

# Privacy, Cookies and Data Protection Policy

Effective date: June 30<sup>th</sup>, 2025

## Foreword and General Information

This Policy provides you with important information about how MEXT (the company owning and running the Mexty.ai platform) collects and processes your personal data when you use our services, and meets personal data protection requirements, including the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (known as the General Data Protection Regulation "GDPR"). It applies to the data processed when using Mexty.ai, which enables users to build and share AI-assisted digital content, such as training modules, applications, or websites.

The protection of the data of our customers and of their users, as defined in the General Conditions of Use, is at the heart of MEXT's concerns.

Indeed, MEXT intends to be fully transparent regarding the nature of the data collected, the possibilities given to have it deleted or corrected if it is erroneous, the duration of archiving (for personal data), and with whom it can be shared especially when it comes to personal data.

This Privacy, Cookies and Data Protection Policy applies as soon as a user uses the services provided by Mexty.ai platform. Any user, who wants to access the platform and to its services must therefore accept it as well as any modification of it. Registered users share some content. This content and data from some of our services are available to non-registered users.

MEXT may amend this Privacy, Cookies and Data Protection Policy and, if the changes are significant, will notify you, to give you the opportunity to review and approve the changes before they are effective. If you object to any of the changes, you may close your account.

You acknowledge that if you continue to use our services after the publication of changes to our Privacy, Cookies and Data Protection Policy, or the sending of a notice about it, it means that the collection, use and sharing of your personal data is subject to the updated version of the Privacy, Cookies and Data Protection Policy, as of its effective date.

## Article 1 - Nature of data collected and purpose

### A. Personal Data Collected

We may collect the following data:

Data collected	Purpose	Legal basis for the processing
Account info: name, organization information (as appropriate), address (as needed for billing), email	<ul style="list-style-type: none"> <li>- Creating and securing a user account and accessing the Mexty.ai platform services</li> <li>- Information for invoices</li> </ul>	<ul style="list-style-type: none"> <li>- The need to execute our contract with you and with our customer for accessing to Mexty.ai platform services</li> <li>- Informed consent for the processing of the user's personal data for the stated purpose.</li> <li>-The legal obligation to respond to requests from administrative and legal authorities</li> </ul>
AI prompts / generated content	<ul style="list-style-type: none"> <li>- To provide AI generation services</li> </ul>	<ul style="list-style-type: none"> <li>- Informed consent for the processing of the user's personal data for the stated purpose.</li> </ul>
Technical data: time, IP address, internet access provider, proxys, URL of origin (referrer), device Type & OS, resolution.	<ul style="list-style-type: none"> <li>- Improvement of Mexty.ai platform services</li> <li>- Traceability of information to respond to requests from administrative and legal authorities</li> </ul>	<ul style="list-style-type: none"> <li>- Informed consent for the processing of the user's personal data for the stated purpose.</li> <li>-The legal obligation to respond to requests from administrative and legal authorities</li> <li>- Our legitimate interest in analyzing our services to offer you the best possible user experience.</li> </ul>
Usage data: features usage, click paths	<ul style="list-style-type: none"> <li>- Availability and improvement of Mexty.ai platform services</li> </ul>	<ul style="list-style-type: none"> <li>- Our legitimate interest in analyzing our services to offer you the best possible user experience.</li> </ul>
Payment data (via Stripe)	<ul style="list-style-type: none"> <li>- Subscription, payments processing, and billing</li> </ul>	<ul style="list-style-type: none"> <li>- Contract necessity</li> </ul>

Nota: Mexty.ai does not store credit card details.

## B. How data is collected

Data is collected:

- Directly when you register or interact with the service
- Automatically through cookies and server logs
- Indirectly via third-party integrations (e.g., AI models or payment processors)

We do not collect special category (sensitive) data.

## C. With Whom Do We Share Data

We may share your personal data with the following recipients to fulfill the purposes outlined in the "B2- What types of personal data do we collect and for what purpose" table hereabove:

❖ Service Providers:

- Processors: We may engage service providers who act as processors to assist us with IT and system administration services.
- Cloud Service Providers: We utilize cloud services from providers like OVH and AWS and to store and manage data securely.
- Stripe: For payment transaction management purposes, we may share data with Stripe, a trusted payment processing service. You can learn more about their privacy practices at <https://stripe.com/gb/privacy>.
- Third-Party Partners, Integration Providers, and Affiliates: In order to facilitate the provision of our Services, we may collaborate with third-party partners, integration providers, and affiliates with whom you interact.

#### ❖ Regulators and Public Authorities:

When required by law or policy, we may share data with regulators, law enforcement agencies, and other public authorities.

