

Data Privacy Policy ama Technology GmbH

Status: April 2025 (v1.0)

1. Introduction

The ama Website (www.heyama.ai) and the ama Services are operated and offered by ama Technology GmbH, Finnländische Straße 7, 10439 Berlin, Germany ("ama", "we", "us", "our").

Our Data Protection Officer (DPO) can be contacted at: dsb@freshcompliance.de.

Please contact us if you have questions about this Data Privacy Policy ("DPP") or the way we process your personal data under Data Protection Laws, i.e. laws, regulations, or other governmental provisions applicable to the processing of personal data by us, including Regulation (EU) 2016/679 of the European Parliament and Council (GDPR).

2. Scope of Application; Updates

This DPP applies to processing of personal data by us through the ama Website and ama Services, including job applications, contact forms or usage of Cookies (as defined below). It does not apply where separate privacy terms are provided.

This DPP applies to all natural persons interacting with ama, including visitors of the ama Website, users of the ama Services, applicants, and representatives of (potential) Customers.

We may update this DPP from time to time to reflect legal changes or enhancements to the ama Website or ama Services. The latest version is always available on the ama Website.

3. Categories of Personal Data

We may process the following categories of personal data:

- a. Contact Data (e.g., name, email, phone number, data of birth, place of residence);
- b. Professional Data (e.g., job title, current and former employer(s), CVs, transcripts, motivation letters);
- c. Communication Data (e.g., emails, messages, other data voluntarily shared by you when contacting us or using the ama Services);
- d. Marketing Data (e.g., contact preferences, newsletter interactions, registrations for events or webinars);
- e. Traffic and Device Data (e.g., IP address, browser type, access time, Cookie IDs and behaviour).

4. Purpose and Legal Basis for Processing

We process personal data for the following purposes and on the following legal grounds:

Purpose	Personal Data	Description	Legal Basis
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Access, Use and Analytics of ama Website and ama Services	<ul style="list-style-type: none"> ● Contact Data ● Professional Data ● Communication Data ● Marketing Data ● Traffic and Device Data 	<ul style="list-style-type: none"> ● Ensuring the technical availability, stability, and security of the ama Website and ama Services ● Optimising performance and preventing misuse or attacks ● Logging access data for troubleshooting ● Analysing usage of the ama Website and ama Services to improve content, design, and user experience 	<ul style="list-style-type: none"> ● Legitimate interest (Art. 6 (1) (f) GDPR) ● Contract Performance (Art. 6 (1) (b) GDPR) ● Consent (Art. 6 (1) (a) GDPR)
Handling Contact and Enquiries	<ul style="list-style-type: none"> ● Contact Data ● Professional Data ● Communication Data ● Traffic and Device Data 	<ul style="list-style-type: none"> ● Responding to general enquiries, support requests, or other forms of communication ● Maintaining communication records where necessary 	<ul style="list-style-type: none"> ● Legitimate interest (Art. 6 (1) (f) GDPR) ● Consent (Art. 6 (1) (a) GDPR)
Job Applications	<ul style="list-style-type: none"> ● Contact Data ● Professional Data ● Communication Data ● Traffic and Device Data 	<ul style="list-style-type: none"> ● Processing and assessing application materials ● Communicating with applicants ● Potentially storing application data for future roles 	<ul style="list-style-type: none"> ● Contract Performance (Art. 6 (1) (b) GDPR; Section 26 German Federal Data Protection Act (BDSG)) ● Consent (Art. 6 (1) (a) GDPR)
Newsletter & Marketing	<ul style="list-style-type: none"> ● Contact Data ● Professional Data ● Communication Data ● Marketing Data ● Traffic and Device Data 	Sending relevant updates and promotions to the recipient's interests	Consent (Art. 6 (1) (a) GDPR)
Security, Compliance & Legal Obligations	<ul style="list-style-type: none"> ● Contact Data ● Professional Data ● Communication Data ● Traffic and Device Data 	<ul style="list-style-type: none"> ● Ensuring IT and data security ● Fulfilling statutory retention requirements ● Preventing fraud ● Cooperating with authorities 	<ul style="list-style-type: none"> ● Compliance (Art. 6 (1) (c) GDPR) ● Legitimate interest (Art. 6 (1) (f) GDPR)

Where processing is based on legitimate interest, ama has conducted the required balancing as interpreted by the Court of Justice of the European Union (CJEU) and aligned with Recital 47 GDPR, to assess and document the permissibility of such processing. This includes: (a) the interest pursued by ama, (b) necessity in accordance with the principle of data minimisation; and (c) balancing the fundamental rights and freedoms of the data subjects.

Where processing is based on consent, you may withdraw it at any time, without affecting the lawfulness of prior processing. In some cases, we may also rely on legitimate interests, contract performance or legal obligations that continue to apply.

5. Use of Cookies

If you browse the ama Website, we do not collect any personal data, with the exception of Traffic and Device Data that your browser sends to us (e.g., IP address, approximate location based on IP range, date and time of visit, operating system). As a protective measure in favour of your privacy, we delete or anonymise the IP address after your visit to our website. This means that Traffic and Device Data can no longer be traced back to you and are only used for anonymous, statistical purposes to optimize the ama Website or Services.

