Here is a sample of some of the ways we protect individuals' privacy:

1. We don't provide data about certain locations with higher sensitivity. To mitigate potential concerns, we have adopted a policy that restricts customers from viewing visit reports for certain locations we've pre-identified including military facilities, preK-12 schools, places of worship, rehabilitation centers, or women's health facilities.

2. We do not currently use open generative AI (also referred to as "LLM" or large language models) in any of our systems producing data for our customers. The "AI" in Placer.ai's name refers to statistical modeling we use to interpret and create insights about the data and patterns we observe.

3. We don't receive personal identifiers. The data we receive from mobile application data providers is stripped of identifiers such as names, device IDs, and contact information, before it is shared with us.

4. We only work with trusted data providers that receive opt-in or opt out consent from their users to share their data in accordance with all applicable laws.

5. We do not receive or share data associated with individuals known to be under 18 years of age.

6. We only provide our customers with aggregated, statistical information, about physical locations.

7. No information we share can be used to reasonably identify a device or an individual.

8. There is nothing to download or install in order to use Placer.ai.

9. We do not receive exact home locations of individuals.

To learn more about Placer.ai's approach to Privacy please visit our Trust Center at:
https://www.Placer.ai.ai/company/trust-center