Please be assured that we prioritize the protection and confidentiality of your personal data when sharing it with these recipients.

## Article 2 - Legality of the processing of personal data

As stated in the foreword, this Data Protection Policy as well as any change of it shall be accepted by any user wanting to access to Mexty.ai platform and to its services.

In case the user does not accept this Privacy, Cookies and Data Protection Policy, he/she will have to renounce accessing to the services offered by the platform.

Since the processing of data is necessary for the use of the services, the user expressly authorizes the company MEXT to carry out this processing as described in Article 1A of this Privacy, Cookies and Data Protection Policy, as soon as he registers as a user on the platform.

## Article 3 - Responsible for Processing and Contact

The person responsible for processing the data collected on the Mexty.ai platform is:

MEXT, simplified joint-stock company whose registered office is located at 2, allée Antoine Lemaistre, 78460 Chevreuse, France

registered in the commercial and company register of Versailles under the reference 928 317 874,

represented by its president, Mr Hubert MAUPAS

To exercise any of the rights covered by Article 6 of this Privacy, Cookies and Data Protection Policy, or for any request or question related to this topic, users can contact:

By post: MEXT SAS, 2 allée Antoine Lemaistre, 78460 Chevreuse, France

Email: [dpo@mext.app](mailto:dpo@mext.app)

## Article 4 – Sub-contractors

MEXT uses third-party solutions mostly for functional purposes (hosting the site's infrastructure and data, functional maintenance, automatic data backup, billing). Our sub-contractors are in compliance

with applicable data protection regulations, in accordance with the personal data protection agreements, we have signed with them.

It should be noted that the hosting of data is only done on servers located in the European Union.

At any time, you may object to the processing of your personal data by these sub-contractors for the purpose of providing MEXT's services by writing to the Data Protection Officer at the address mentioned in Article 5. However, this will result in an immediate termination of the contract allowing you to access to Mexty.ai Platform services, as these cannot be provided without the processing of your data.

## Article 5 - Data Protection Officer

MEXT has appointed a Data Protection Officer ("DPO") to raise internally awareness of the staff obligations under the GDPR in terms of security and confidentiality, and to monitor compliance with this regulation, and to act as a point of contact and to cooperate with the supervisory authorities.

It is possible to contact our DPO [at dpo@mext.app](mailto:dpo@mext.app) for any questions or requests to update or delete your data according to the provisions of Article 6.

## Article 6 - Users' rights concerning their personal data

Under the GDPR and other Data Protection legislation (all data protection legislation, including the GDPR, the Directive (EU) 2016/680 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data by competent authorities for the purposes of the prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, and on the free movement of such data, the 2002/58/EC Directive (so called so-called "e-privacy" directive) of 12 July 2002, the Directive 2016/1148/EU of 6 July 2016 concerning measures to ensure a common high level of security of networks and information systems in the Union, as well as any other applicable legislation or regulations in the eu. Also included are decisions, recommendations, guidelines and codes published by the supervisory authorities. ) a user of the site has a right of access to his/her personal data, to rectify or delete of it, to limit its processing, and to object to the processing and has the right to the portability of data:

- Right to access: a user has the right to obtain confirmation that his/her personal data is processed, to obtain a copy of it as well as certain information related to its processing;

- Right to rectify: a user who feels that personal data about him or her is inaccurate, may request that it should be corrected and have it completed. A user can also change most of his/her personal information from his/her user profile at any time;

- Right to delete ("right to be forgotten"): A user may in some cases defined in Article 17 of the GDPR, obtain have his/her personal data deleted. This right applies in particular, when his/her personal data is no longer necessary for the purposes (see Article 1) for which it was collected;

- Right to limit the processing: the user may, in certain special circumstances listed in Article 18 of the GDPR, obtain the right to limit the processing of his/her personal data;

- Right to object to the processing: the user may in certain circumstances relating to his/her particular situation and according to the terms defined in Article 21 of the GDPR, object to the processing of personal data of a personal nature;

- Right to portability: in some cases defined in Article 20 of the GDPR, the user may request to receive the personal data about him/her in a structured, commonly used and machine-readable format, or, when possible, to have MEXT passing it directly to another data controller;

- Right to withdraw consent: for processing requiring a user consent, (see Article 1), the user has the right to withdraw his/her consent at any time. Exercising this right does not impair the lawfulness of the processing based on the consent given before the withdrawal of the consent;

To exercise any of the rights listed hereabove or for any questions concerning them, you may contact MEXT, as indicated in Articles 3 and 5.

