. If we create or receive information that has been de-identified or aggregated, we will not attempt to re-identify it except where required to comply with applicable law.

UnityOne AI may also aggregate and anonymize data generated through the use of our Services for business, operational, or analytical purposes.

Legal Basis for Processing

Where required by applicable data protection laws, including the European General Data Protection Regulation (GDPR), UnityOne AI relies on the following legal bases to process Personal Information:

- Performance of a contract with you
- Compliance with legal obligations
- Legitimate business interests, such as improving our Services and communicating with customers
- Your consent, where required by applicable law

How We Disclose Your Information

We do not share your information with third parties for those third parties' own business interests. We may share Personal Information with the following categories of third parties for a variety of business purposes, including to provide our Services, to protect us or others, or in the event of a major business transaction such as a merger, sales or asset transfer, as described below.

- **Service providers.** We may share your Personal Information with our affiliated and unaffiliated service providers who use that information to help us provide our Services. This includes third-party service providers that provide us with IT support, hosting, payment processing, customer service, legal and professional advisors, such as our auditors and legal counsel, and related services.
- **Business Partners.** We may share Personal Information with our trusted business partners, authorized distributors and resellers who provide our Services in your area. These entities

and their affiliates may use your Personal Information to, among other things, send you information or contact you about our joint Services.

- APIs/SDKs. We may use third-party application program interfaces (“APIs”) and software development kits (“SDKs”) as part of the functionality of our Services. For more information about our use of APIs and SDKs, please contact us as set forth in “Contact Us” below.
- Advertising Partners. Through our Services, we may share your Personal Information with third-party advertising partners. These third-party advertising partners may set Technologies and other tracking tools to collect information regarding your activities and your device (e.g., your IP address, mobile identifiers, page(s) visited, location, time of day). We may also combine and share such information and other information (such as demographic information) with third party advertising partners. These advertising partners may use this information (and similar information collected from other websites) for purposes of delivering targeted advertisements for UnityOne AI to you when you visit digital properties within their networks.
- This practice is commonly referred to as “interest-based advertising” or “online behavioral advertising. If you prefer not to share your Personal Information with third party advertising partners, you may follow the instructions below under “Your Privacy Choices and Rights”.
- To protect us and others. We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to protect the health, safety, welfare, rights, or interests of you, us, Customers, any third party, or the general public, including to prevent physical, financial, or other harm, injury, or loss, including to protect against fraud or credit risk.
- **Legal, governmental, or judicial authorities** to comply with law enforcement or national security requests and legal processes, such as a court order or subpoena, as we believe prudent or required by those authorities, our contracts, or applicable laws. We may also share Personal Information to comply with, establish, assert, exercise, defend against, or enforce any legal claims, rights, obligations, process, or policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity.

- **Corporate transactions.** If UnityOne AI is involved in a merger, acquisition, financing, reorganization, bankruptcy, receivership, or sale of all or a portion of its assets, Personal Information may be transferred as part of that transaction in accordance with applicable law and subject to appropriate confidentiality and security protections.

Your Privacy Choices and Rights

Your Privacy Choices. You have certain choices about your Personal Information. Where you have consented to the processing of your Personal Information, you may withdraw that consent at any time and prevent further processing by contacting us as described below. Even if you opt out, we may still collect and use non-Personal Information regarding your activities on our Services and for other legal purposes as described above.

- **Email and Telephone Communications.** If you receive an unwanted promotional email and wish to opt out of receiving future emails or edit your choices regarding marketing communications from us, you can send an email to legal@unityone.ai. If you receive an unwanted promotional phone call from us, you can ask our representative not to contact you again. Note that you will continue to receive transaction-related emails regarding our Services you have requested. We may also send you certain non-promotional communications regarding us and our Services, and you will not be able to opt out of those communications (e.g., communications regarding the Services or updates to our terms or this Privacy Policy). We process requests to be placed on do-not-mail, do-not-phone and do-not-contact lists as required by applicable law.
- **Cookies and Interest-Based Advertising.** You may stop or restrict the placement of Technologies on your device or remove them by adjusting your preferences as your browser or device permits. However, if you adjust your preferences, our Services may not work properly. Please note that cookie-based opt-outs are not effective on mobile applications.

The online advertising industry also provides websites from which you may opt out of receiving targeted ads from data partners and other advertising partners that participate in self-regulatory programs. You can learn more about targeted advertising and consumer choice and privacy by

visiting the Network Advertising Initiative, the Digital Advertising Alliance, the European Digital Advertising Alliance, and the Digital Advertising Alliance of Canada.

Your Privacy Rights. In accordance with applicable law, you may have the right to:

- **Confirm whether we are processing your Personal Information** (the right to know).
- **Access to and portability of your Personal Information** about you consistent including: (i) obtaining access to or a copy of your Personal Information in a structured, commonly used, and machine readable format; and (ii) receiving an electronic copy of Personal Information that you have provided to us, or asking us to send that information to another company in a structured, commonly used, and machine readable format (the “right of data portability”).
- **Request correction** of your Personal Information where it is inaccurate or incomplete. In some cases, we may provide self-service tools that enable you to update your Personal Information.
- **Request deletion** of your Personal Information.
- **Request to opt-out of certain processing activities, such as direct marketing.**
- **Request restriction of processing** of your Personal Information, in which case, it would be marked and processed by us only for certain purposes.
- Withdraw your consent to our processing of your Personal Information. Please note that your withdrawal will only take effect for future processing and will not affect the lawfulness of processing before the withdrawal.
- Right not to be subject to automated decision-making. You have the right to request information about the logic involved in automated decision-making and a description of the likely outcome of processes, and the right to opt out.
- UnityOne AI does not use automated decision-making or profiling that produces legal or similarly significant effects on individuals.

