

Before installing the software, please carefully read the following user agreement, including the user privacy policy for the Ma Dao voice assistant.

Ma Dao Voice Assistant Software User Privacy Policy

[Preface and Introduction]

Welcome to use the "Madao Voice Assistant" software and services! Ma Dao Voice Assistant "is a client software and related network service provided by Hong Kong Ma Dao Information Technology Co., Ltd. (hereinafter referred to as" Ma Dao Technology ").**We attach great importance to your privacy and personal information protection. This user privacy policy applies to your access and use of the various services of Madao Voice Assistant through any means.**

In order to use the "Madao Voice Assistant" software (hereinafter referred to as the "Software") and services, you should read and comply with the "Madao Voice Assistant Software User Privacy Policy" (hereinafter referred to as the "Policy"). Please read carefully and fully understand the contents of each clause, especially the clauses that exempt or limit liability, and choose to accept or reject them.

This user privacy policy aims to help you understand what personal information we collect, why we collect this personal information, what we use this personal information for, and how we protect this personal information. Please read this user privacy policy carefully and use it after confirming that you fully understand it. If you or your guardian do not agree with any content of this user privacy policy, you should immediately stop using it.**When using your information for purposes not covered by this user privacy policy, we will seek your consent in advance.**

This user privacy policy will help you understand the following:

1、 [How to collect and use personal information]

1.1 When you apply to use the Ma Dao voice assistant service, you need to provide us with the following information: account name, security phone number, and create an account password.

1.2 If you use the feedback function service, we will collect your problem description information, supporting materials attachments, mobile phone number, email address, contact person name to understand the content and needs of your feedback. This type of information is necessary for the feedback function service. In order to verify your identity, clarify your needs and related issues, or help you solve other problems, our customer service personnel may use your mobile phone number and Ma Dao voice assistant account information. In order to provide you with customer service related to your usage process information, we will query your usage information, including but not limited to intelligent Q&A records, problem feedback records, etc.

1.3 According to relevant laws and regulations, your consent is not required for processing your personal information in the following situations:

- Necessary for the conclusion and performance of contracts to which an individual is a party, or for the implementation of human resource management in accordance with labor rules and regulations

formulated in accordance with the law and collective contracts signed in accordance with the law;

- Necessary for the performance of statutory duties or obligations;
- Necessary to respond to a public health emergency or to protect the life, health and property of a natural person in an emergency;
- Conduct news reporting, public opinion supervision and other acts in the public interest, and process personal information within a reasonable scope;
- Processing, within a reasonable scope, the personal information disclosed by an individual or that has been lawfully disclosed in accordance with the provisions of this Law;
- Other circumstances provided by laws and administrative regulations.

1.4 The information you provide at the time of registration shall not contain the following contents that violate laws and regulations, are politically related, and infringe on the legitimate rights and interests of others.

- Opposed to the fundamental principles set forth in the Constitution;
- Endangering national security, leaking state secrets, subverting state power, and undermining national unity;
- Harm the honor and interests of the state;
- distorting, vilifying, desecrating or denying the deeds and spirit of heroes and martyrs, insulting, defaming or otherwise harming the names, images, reputations or honors of heroes and martyrs;
- Advocating terrorism or extremism or inciting the implementation of terrorist or extremist activities;
- inciting ethnic hatred, ethnic discrimination and undermining national unity;
- sabotages national religious policies and promotes cults and feudal superstitions;
- Spreading rumors to disrupt economic and social order;
- Disseminating obscenity, pornography, gambling, violence, murder, terror or instigation of crime;
- Insulting or defaming others, infringing upon the reputation, privacy and other legitimate rights and interests of others;
- contains content that is false, harmful, threatening, invasive of privacy, harassing, invasive, defamatory, vulgar, obscene, or otherwise morally objectionable;
- Other contents restricted or prohibited by Chinese laws, regulations, rules, regulations and any norms having legal effect.

2、 [How is Personal information protected and stored]

2.1 We attach great importance to the privacy and information protection of users, and will take reasonable measures to protect users' personal information. Except as required by laws and regulations or otherwise agreed in this Policy, we will use various security technologies and procedures to establish a sound management system to protect your personal information from unauthorized access, use or disclosure. Without the user's permission, we will not disclose the user's personal information to third parties, and we will use professional encryption storage and transmission of relevant information to ensure the security of user's personal information. We collect, use, store, and transfer user information with a "minimum" principle, and inform you of the purpose

and scope of use of relevant information through the User Privacy Policy.