The ama Website may partially use so-called cookies and similar tracking technologies ("**Cookies**"). Cookies are small text files that are usually stored in a folder of your browser. Cookies contain information about the current or last visit to the website (e.g., name of the website, expiration date of the Cookie, other values). If Cookies do not contain an exact expiration date, they are stored only temporarily and are automatically deleted as soon as you close your browser or restart your device. Cookies with an expiration date will still be stored even when you close your browser or restart your device. Such Cookies will not be deleted until the specified date or if you delete them manually.

We may use the following three types of Cookies: (a) Essential Cookies that are required for the functionality of the ama Website; (b) functional and performance-related Cookies that help us improve your experience; and (c) advertising and analytics Cookies that enable personalised ads and analytics.

Where Cookies collect information that constitutes personal data, this DPP applies. In this case, you can update or withdraw your Cookie preferences at any time via our Consent Management Platform. You can further configure, block and delete Cookies in your browser settings. If you delete all Cookies, some functions of the ama Website or Services may not be displayed correctly. Helpful information and instructions for the most common browsers can be found online.

6. Storage and Retention

We retain personal data only for as long as is necessary for the specific purposes for which it was collected, in line with applicable legal requirements. As a general rule, we delete or anonymise your personal data once it is no longer needed for those purposes and there is no other legal basis for continuing to retain it.

For example, personal data submitted during job applications will be deleted six months after a final decision has been communicated to the applicant, unless the applicant has given explicit consent to a longer retention period. In such cases, data may be retained to allow future consideration for new roles. Where an employment contract is concluded, the personal data will be stored for the duration of the employment relationship in accordance with statutory requirements.

In relation to newsletter subscriptions, your contact data will be retained only for the period during which the newsletter is actively sent. If you unsubscribe or we discontinue the newsletter, your data will be promptly deleted from the relevant systems.

Traffic and Device Data is typically deleted or anonymised within a short period after your visit of the ama Website, usually within 7 to 30 days, unless longer retention is required for technical, legal, or security reasons.

We also retain certain categories of data for longer periods in order to comply with legal obligations, such as tax, commercial, and civil law requirements under the German Commercial Code (HGB) and the Fiscal Code (AO). These obligations may necessitate retaining data for periods ranging from two to ten years. Moreover, for the purpose of defending or enforcing legal claims, or for evidentiary purposes under limitation periods defined in sections 194 et seq. German Civil Code (BGB), data may be retained for up to thirty years. In such cases, data is stored securely and access is restricted to specific authorised personnel.

When our contractual relationship with a Customer ends, we will permanently disable access to the account and associated data. However, we may retain certain personal data where required to comply with legal or regulatory obligations, fulfil post-contractual commitments, or conduct legitimate business activities.

7. Data Recipients; Transfers

We treat personal data with strict confidentiality and only share it with third parties where necessary to deliver our services, to comply with legal obligations, or where we have obtained consent.

Your personal data may be shared internally within ama where needed to provide support and continuously improve the ama Services. In certain cases, we rely on external service providers to help us operate our business effectively. These providers may include IT hosting and infrastructure companies, customer support software providers, marketing and analytics partners or recruitment tools.

All service providers that process personal data on our behalf are carefully selected and are bound by strict contractual obligations. We enter into data processing agreements with these providers as required by Article 28 GDPR to ensure that your personal data is handled exclusively in accordance with our instructions and to the highest data protection standards.

In some cases, data may be transferred to third countries outside the European Union or European Economic Area. Such transfers are made only when necessary, for example, to execute our contractual obligations or to provide specific services, and are subject to appropriate safeguards. These safeguards may include the use of Standard Contractual Clauses approved by the European Commission or, where applicable, reliance on adequacy decisions such as the EU-U.S. Data Privacy Framework. We also assess the security posture of each service provider together with our Data Protection Officer and ensure that robust technical protections such as end-to-end encryption are in place.

In addition, we may disclose personal data to public authorities, courts, or law enforcement agencies when required by law. Such disclosures are carried out strictly in compliance with applicable legal provisions, and we always aim to ensure transparency with data subjects unless restricted by legal confidentiality obligations.

8. Automated Decision-Making

As a rule, we do not make decisions based solely on automated processing, including profiling, that produce legal effects or similarly significantly affect data subjects within the meaning of Article 22 GDPR. If we exceptionally apply such decision-making in specific cases, we will provide prior notice where legally required

and ensure that appropriate safeguards are in place, including the right to obtain human intervention, to express your point of view, and to contest the decision.

9. Data Security and Breach Notification

We implement strong technical and organisational measures (TOMs) under Art. 32 GDPR, including access controls, encryption, and confidentiality agreements.

In the event of a personal data breach, we will notify the competent authority and affected data subjects promptly as required under Articles 33 and 34 GDPR.

10. Your rights

You can contact us at any time if you have any questions about your rights regarding data protection or if you wish to exercise any of the following rights:

- a. Right to withdraw your consent (Art. 7 (3) GDPR);
- b. Right to access your data (Art. 15 GDPR);
- c. Right to correct your data (Art. 16 GDPR);
- d. Right to have your data deleted (Art. 17 GDPR);
- e. Right to limit data collection (Art. 18 GDPR);
- f. Right to data portability (Art. 20 GDPR);
- g. Right to object how your data is handled (Art. 21 GDPR);
- h. Right to send complaints to the supervisory authority (Art. 77 GDPR).

To exercise your rights, please contact us at: dsb@freshcompliance.de.