



Avita's Privacy Policy

Avita provides a video interviewing platform through which employers can interview and communicate with candidates and employees as part of their talent practises.

Avita www.my-avita.com and any of its other affiliates companies - "Avita," "we," or "our") recognizes the importance of maintaining the privacy and security of personal data that we collect.

It is important for us to be transparent about how we collect, use, and share information about you and this privacy policy will provide information on how we collect information about you, when using Avita, or otherwise interact with us.

This Privacy Policy is to be read as if specifically incorporated into the Terms of Service, available at: <https://www.my-avita.com/terms-of-service/>.

We refer to our software as the "Avita Platform" in this policy. This policy has been written to be in accordance with the definitions of the Protection of Personal Information, POPI (SA), act as well as the General Data Protection Regulation, GDPR (EU).

Avita undertakes to ensure that the Personal Information in our possession is maintained with quality, accuracy, and confidentiality.

This policy also explains your choices surrounding how we use information about you, which include how you can object to certain uses of information about you and how you can access and update certain information about you.

If you are our User, Candidate, employee, customer, visitor, partner, investor or prospect ("you") - please read this Privacy Policy carefully and make sure that you fully understand and agree to it. You are not legally required to provide us with any personal data, and may do so (or avoid doing so) at your own discretion.

If you do not wish to provide us with your personal data, or to have it processed by us or any of our Service Providers as described below, please refrain from accessing, using or registering for our Services.

If you are a User using the Services on behalf of a Customer, we suggest that you contact the User's account administrator with any questions about the Service. You should also let your account administrator know if you do not want to be registered to the Services.

Before browsing this website or using any of the services, please read this policy carefully. Your continued use of this website indicates that you have both read and agree to the terms of this privacy policy. **Please do not use this website, and any of the Avita platforms or services if you do not accept this policy.**

Where we provide the Avita Platform under contract with an organization (for example, our clients) that organization is responsible for the information processed by the Avita Platform. This policy does not apply to the extent we process personal information in the role of a processor (operator) on behalf of such organizations.

This Privacy Policy applies to Avita's platform and services (the "Services"), and describes how we collect, store, use, and disclose the following types of information:



1. User Data relating to individuals who are employees or users on behalf of our clients ("Customers"), who are registered to the Services and use them to engage with Candidates, Employees, Customers through conducting video interviews and submitting communications, while receiving relevant insights through the Services ("User" or "Users");
2. Candidate data relating to individuals whose job candidacy is evaluated through the Services by the relevant User, or an employee who is asked to complete a form of interview or communication, as part of the talent process within the company ("Candidate" or "Candidates");
3. Website Visitor, CRM & Prospects Data relating to visitors of our website, participants at our events, partners, investors, applicant for a position at Avita, or any prospective partner or investor, User or Candidate who visits or otherwise interacts with any of our websites, mobile application, online ads, and content, emails or other communications under our control ("Sites"); and
4. Communication Data in relation to our Services.

Specifically, this Privacy Policy describes our practices as follows:

1. Data Collection

Our Services enable Users to create digital communication and specific interview design for interviews conducted through Avita, and allows users to review Candidates' video answers by receiving information, evaluating the interactions of the Candidate with the Services, and gaining insights and inferences based on the above information.

Avita collects the following types of personal data relating to such Users -

- User Profile Information – some or all of the following field: full name, job title, profession, contact information such as mobile phone number and email address, demographic information such as location, post code, preferences and interests, profile picture and any content included in an organization video presentation a User might upload to the Services;
- Usage Information - connectivity, technical and aggregated usage data and activity logs, log-in and log-out time, IP addresses, device and mobile app data (such as type, OS, device ID, app version, browser version, locale, time-zone and language settings used), session recordings and analytics, and the cookies and pixels installed or utilized on the device;
- Process Data - personal data collected or created by the Services by interactions between the User, the Candidate(s) and the Services;

We collect certain personal data on Candidates who use our Services. Our Services also create personal data based on the evaluation of Candidates and information provided to us by Users. When using the Services as a Candidate, we collect and create the following types of personal data-

- Candidate Profile Information - we collect full name and contact information, such as email address and mobile phone number, and the job listing and interview template assigned, to which the Candidate has applied;
- CV Data - we may collect Candidate's CV/resume and any personal data contained therein;
- Video Data - we may collect video data of the Candidate who participates in a video-based interview, video-based questionnaire, or when he or her uploads video responses to the User/Customer who



created the interview template through the Services. In addition to the video and audio footage, we may also collect images and transcripts we derive from such video;

- Personal Data – personal data collected or created by the Services by interactions between the User, the Candidate(s) and the Services, including evaluations, scores and ratings assigned to Candidates by the Services and/or the Users;