2.2 Your Personal information is stored in the territory of the People's Republic of China, and we will store your personal information for you during the use of this policy. If you cancel your account or take the initiative to delete the above information, we will save your information within the scope permitted by the Personal Information Protection Law, the Network Security Law, the Data Security Law and other laws and regulations, and retain the relevant network logs for not less than six months in accordance with the provisions.

2.3 [Protective measure]

(1) We have adopted security measures in line with industry standards, including the establishment of reasonable system specifications, security technology to prevent unauthorized access to your personal information, use, modification, to avoid data damage or loss. For example, our network services adopt encryption technologies such as transport layer security protocol, and provide browsing services through https and other means to ensure the security of user data during transmission. We use encryption technology (TLS, SSL), anonymization or de-identification processing and protection mechanisms to encrypt and store users' personal information, and isolate it through isolation technology; We manage and regulate the storage and use of personal information by establishing data classification and grading systems, data security management norms, and data security development norms; We only allow employees and partners of us and our affiliates who need to know such information to access personal information through the confidentiality agreement and other means, and set up strict access control and monitoring mechanisms for this purpose, and require all personnel who have access to your personal information to perform the corresponding confidentiality obligations. Failure to fulfill these obligations may result in legal liability or suspension of cooperation with us; We have organized security and privacy training courses to enhance employees' awareness of the importance of protecting personal information; We have formulated and organized the implementation of personal information security incident emergency plans.

(2) We have taken all reasonably practicable steps to ensure that no irrelevant personal information is collected. We will only retain your personal information for as long as necessary to achieve the purposes described in this policy, unless we need to extend the retention period or are permitted by law.

(3) The Internet is not an absolutely secure environment, and E-mail, instant messaging, and communication with other users are not encrypted, and we strongly recommend that you do not send personal information by such means. Please use a complex password to help us keep your account secure.

(4) The Internet environment is not 100% secure and we will do our best to ensure or guarantee the security of any information you send us. If our physical, technical or management protection facilities are damaged, resulting in unauthorized access to information, public disclosure, tampering, or destruction, resulting in damage to your legitimate rights and interests, we will bear the corresponding legal responsibilities.

(5) In the event of an unfortunate personal privacy security incident, we will inform you in a timely manner in accordance with the requirements of laws and regulations: the cause of the security incident, the possible harm, the types of personal privacy involved, the disposal measures we have taken or will take, and the suggestions and measures that you can independently prevent and reduce risks. We will promptly inform you of the incident by email, SMS, telephone, notification, etc. When it is difficult to inform individual privacy subjects one by one, we will take a reasonable and effective way to release announcements. At the same time, we will also take the initiative to report the disposal of personal information security incidents in accordance with the requirements of regulatory authorities. Please be aware that, in accordance with applicable laws and regulations, we may not inform you if we take measures to effectively prevent damage caused by information disclosure, tampering or loss

3、 [How do I use cookies and similar technologies]

3.1 [The use of Cookie technology]

We collect and use your information through cookies and store such information as log information. We use our own cookies in order to provide you with a more personalized user experience and service and for the following purposes:

(1) Remember your identity. For example, cookies help us to identify you as a registered user of ours, or to store your preferences or other information that you provide to us;

(2) Analyze your use of our services. For example, we may use cookies to understand what activities you use our services for, or which pages or services are most popular with you; When we use cookies for the above purposes, we may provide the non-personally identifiable information collected through cookies to advertisers or other partners after statistical processing for analyzing how users use our services and for advertising services.

3.2 [Use of similar Cookie Technologies]

Similar technologies we use for cookies include website beacons and pixel tags. We use similar technologies to understand your product or service preferences and improve customer service.

You can set up your browser to reject or manage cookies and similar technologies. Specifically, you may set it up as described in Chapter 7 of this Policy. However, please note that if you disable cookies or similar technologies, you may not enjoy the best service experience and some services may not work properly.

