

CERTI

by Maker's Edge Inc.

Privacy Policy

Effective Date: April 17, 2025

Maker's Edge Inc. ("Maker's Edge," "we," "our," or "us") operates the CERTI platform, an AI-native Quality Management System (QMS) designed for food manufacturers. This Privacy Policy explains how we collect, use, disclose, and protect information about you when you access or use CERTI, our website, or related services (collectively, the "Services").

By using the Services, you agree to the collection and use of information in accordance with this Policy. If you do not agree, please discontinue use of the Services.

1. Information We Collect

1.1 Information You Provide

- Account registration data: name, email address, job title, company name, and password.
- Profile and organizational information: facility details, team members, roles, and food safety certifications relevant to your use of CERTI.
- Quality management content: HACCP plans, CAPA records, audit checklists, corrective action logs, and other documents you upload or create within the platform.
- Payment information: billing name, address, and payment card details (processed through our third-party payment processor; we do not store full card numbers).
- Communications: support tickets, feedback submissions, and email correspondence with us.

1.2 Information Collected Automatically

- Usage data: pages visited, features used, actions taken, timestamps, and session duration.
- Device and technical data: IP address, browser type and version, operating system, device identifiers, and referring URL.
- Log data: server logs recording interactions with the Services.
- Cookies and similar technologies: as described in Section 6 below.

1.3 Information from Third Parties

- Single sign-on (SSO) providers: if you authenticate via a third-party identity provider (e.g., Google Workspace, Microsoft Azure AD), we receive profile information as permitted by your authorization.
- Payment processors: confirmation and transaction status information from our payment partners.

2. How We Use Your Information

We use the information we collect to:

- Provide, operate, and improve the CERTI platform and related Services.
- Process transactions and manage your subscription or account.
- Generate AI-powered analysis, recommendations, and quality management outputs based on the content you upload or create.
- Communicate with you about your account, Service updates, security notices, and support requests.
- Send marketing and product communications where you have consented or where permitted by applicable law. You may opt out at any time.
- Monitor and analyze usage patterns to improve platform performance and user experience.
- Ensure the security and integrity of our Services and detect, prevent, or investigate fraud or abuse.
- Comply with legal obligations and enforce our agreements.

3. Legal Bases for Processing (EEA / UK Users)

If you are located in the European Economic Area or United Kingdom, we process your personal data on the following legal bases:

- Contractual necessity: to perform our agreement with you and provide the Services.
- Legitimate interests: to improve our Services, ensure security, and communicate about our products, where not overridden by your rights.
- Consent: for marketing communications and non-essential cookies, where we have obtained your consent.
- Legal obligation: to comply with applicable laws and regulations.

4. How We Share Your Information

We do not sell your personal data. We may share information in the following circumstances:

4.1 Service Providers

We engage third-party vendors who process data on our behalf to deliver the Services, including cloud hosting providers, AI model providers, payment processors, email delivery services, and analytics platforms. These providers are contractually bound to process data only as instructed by us and in accordance with applicable privacy laws.

4.2 Business Transfers

In connection with a merger, acquisition, reorganization, or sale of assets, your information may be transferred to the successor entity. We will notify you of any such transfer and any changes to this Policy.

4.3 Legal Requirements

We may disclose your information if required to do so by law or in good faith belief that such disclosure is necessary to comply with a legal obligation, protect the rights or safety of Maker's Edge, our users, or the public, or respond to a governmental request.

4.4 With Your Consent

We may share your information for other purposes with your explicit consent.

5. Data Retention

We retain your personal data for as long as your account is active or as necessary to provide the Services. When you close your account, we will delete or anonymize your data within 90 days, except where we are required to retain data for longer periods to comply with legal obligations, resolve disputes, or enforce our agreements.

Quality management documents and records you upload remain yours. You may export or delete your content at any time through the platform settings.

6. Cookies and Tracking Technologies

CERTI uses cookies and similar technologies to authenticate sessions, remember your preferences, analyze platform usage, and improve performance. The categories of cookies we use include:

- **Strictly necessary cookies:** required for the Services to function (e.g., session authentication). These cannot be disabled.
- **Functional cookies:** used to remember your preferences and settings.
- **Analytics cookies:** used to understand how users interact with the platform (e.g., feature usage patterns).

You can manage cookie preferences through your browser settings or our cookie consent interface. Disabling certain cookies may affect the functionality of the Services.

7. Data Security

We implement industry-standard technical and organizational measures to protect your information against unauthorized access, disclosure, alteration, or destruction. These measures include encryption in transit (TLS) and at rest, role-based access controls, and regular security assessments.

No method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your data, we cannot guarantee absolute security. You are responsible for maintaining the confidentiality of your account credentials.

8. International Data Transfers

Maker's Edge is incorporated in Delaware, United States. If you access the Services from outside the United States, your information may be transferred to, stored, and processed in the U.S. or other countries where our service providers operate.

For transfers from the EEA, UK, or Switzerland, we rely on appropriate safeguards such as Standard Contractual Clauses adopted by the European Commission, or other lawful transfer mechanisms. Please contact us if you wish to obtain a copy of the applicable safeguards.

9. Your Privacy Rights

Depending on your jurisdiction, you may have the following rights with respect to your personal data:

- Access: request a copy of the personal data we hold about you.
- Rectification: request correction of inaccurate or incomplete data.
- Erasure: request deletion of your personal data, subject to certain exceptions.
- Restriction: request that we limit processing of your data in certain circumstances.
- Data portability: receive your data in a structured, machine-readable format.
- Objection: object to processing based on legitimate interests or for direct marketing purposes.
- Withdrawal of consent: where processing is based on consent, withdraw it at any time without affecting prior processing.

To exercise any of these rights, please contact us at privacy@makers-edge.com. We will respond within the timeframe required by applicable law. You also have the right to lodge a complaint with your local data protection authority.

California residents may have additional rights under the California Consumer Privacy Act (CCPA). We do not sell personal information as defined under CCPA.

10. Children's Privacy

The Services are not directed to individuals under the age of 16. We do not knowingly collect personal data from children. If you believe we have inadvertently collected information from a child, please contact us immediately and we will take steps to delete such information.

11. Third-Party Links and Integrations

The Services may contain links to third-party websites or integrate with third-party tools (e.g., ERP systems, lab information management systems). This Privacy Policy does not apply to those third-party services. We encourage you to review the privacy policies of any third parties you interact with through or alongside CERTI.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will notify you by email or through a prominent notice within the platform at least 30 days before the changes take effect. Your continued use of the Services after the effective date constitutes acceptance of the updated Policy.

We encourage you to review this Policy periodically to stay informed about how we protect your information.

13. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Maker's Edge Inc.

1401 Pennsylvania Ave, Unit 105

Wilmington, Delaware 19806

United States

Email: privacy@makers-edge.com

General inquiries: bora@makers-edge.com