We collect the following types of personal data concerning our website visitors, Users, Candidates, partners, investors and prospects–

- Usage Information - connectivity, technical and aggregated usage data, such as User agent, IP addresses, device data (like type, OS, device ID, browser version, locale and language settings used), activity logs, session recordings, and the cookies and pixels installed or utilized on our Sites and/or their device;

- Business Account Information - contact, contractual and billing details concerning our Users, which may also contain the details of their internal focal persons who directly engaged with us on behalf of the Customer, e.g., the account administrators, billing contacts and authorized signatories on behalf of the Customer; as well as details concerning their needs and preferences, as identified by us or recognized through our engagement with them;

- Information Concerning Our Prospects - contact and business details, our communications with such prospects (correspondences, call and video recordings, call transcripts, and analyses thereof), as well as any needs, preferences, attributes and insights relevant to our potential engagement;

(Communications Data (with Users, Candidates, prospects etc.): We collect direct interactions and communications with us (including recordings and transcripts of your calls, emails, form submissions and chats with us, e.g., for customer service, user enablement, feedback, support and training purposes or otherwise through LinkedIn, Facebook or Twitter).

We collect the personal data mentioned above either directly, through your interaction with us or with our Sites or Services; or through third-party services, social media, analytics tools, events we organize or participate in, and other business initiatives.

To the extent that any of the above-mentioned data only pertains to a non-human entity (e.g., the phone number or bank account of a company or business), we will not regard it as “personal data” and this Privacy Policy does not apply to it.

2. Data Uses

We use personal data as necessary for the fulfilment of our services and for performance of our Services. The Avita platform acts as a data processor, which means that we will use it on behalf of our Customer and in order to provide them with our Services. When we use personal data as processors, the processing of such data is also governed by the agreement we have with our Customers, partners, or investors. However, we use certain personal data, such as User Profile Information, Video Data and the Website Visitor, CRM & Prospect Data as a data controller, which means that we will use such personal data for our own purposes, such as improving and enhancing our platform and Services. We use personal data for the following purposes:

a) To facilitate, operate, and provide our platform and services;



- b) To authenticate the identity of our Users and Candidates, and to allow them to access and use our Services;
- c) To provide assistance and support to our Users and Candidates;
- d) To share your data with our Service Providers;
- e) To gain a better understanding on how you use and interact with our Services, and how we can improve the user experience for you and others, and continue improving our products, offerings and the overall performance of our Services;
- f) To contact you with general or personalized service-related messages, as well as promotional messages that may be of specific interest to you (as further described in Section 6 below);
- g) To facilitate, sponsor and offer events;
- h) To support and enhance our data security measures, including for the purposes of preventing and mitigating the risks of fraud, error or any illegal or prohibited activity;
- i) To create aggregated statistical data, inferred non-personal data or anonymized or pseudonymized data (rendered non-personal), which we or our business partners may use to provide and improve our respective services, or for any other purpose; and
- j) For research purposes. We are always looking for ways to make the Avita Platform smarter, faster, secure, integrated, and useful. We use information and collective learnings (including feedback) about how people use the Avita Platform to troubleshoot, to gather feedback, identify trends, usage, activity patterns, etc.
- k) We share information about you with third parties when you give us consent to do so. For example, we often display personal testimonials of satisfied clients and candidates on our public websites. With your consent, we may post your name alongside the testimonial.
- l) To comply with applicable laws and regulations. We do not sell your personal information.

If you reside or are using the Services in a territory governed by privacy laws under which consent is the only or most appropriate legal basis for the processing of personal data (in general, or specifically with respect to the types of personal data you expect or elect to process or have processed by, or via the Services, e.g. 'special categories' under the GDPR), providing such personal data and using the Services, as well as your acceptance of our Terms and Conditions and this Privacy Policy will be deemed as your consent to the processing of your personal data for all purposes detailed in this Policy.

Please contact us at hello@my-avita.com if you wish to withdraw your consent at any time.

3. Data Location

Avita operates across various jurisdictions globally. Your personal data may be maintained, processed and stored by us and our authorized Service Providers in multiple locations, within Africa and including other regions if or when necessary, as reasonably necessary for the proper performance and delivery of our Services, or as may be required by law.



We are committed to protect personal data in accordance with this Privacy Policy, reasonable and customary industry standards, and such appropriate lawful mechanisms and contractual terms requiring adequate data protection.

4. Retaining Data

How long we keep information we collect about you depends on the type of information, as described in further detail below, but will not keep it for longer than is reasonably necessary.

Your personal data is kept for as long as it is reasonably necessary for us to maintain and broaden our relationship with you, and provide you with our Services and offerings; in order to comply with our legal and contractual obligations; and to protect ourselves from any potential disputes; as required by laws applicable to our operations, and in order to have proof and evidence concerning our relationship, should any legal issues arise following your discontinuance of use, all in accordance with our contractual terms and data retention policy.

