

Pixalate's Legitimate Interest Regarding the
Collection, Use, and Retention of Personal Data

Effective 16 February 2021

We may process your personal data for the purposes of our legitimate interests or for the legitimate interests of third parties (e.g., our business partners or clients), provided that such processing shall not outweigh your rights and freedoms. For example, we may process your personal data to:

1. Protect you, us, or others from threats (e.g., fraud prevention and detection);
2. Comply with laws that apply to us;
3. Enable or administer our business, such as for quality control, consolidated reporting, and customer service;
4. Manage corporate transactions, such as financing, mergers or acquisitions;
5. Understand and improve our business or customer relationships generally;
and/or
6. Enable us to market our Services and expand our client base.