4、 [User's right to manage personal information]

4.1 According to the relevant laws, regulations and standards of China, you have several rights in the processing of personal information, including:

- You have the right to know and decide on the processing of your personal information, and the right to restrict or refuse the processing of your personal information by others, except as otherwise provided by laws and administrative regulations;
- You have the right to access and copy your personal information to the personal information processor, except as otherwise provided by law;
- You have the right to request the transfer of your personal data to the personal data processor

designated by you;

- If you find that your personal information is inaccurate or incomplete, you have the right to request the personal information processor to correct or supplement it;
- You have the right to request deletion of your personal information;
- You have the right to ask the personal data processor to explain its personal information processing rules.

4.2 We guarantee that you exercise the above rights regarding your personal information, and provide you with relevant operation paths. Specifically, you can refer to the following steps to perform relevant operations:

(1) Access to your personal information:

You can check the basic information such as nickname, mobile phone number and login password by following the steps:

- Enter the Track Voice Assistant and log in to your Track Voice Assistant account;
- Click on the logged in account name and click on the basic information menu;
- Click on Basic Data or Security Settings;
- View the required information.

The exact operation may vary slightly with version iterations. If you are unable to access this personal information through the above operations and pages, you can contact us at any time through the Voice Assistant - Feedback. Or contact our customer service as described in this policy and we will process your request within 15 working days.

(2) Correct and supplement your personal information

You can correct and supplement basic information such as nickname, mobile phone number, login password, email address by following steps:

- Enter the Track Voice Assistant and log in to your Track Voice Assistant account;
- Click on the logged in account name and click on the basic information menu;
- Click on the Basic Data or Security Settings bar;
- Change the required information.

The specific operation of different versions of the horse road voice assistant may vary slightly. When you find that there is an error in the personal information we process about you, you have the right to ask us to make a correction. If you are unable to correct this personal information through the above operations and pages, you can contact us at any time through the Voice Assistant - Feedback. Or according to Madao Voice Assistant - Online Customer Service, contact our customer service and we will process your request within 15 working days.

(3) Delete your personal information

You can delete the history by following the steps: Smart Conversation - Delete button of New Chat or Empty All Window button.

You also have the right to request the deletion of other personal information other than the Q&A history, you can contact us at any time through the Voice Assistant - Feedback. Or contact our

customer service as described in this policy and we will process your request within 15 working days. If we decide to respond to your request for deletion, we will also notify the entities that have obtained your personal information from us to delete it in a timely manner, unless otherwise required by law or regulation, or if these entities have your independent authorization.

(4) Cancel the account

You have the right to cancel your voice assistant account, you can follow the voice assistant - online customer service, contact our customer service to help you cancel your account. After receiving your request, we need you to provide your account number (mobile phone number) and SMS verification code to verify your identity. After successful verification, we will complete the cancellation for you within 15 working days. For security purposes, we may require you to provide a means to prove your identity and the legitimacy of your request. After you cancel successfully, we will delete your personal information as soon as possible according to the requirements of laws and regulations.

You can also follow the following steps to cancel your account: Please submit an account cancellation application through the voice assistant - [Account]. After offline verification, inform the corresponding risks of account cancellation, for you to cancel the operation.

(5) Respond to your above request

The Company will take appropriate technical means to ensure that your personal information can be accessed, supplemented, corrected, deleted, or applied for the Company to supplement, correct, delete, copy, and transfer relevant information through the feedback or complaint channels released by the Voice Assistant service; After receiving your application, the Company will process it according to the process. In order to ensure security, the company may ask you to verify your identity according to the process. We need you to provide your account number (mobile phone number) and SMS verification code, and then process your request after the verification is successful. The company will reply within 15 working days, for your reasonable request, the company does not charge fees in principle, but for repeated requests that exceed reasonable limits, the company will charge a certain cost fee according to the situation. We may reject requests that are unnecessarily repetitive, require too much technology (for example, the development of new systems or fundamental changes to existing practices), pose a risk to the legitimate interests of others, or are highly impractical (for example, involving information stored on backup tapes).

If you are unable to access, supplement, correct, delete, copy or transfer your personal information, or change the scope of your authorization or consent, withdraw authorization, cancel account, limit automated decision-making and turn off message notification, or you need to access, supplement, correct, delete, copy or transfer other personal information generated when you use the Voice Assistant, Or if you believe that the Company has violated any laws and regulations or the agreement with you regarding the collection or use of personal information, you can contact the Company through the feedback channel for related products or services published by the Company.