In accordance with the GDPR, the requests to exercise these rights must be supported with sufficient information so that is able to verify the identity of the persons concerned, and thus is able to ensure that the ones making the requests are the persons concerned themselves or those who are authorized by them. Upon receipt of a request will evaluate its admissibility in accordance with the applicable regulations

In the case of patently unfounded or excessive claims, in particular because of their repetitive nature, MEXT) reserves the right, either :

- to require reasonable fees that take into account the administrative costs incurred in providing information, making communications or taking appropriate action; and/or
- to refuse to respond to these requests.

It is our duty to demonstrate that the claim is patently unfounded or excessive.

You also have the right to file a complaint with the Commission Nationale de l'Informatique et des Libertés (french National Commission on Informatics and Liberty), whose website can be accessed at: [www.cnil.fr](http://www.cnil.fr).

## Article 7 - Data Security and Privacy

The data collected on Mexty.ai platform is stored in a secure environment.

To ensure the security and maintain the privacy of data, MEXT has implemented a wide panel of controls including:

- Access management for MEXT authorized staff
- Access management for users
- Strength of passwords associated with each identifier
- Secured communications
- Sensible server data at rest protection
- Use of monitoring software for the network and work computers
- Regular deployment of security patches on operating systems
- Automated data backups
- Data packets filtering

People working for MEXT SAS are required to respect the privacy of your data. We regularly monitor our systems for possible vulnerabilities and attacks. However, this does not allow us to guarantee the security of the information you send us. There is no guarantee that the data will not be accessible, disclosed, altered or destroyed by a violation of our management, technical or physical protections.

MEXT will make its best efforts to maintain the long-term implementation of the security measures mentioned here to ensure an adequate and state-of-the-art level of protection, in accordance with applicable legal and regulatory requirements. However, it is highlighted that no mechanism can offer an absolute security and that a certain risk always remains as long as the internet is used to transmit data.

In accordance with the GDPR, MEXT will notify the CNIL and the person concerned, of any personal data infringement, as referred to by the RGPD.

## Article 8 - Duration of Retention of Personal Data

The duration of retention of personal data by MEXT is limited to the duration of use of MEXT services by the user plus three (+3) years, partly for the need to enhance Mexty.ai platform services but also to

fulfill our legal obligations (including ability to respond to requests from authorities), comply with regulatory requirements, resolve disputes, maintain security, prevent fraud and abuse, and apply the General Terms of Use of Mexty.ai, or respond to your request to no longer receive messages from us. If you close your user account, your profile will generally be no longer visible on our services within 12 hours. However, the information you have shared with third parties will still be visible after your account closes or data is deleted from your profile or email. Your profile may also continue to appear on third-party services (such as search engine results) until their cache is refreshed.

## **Article 9 - Use of cookies**

MEXT SAS uses cookies on Mexty.ai platform only:

- for functional purpose, including to recognize you when you use our platform
- and to track the traffic on its site using Matomo technology (<https://matomo.org/>) with server of traffic data embedded in Mexty.ai platform secured infrastructure,

### **What is a cookie?**

A cookie is a small information file saved on the user's computer/device while browsing the site, and that keeps information for the duration of the visit and sometimes for a later connection. A cookie cannot be read by any other website than the one that created it. The cookies used on our site are used to differentiate you to improve your navigation and the services we provide you. In practice, technical cookies allow us to authenticate you, identify you, speed up your browsing on our site and access to its various features. Other audience measurement cookies and tracers can be used to establish audience statistics for our site, to improve us and offer you ever more comfort in visiting our site, and to display you targeted advertisements and promotional offers based on your browsing.

It is highlighted that no cookie can contain information allowing the user to be contacted by phone, email, or mail.

### **Types of cookies used**

Only two types of cookies are used on our site:

- Functional cookies: they allow the site to operate optimally. These are strictly necessary to allow your navigation; their use does not require your prior consent. However, you can object to the registration of these cookies by changing your browser's settings. We would like to point out that it is possible, however, that you will not be able to benefit from most features of the site after you have disabled all cookies.
- Our audience measurement cookie (Matomo): it allows us to measure the audience of our site (such as the number of visits, the number of page views, the activity of visitors on the site and their frequency of return) in an anonymized and statistical way. Matomo is configured in a way allowing not to have to collect your consent (via a banner at the time of your first connection to the site). You are however informed through this section of Privacy, Cookies and Data Protection Policy.

### **Duration of storage of cookies**

Cookies stored in your device or any other items used to identify you for audience will have a lifetime of up to 13 months, and it will not be automatically extended at your next visits to the site.

### **Your rights**

The cookies we use are exempted from user consent.

If you don't want any cookie on your computer, you also have the option to block them through your browser's settings (so that it refuses all cookies) and/or delete cookies that have already been placed on your computer. It should be noted, however, that when you block cookies, some features may no longer be available on the site.