**PRIVACY POLICY**

**1. SCOPE OF THIS POLICY**

This Privacy Policy (“Policy”) explains how Artificial Intelligence Suisse SA, operating under the brand Ai4Privacy (“Ai4Privacy”, “we”, “us”, or “our”) collect, use, disclose, and protect your Personal Data. It applies to Personal Data collected through our Website, as well as offline interactions and other communication channels. By using our Website or interacting with us, you acknowledge that you have read this Policy.

**2. SOURCES OF PERSONAL DATA**

We collect Personal Data from or about you through:

* Direct interactions: When you provide Personal Data directly to us, such as when you contact us, sign up for an account, create a subscription, or use our AI assistant.
* Automated technologies: When you use our Website, we collect certain information automatically (e.g. IP address, user agent, navigation/referrer data, last login).
* Third-party sources: Including service providers, partners, and publicly available sources.
* Payment processors: when you subscribe or pay for services via Stripe.

**3. TYPES OF PERSONAL DATA WE COLLECT**

Depending on your interactions with us, we may collect the following categories of Personal Data:

* Contact information: such as your email.
* Account information: username, password, account creation date, last login.
* Payment information (via Stripe): identifiers, billing details, address, email, phone, payment method, subscription details, invoice history, coupons/discounts, status (active, canceled, delinquent).
* Website usage data: including request timestamps, referrer policy, browser type, device information, conversation\_id, user preferences.
* Cookies and similar technologies: as described in our Cookie Policy.
* Chat content: text or other content you provide when interacting with the AI assistant.
* Marketing preferences: such as your subscription status and interaction with our communications.
* Other Personal Data: you may provide to us in the context of communication or request.

We may also create deidentified or aggregate data, which cannot identify an individual and is not considered Personal Data under applicable law.

**4. COOKIES AND SIMILAR TECHNOLOGIES**

Our Website uses cookies and similar technologies to enhance user experience, understand user behavior, and improve our services. We only use session cookies and do not use third-party cookies. We use cookies based on your preferences and applicable legal requirements. The data collected through cookies is limited to information about your session and user preferences.

Details are outlined in our Cookie Policy.

**5. LEGAL BASIS**

In accordance with applicable data protection laws, the legal basis for collecting and processing personal information about you is that such processing is necessary for our legitimate interests in operating our business and providing our services effectively. In certain cases, processing is necessary for the performance of a contract with you, for example in connection with account creation, subscription management and payment processing. In other cases, we rely on your consent, such as for sending marketing communications or when you voluntarily provide Personal Data in your use of the AI assistant.

**6. USE OF YOUR PERSONAL DATA**

We use your Personal Data for the following purposes:

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| --- | --- | --- |
| **Purpose** | **Legal Basis** | **Legitimate Interests (where applicable)** |
| To operate, maintain, and improve our Website and AI assistant | Legitimate interest / Consent | Improve user experience and website functionality |
| To respond to your inquiries and provide support | Contract / Legitimate interest | Fulfill user requests and build customer relationships |
| To communicate with you, including sending updates | Consent / Legitimate interest | Inform you about our activities and services |
| For analytics and technical troubleshooting | Legitimate interest | Optimize website performance |
| For marketing (where permitted) | Consent | N/A |
| For compliance with laws or enforcement requests | Legal obligation | N/A |
| To process payments and manage subscriptions | Contract / Legitimate interest | Enable billing and subscription management |
| To allow you to interact with and manage your data through the PIMS system | Contract / Legitimate interest | Provide privacy-enhancing functionality under user control |

We do not use your personal information to make decisions based solely on automated processing that produce legal or similarly significant effects.

**7. DISCLOSURE OF YOUR PERSONAL DATA**

We may share your Personal Data with our affiliates for internal business purposes, with service providers that help us operate the Website, manage communications, host data or perform analytics, and with our payment processor, for the purpose of processing payments and managing subscriptions. We may also engage cloud hosting providers, email and support service providers, and technology partners that enable the functioning of our AI assistant and related services. We may disclose Personal Data to third parties in connection with a merger, acquisition, or legal obligations, and to law enforcement or regulatory authorities where legally required. Other disclosures will only take place with your explicit consent.

**8. INTERNATIONAL DATA TRANSFERS**

Ai4Privacy is based in Switzerland and as a result, personal information about you is primarily processed in Switzerland. We use cloud hosting and infrastructure providers located in Switzerland and, where necessary, in the European Union. Support services are provided from within Europe. Where data is transferred internationally, we comply with the requirements of applicable law, which may include reliance on standard contractual clauses or other appropriate safeguards and, if applicable, in other jurisdictions with appropriate safeguards.

**9. RETENTION OF YOUR PERSONAL DATA**

We retain Personal Data for as long as necessary to fulfill the purposes described in this Policy and to comply with legal, tax or regulatory requirements. The criteria used to determine the retention periods include how long the Personal Data is needed to provide or receive the services and operate the business, the type of Personal Data collected, and whether we are subject to legal, contractual or similar obligations to retain the Personal Data. We retain Personal Data only as long as necessary, and if you request deletion, all Personal Data is removed within thirty (30) days.

**10. SECURITY OF YOUR PERSONAL DATA**

Ai4Privacy implements reasonable technical, administrative, and physical measures to safeguard the personal information we collect from loss, misuse, and unauthorized access or disclosure. Data in transit is encrypted using secure protocols, and data at rest is encrypted with industry-standard encryption. Access to production data is strictly controlled through strong authentication, role-based permissions, secure VPNs, and monitoring of access events. All production data is hosted in secure European data centers with enterprise-grade protections. While we take steps to protect your information, we cannot guarantee that unauthorized individuals will never gain access. You should carefully consider the risks before submitting any Personal Data through the Website.

**11. YOUR RIGHTS**

You may, where required by applicable laws, have the right to be informed and to request access to and a copy of your Personal Data, the right to request that your Personal Data be corrected or deleted, the right to request that we restrict our processing of your Personal Data, the right to object to the processing of your Personal Data where it is carried out for our legitimate interests unless we can demonstrate compelling legitimate grounds for the processing, the right to object to the processing of your Personal Data for direct marketing purposes or to withdraw consent to the processing of your Personal Data, the right to lodge a complaint and the right to request that Personal Data be provided to you or to a third party in a machine-readable format. To exercise your rights, contact us at: legal@aisuisse.com

**12. CHILDREN’S PRIVACY**

Our Website is not intended for children under the age of 16, and we do not knowingly collect Personal Data from such individuals. If we learn we have collected data from a child, we will delete it promptly unless legally permitted to retain it.

**13. CHANGES TO THIS POLICY**

Ai4Privacy reserves the right, at any time, to modify this Privacy Policy. If we make revisions that change the way we collect, use, or share personal information, we will post those changes in this Privacy Policy. You should review this Privacy Policy periodically so that you keep up to date on our most current policies and practices. We will notify registered users of material changes by email. Your continued use of the Website following posting of changes constitutes your acceptance of such changes.

**14. CONTACT US**

For questions or concerns about this Privacy Policy or to exercise your data rights, please contact us at legal@aisuisse.com or at Artificial Intelligence Suisse SA, Rue de la Molière 2, PO Box 280, CH-2800 Delémont, Switzerland.

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