Each right is subject to certain exceptions prescribed by law. If you would like to exercise any of these rights, please use email us to legal@unityone.ai. We will process such requests in accordance with applicable law. To protect your privacy, we will take steps to verify your identity before fulfilling your request.

Additional Information for California Residents.

If you are a resident of California, you may have additional rights under the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA).

Subject to certain limitations, California residents may have the right to:

- Request disclosure of the categories and specific pieces of Personal Information we have collected about you
- Request deletion of Personal Information collected from you
- Request correction of inaccurate Personal Information
- Request information about the categories of Personal Information disclosed to third parties
- Opt out of the sharing of Personal Information for cross-context behavioral advertising
- Limit the use or disclosure of Sensitive Personal Information, where applicable

UnityOne AI does not sell Personal Information as defined under California law.

California residents may exercise their rights by contacting us using the information provided in the **Contact Us** section.

Identity Verification

Before fulfilling any request to access, delete, correct, or restrict Personal Information, UnityOne AI may take reasonable steps to verify the identity of the requesting individual to protect Personal Information from unauthorized access or disclosure.

Data Security

We use administrative, organizational, technical, and physical safeguards to protect the Personal Information we collect and process. Our security controls are designed to maintain data

confidentiality, integrity, and an appropriate level of availability. We also contractually require that our suppliers protect such information.

We limit the collection of Personal Information to what is necessary for the purposes described in this Notice and process such information only for those purposes.

In the event of a data breach that affects Personal Information, UnityOne AI will take appropriate steps to investigate the incident and notify affected individuals and relevant authorities as required by applicable law.

UnityOne AI may also monitor system activity, logs, and telemetry data to detect security threats, ensure service reliability, and maintain the integrity of our platform. Such monitoring is performed in accordance with applicable laws and only for legitimate security and operational purposes.

No method of transmission over the Internet or method of electronic storage is completely secure. While we strive to protect Personal Information using commercially reasonable safeguards, we cannot guarantee absolute security.

Data Retention

We store the Personal Information we receive as described in this Notice for as long as you use our Services or as necessary to fulfill the purpose(s) for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

To determine the appropriate retention period for Personal Information, we may consider applicable legal requirements, the amount, nature, and sensitivity of the Personal Information, certain risk factors, the purposes for which we process your Personal Information, and whether we can achieve those purposes through other means. We will not retain Personal Data in identifiable form when the purpose(s) for which the Personal Information was collected have been achieved and there is no legal or business need to retain such Personal Data. Thereafter, the information will either be destroyed, deleted, anonymized, and/or removed from our systems.

International Data Transfers

UnityOne AI operates globally, and your Personal Information may be transferred to, stored, and processed in countries other than the country in which you reside. These countries may have data protection laws that differ from those in your jurisdiction.

Where required by applicable law, UnityOne AI implements appropriate safeguards to protect Personal Information transferred across borders, including the use of standard contractual clauses, data processing agreements, or other lawful transfer mechanisms.

UnityOne AI may store and process Personal Information in data centers operated by trusted cloud infrastructure providers located in different regions worldwide. These providers maintain appropriate security and compliance standards to protect the confidentiality and integrity of the data processed on our behalf.

Children Information

The Services are not directed to children under 18 (or other age as required by local law), and we do not knowingly collect Personal Information from children. If you learn that your child has provided us with Personal Information in violation of applicable law, we will delete any Personal Information.

Other Provisions

- **Third-Party Websites/ Applications.** UnityOne AI Services may contain links to other websites/applications and other websites/applications may reference or link to our Services. These websites are not controlled by or affiliated with us. Linked websites may have their own privacy policies or notices, which you should review when you visit those websites. We are not responsible for the content, privacy practices, or use of any websites that are not affiliated with us. We encourage our users to read the privacy policies of each website and application with which they interact. We do not endorse, screen, or approve, and are not responsible for, the privacy practices or content of such other websites or applications. Providing Personal Information to third-party websites or applications is at your own risk.

- **Supplemental Notice for Nevada Residents.** If you are a resident of Nevada, you have the right to opt-out of the sale of certain Personal Information to third parties who intend to license or sell that Personal Information. Please note that we do not currently sell your Personal Information as sales are defined in Nevada Revised Statutes Chapter 603A. If you have any questions, please contact us at privacy@UnityOne AI.com.
- **Changes to our Notice.** We may update this Privacy Notice from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. When we make updates, we will revise the “Updated” date at the top of this Notice. If the changes are material, we may provide additional notice such as posting a notice on our website or notifying users through the Services where required by applicable law.

Contact Us

If you have any questions about our privacy practices or this Notice, or to exercise your rights as detailed in this Notice, appeal our decision related to the exercise of your rights or other related Privacy issues, please send an email to .

If you have any complaints regarding our compliance with this Notice, please contact us first. We will investigate and attempt to resolve complaints and disputes regarding the use and disclosure of Personal Information in accordance with this Notice and applicable law.

Data Protection and Privacy Contact

UnityOne AI has designated a privacy contact responsible for overseeing questions related to this Privacy Notice and our data protection practices. If you have questions about this Notice or wish to exercise your privacy rights, you may contact us at:

Email: legal@unityone.ai

You can also write to us as follows: please contact us at:

Attn: Privacy Questions

UnityOne LLC

6001 W Parmer Lane,

Ste 370 #650,

Austin,

Texas 78727

Email: legal@unityone.ai **Website:** <https://unityone.ai/>