Please note that except as required by applicable law or our specific agreements with you, we will not be obligated to retain your personal data for any particular period, and we are free to securely delete it, anonymize it, or restrict access to it for any reason and at any time, with or without notice to you.

After such time, we will either delete or de-identify your information or, if this is not possible (for example, because the information has been stored in backup archives), then we will securely store your information and isolate it from any further use until deletion is possible.

Account information is retained for as long as your account is active and a reasonable period thereafter in case you decide to re-activate your account on the Avita Platform. We also retain some of your information as necessary to comply with our legal obligations, to resolve disputes, to enforce our agreements, to support business operations, and to continue to develop and improve the Avita Platform.

If your account is deactivated or disabled, some of your information and the content you have provided will remain in order to allow your team members or other users to make full use of the Avita Platform.

Where we retain information for service improvement and development, we take steps to eliminate information that directly identifies you, and we only use the information to uncover collective insights about the use of the Avita Platform, not to specifically analyze personal characteristics about you.

If the Avita Platform is made available to you through an organization (e.g., your employer), we retain your information for as long as required by the administrator of your account.

If you have elected to receive marketing emails from us, we retain information about your marketing preferences for a reasonable period from the date you last expressed interest in the Avita services or Platform. We retain information derived from cookies and other tracking technologies for a reasonable period from the date such information was created.

Please email us at hello@my-avita.com if you have any questions.



5. Data Sharing

In exceptional circumstances we may provide to enforcement officials access to your personal data, in response to a subpoena, search warrant or court order (or similar requirement) and where such disclosure is necessary to comply with applicable laws and regulations. Such disclosure or access may occur if we believe in good faith that: (a) we are legally compelled to do so; (b) disclosure is appropriate in connection with efforts to investigate, prevent, or take action regarding actual or suspected illegal activity, fraud, or other wrongdoing; or (c) such disclosure is required to protect the security or integrity of our Services.

We engage selected third-party companies and individuals to perform services complementary to our own. Such Service Providers may provide hosting and server co location services, communications and content delivery networks (CDNs), billing and payment processing services, data and cyber security services, fraud detection and prevention services, web and mobile analytics, e-mail, text messages and web/mobile notification distribution, monitoring and analytics services, data optimization and marketing services, social and advertising networks, content providers, e-mail, voicemails, support and customer relation management systems, call and session recording services, and our legal, financial and compliance advisors (collectively, “**Service Providers**”).

These Service Providers may have access to your personal data, depending on each of their specific roles and purposes in facilitating and enhancing our Services, and may only use it for such limited purposes as determined in our agreements with them. Should you decide to directly engage with any of Avita’s Service Providers, please note that such engagement is beyond the scope of the terms applicable to your engagement with Avita, including this Privacy Policy, and will therefore be covered by the Service Provider’s terms and policies.

Our Service Providers shall be deemed as ‘processors’ in circumstances where Avita assumes the role of ‘controller’; and where Avita acts as the ‘processor’, the Service Provider shall be deemed our ‘sub-processor’.

Our Services may also include links to third-party websites, and integrations with third party services. Such websites and third-party services, and any information you process, submit, transmit or otherwise use with such websites and third-party services, are governed by such third party’s terms and privacy practices and policies, and not by this Privacy Policy. We encourage you to carefully read the terms and privacy policies of such website and third-party services.

In order to provide our Services, we also share certain details about Users and Candidates with each other. This is required to connect between Users and Candidates based on job applications, preferences, location, profession, roles, work experience, or other parameters.

In order to provide our Services, Users relating to the same Customer may elect to share personal data pertaining to Candidates with each other. This is required to assist in the recruitment process.

We may share your personal data with others if we believe in good faith that this will help protect the rights, property, or personal safety of Avita, any of our Users, partners or Candidates, or any members of the general public.



We may share personal data internally within our group of companies, for the purposes described in this Privacy Policy. In addition, should Avita or any of its subsidiaries or affiliates undergo any change in control or ownership, including by means of merger, acquisition or purchase of substantially all or part of its assets, your personal data may be shared with the parties involved in such an event. If we believe that such change in control might materially affect your personal data then stored with us, we will notify you of this event and the choices you may have via e-mail or prominent notice on our Services.

For the avoidance of doubt, Avita may share your personal data in additional manners, pursuant to your explicit approval, or if we are legally obligated to do so, or if we have rendered such data non-personal and/or anonymous. We may transfer, share or otherwise use non-personal data at our sole discretion and without the need for further approval.