Please be aware that we will not be able to respond to your request in the following circumstances:

- (1) related to our performance of obligations under laws and regulations;
- (2) directly related to national security and national defense security;
- (3) directly related to public safety, public health, and major public interests;
- (4) directly related to criminal investigation, prosecution, trial and enforcement of judgments;
- (5) We have sufficient evidence that you have subjective malice or abuse of rights;
- (6) For the life, property and other major legitimate rights and interests of you or other individuals, but it is difficult to get my consent;
- (7) Responding to your request will cause serious damage to the legitimate rights and interests of you or other individuals and organizations;
- (8) Involving trade secrets.

5、 [How to protect minors' personal information]

5.1 Madao voice assistant attaches great importance to the protection of minors' information.

5.2 Our website and services are primarily aimed at adults and we treat anyone under the age of 18 as a minor. We will protect minors' personal information in accordance with relevant national laws and regulations. In cases where personal information of minors is collected with the consent of the guardian, we will only use or publicly disclose this information when permitted by law, with the express consent of the guardian, or when necessary to protect the minor.

5.3 If we discover that we have collected personal information from minors without obtaining the necessary prior guardian consent, we will try to delete the relevant personal information as soon as possible.

5.4 If you are a minor, we suggest that you ask your guardian to read this User Privacy Policy carefully and use our services or provide information to us with the consent of your guardian.

5.5 If your guardian does not agree that you use our services or provide us with information in accordance with this User Privacy Policy, please immediately terminate your use of our services and notify us in time so that we can take appropriate measures.

5.6 If the guardian finds that we have collected the personal information of minors without the consent of the guardian, please contact us through the feedback portal, and we will try to delete the relevant personal information as soon as possible.

5.7 If you are a minor under the age of 14 (hereinafter referred to as a child), we will obtain the consent of your parents or other guardians before collecting your personal information.

5.8 When we process children's personal information, we will take the following measures to protect it: For the collected children's personal information, in addition to complying with the provisions of

this Policy on user personal information, we will also adhere to the principles of legitimate necessity, informed consent, clear purpose, security, and legal use, and strictly follow the requirements of laws and regulations such as the Provisions on the Protection of Children's Personal Information Online. It will not exceed the period necessary to achieve the purpose of collection and use, and we will delete the child's personal information after the expiration.

Specifically, read the following for details.

5.8.1 Entrusted processing and sharing

We promise to keep children's personal information strictly confidential and will not entrust or share children's personal information with any third party (including companies, organizations and individuals), except in the following circumstances:

(1) Obtaining individual consent: If it is necessary to entrust the processing or sharing of children's personal information in order to provide necessary services for the product, we will obtain your individual consent before entrusting the processing or sharing of children's personal information with other third parties.

(2) Compliance with legal circumstances: We may entrust or share children's personal information in accordance with laws and regulations, litigation dispute resolution needs, or according to the requirements of administrative and judicial authorities in accordance with law.

For the above circumstances, we will take the following measures to protect:

(1) We will assess the legality and legitimate necessity of such a situation, and if it is necessary to entrust or share, we will assess the qualifications of the entrusted and shared third party.

(2) We will sign strict agreements with third-party companies, organizations and individuals that we entrust to process and share children's personal information, specifying the responsibilities of both parties, handling matters, processing deadlines, processing nature and purposes, and requiring them to perform the following obligations, including but not limited to:

- ① Processing children's personal information in accordance with laws, administrative regulations and our instructions, this policy and any other relevant confidentiality and security requirements;
- ② Prohibit third parties from using the child's personal information for any purpose without the consent of the child's parent or other guardian;
- ③ To assist us in responding to requests from parents or other guardians of children;
- ④ Take measures to ensure information security, and in the event of children's personal information leakage security incidents, timely feedback to us;
- ⑤ Promptly delete children's personal information when the entrusted relationship is terminated;
- ⑥ Shall not be subentrusted and re-shared;
- ⑦ Other children's privacy protection obligations that should be fulfilled according to law.

5.8.2 Transfer

We do not transfer children's personal information to any third party (including companies, organizations and individuals), except in the following circumstances:

(1) Where individual consent is obtained: the transfer is made with your individual consent;

(2) In compliance with legal circumstances: the transfer is necessary in accordance with applicable laws and regulations, legal procedures, mandatory administrative or judicial requirements;

(3) Merger, acquisition or bankruptcy liquidation: In the event of a merger, acquisition or bankruptcy liquidation of this product service provider, or other merger, acquisition or bankruptcy liquidation, if the transfer of children's personal information is involved, we will inform you of the name or name and contact information of the recipient, and require the new recipient holding children's personal information to continue to be bound by this policy. For the recipient to change the original processing purpose, processing method, we will require it to seek your separate consent.

5.8.3 Public disclosure

We will only publicly disclose a child's personal information in the following circumstances:

(1) Obtaining individual consent: Obtaining your individual consent or based on your active choice;

(2) Compliance with legal circumstances: In the case of laws, legal procedures, lawsuits or mandatory requirements of government authorities, we may publicly disclose your personal information.

(3) Violation circumstances: If we determine that the user of this product has violated laws and regulations or seriously violated the rules of this product-related agreement, or in order to protect the personal and property safety of this product and its affiliated users or the public from infringement, we may disclose personal information about children in accordance with laws and regulations or the rules of this product-related agreement, including relevant violations and measures taken by this product.

5.9 If you are a parent or guardian of a minor and you have any questions, comments, suggestions, complaints, or reporting needs related to the matters described in this Policy, please contact us through the methods described in Chapter 7.

6、 [How can this policy be updated]

6.1 In order to provide you with better service, the Voice Assistant service will be updated and changed from time to time, and we will revise this policy when appropriate, and these amendments form part of this policy. **However, we will not reduce your rights under this Policy without your express consent.**

6.2 After this policy is updated, we will issue an updated version in the Madao Voice Assistant and remind you to read the updated Privacy Policy again through the new version announcement, so that you can keep abreast of the latest version of this policy. If you do not agree with this policy, or have objections to the modification or update of this policy, you can choose to stop using the voice assistant service or cancel the Voice assistant account. However, please note that your actions and activities before you cancel your account and stop using the Service are still subject to this policy.

6.3 For significant changes, we will also provide more prominent notice (we will explain the specific changes to this Policy by means of including but not limited to email, SMS or special reminders on the browsing page).

Material changes referred to in this Policy include, but are not limited to:

- (1) Significant changes in our service model. Such as the purpose of processing personal information, the type of personal information processed, the use of personal information, etc.;
- (2) We have made significant changes in our ownership structure, organizational structure, etc. Such as business adjustment, bankruptcy merger and acquisition caused by ownership changes, etc.;
- (3) The main object of personal information sharing, transfer or public disclosure has changed;
- (4) Significant changes in your rights to participate in the processing of personal information and the way in which they are exercised;
- (5) When the department responsible for handling personal information security, contact methods and complaint channels change;
- (6) When the personal information security impact assessment report indicates a high risk;
- (7) With the release and implementation of policies or laws, changes are made in response to national policies or legal norms.

6.4 We encourage you to review this Policy when using our products and/or services. Specifically, you can view this policy through "Bridleway Voice Assistant - Spark Large Model - Privacy Policy for Bridleway Voice Assistant Users below".

7、 [How to contact us]

In order to better protect your personal information, we have a dedicated network security and personal information protection team. If you have any questions or suggestions regarding this policy or your personal information in the course of using our Voice Assistant, please contact us through the following contact information:

Feedback: Ma Dao Voice Assistant - Feedback

National unified hotline: 400-0199-199

After-sales technical support: 055165318711 9:00~18:00 [Monday to Friday (except statutory holidays)]

Address: 25 / F, Chung Yan Building, 388 Castle Peak Road, Tsuen Wan, New Territories, Hong Kong

8、 [other]

8.1 Any dispute related to this policy shall be settled by both parties through friendly negotiation; If no settlement can be reached through negotiation, you hereby agree to file a lawsuit with the People's Court of Hong Kong High-tech Zone, Anhui Province.

8.2 If any provision of this Policy is held or determined by any court of competent jurisdiction to be invalid, that provision will be removed from this Policy, but the invalidity of that provision will not affect the validity of the remaining provisions of this Policy. The remaining provisions of this policy will continue.

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