6. Cookies & Tracking Technologies

Cookies are packets of information sent to your web browser and then sent back by the browser each time it accesses the server that sent the cookie. Some cookies are removed when you close your browser session. These are the "Session Cookies." Some last for longer periods and called "Persistent Cookies." We use both types.

We use Persistent Cookies to remember your log-in details and make it easier for you to log-in the next time you access the Services. We may use this type of cookies and Session Cookies for additional purposes, to facilitate the use of the Services' features and tools.

Every browser allows you to manage your cookies preferences. Please bear in mind that disabling cookies may complicate or even prevent you from using certain parts of features of the Services.

Please note that if you get a new computer or device, install a new browser, erase or otherwise alter your browser's cookie file (including upgrading certain browsers), you may also clear the opt-out cookies installed once you opt-out, so an additional opt-out will be necessary to prevent additional tracking.

7. Communications

We may send you notifications (through any of the means available to us, including by email, SMS or through our platform) of changes or updates to our Services, billing issues, service changes, etc. However, please note that you will not be able to opt-out of receiving certain service communications which are integral to the operation of our Services and your use thereof (like customer support communications).

We may also notify you about new features, additional offerings, better ways to use the Services, events and special opportunities or any other information we think you will find valuable. We may provide such notices through any of the contact means available to us (e.g., phone, SMS, mobile notifications or e-mail), through the Services, or through our marketing campaigns on any other sites or platforms.



If you do not wish to receive such promotional communications, you may notify us at any time by contacting us at hello@my-avita.com, or by following the “unsubscribe”, “stop”, “opt-out” or “change e-mail preferences” instructions contained in the promotional communications you receive.

8. Data Security

While we implement safeguards designed to protect your information, no security system is impenetrable and due to the inherent nature of the Internet, we cannot guarantee that information, during transmission through the Internet or while stored on our systems or otherwise in our care, is completely safe from intrusion by others.

We and our hosting services implement systems, applications and procedures to secure your personal data, and to reduce the risks of theft, damage, loss of data, or unauthorized access or use of personal data. These measures are aimed to provide sound industry standard security. However, although we make efforts to protect your privacy, we cannot guarantee that the Services will be immune from any wrongdoings, malfunctions, unlawful interceptions or access, or other kinds of abuse and misuse.

9. Data Subject Rights

When you ask us to exercise any of your rights under this policy or applicable law, we may need to ask you to provide us certain credentials to make sure that you are who you claim you are, to avoid disclosure to you of personal data related to others and to ask you to provide further information to better understand the nature and scope of the data to which your request pertains. Such additional information will be then retained by us for legal purposes (e.g., as proof of the identity of the person submitting the request).

We may redact from the data which we will make available to you, any personal data or confidential information related to others.

10. Controller/Processor

Avita is defined and acts as the “data controller” of User Profile Information, Usage Information (whether related to Users, Candidates, Visitors, investors, partners, and prospects), Video Data, CV Data, Candidate Profile Information, Website Visitor, CRM & Prospect Data (i.e., the relevant Usage Information, Business Account Information, and Information Concerning our Prospects), Communications Data, and other personal data pertaining to our investors, visitors, and prospects, and assumes the responsibilities of a controller (solely to the extent applicable under the law), as set forth in this Privacy Policy. In such instances, our Service Providers processing such data will assume the role of “processor”. Avita is the “data processor” of Recruitment Process Data, whether related to a User or Candidate. In such instances, our Customers shall be deemed the “data controller” of such data, and Avita will process such data on the Customers’ behalf, as its “data processor”, in accordance with its reasonable instructions, and the commercial and data processing agreements executed between Avita and such Users (as applicable). Avita’s Service Providers shall then act as designated sub-processors in these instances. Avita’s Customers will be responsible for meeting any legal requirements applicable to controllers (such as obtaining their consent or establishing other legal basis for processing).



11. Additional terms

We may update and amend this Privacy Policy from time to time by posting an amended version on our applicable platforms. The amended version will be effective as of the date it is published.

While our Services may contain links to other websites or services, we are not responsible for their privacy practices. We encourage you to pay attention when you leave our Services for the website or application of such third parties, and to read the privacy policies of each and every website and service you visit. This Privacy Policy applies only to Avita's Services.

Our Services are not designed to attract children under the age of 16: We do not knowingly collect personal data from children and do not wish to do so. If we learn that a person under the age of 16 is using the Services, we will attempt to prohibit and block such use and will make our best efforts to promptly delete any personal data stored with us with regard to such child. If you believe that we might have any such data, please contact us by e-mail at hello@my-avita.com

12. Contact Details

If you have any comments or questions regarding our Privacy Policy, or if you have any concerns regarding your personal data held with us, please contact us at: hello@my-avita.com

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