

Privacy Policy

Last Updated: June 18, 2025

This Privacy Policy describes how Contist, LLC ("**we**," "**us**," or "**our**"), as a data controller, collects, uses, and shares personal information when you use our Website (www.contist.ai) and our AI-powered data processing services (collectively referred to as the "**Services**"). For GDPR purposes, when processing customer data through our AI services, we act as a data processor.

By accessing or using our Service, you agree to this Privacy Policy. If you do not agree with our policies and practices, please do not use our Service.

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1. Information We Collect

We collect information in the following ways:

- **Information You Provide to Us:** Information that you provide when you create an account, fill out forms, communicate with us, or otherwise use our Service.
- **Automatically Collected Information:** Information collected automatically through cookies and similar technologies when you use our Service.
- **Third-Party Sources:** Information we may receive from business partners, analytics providers, and other third parties.
- **Publicly Available Sources:** Information from publicly available sources, such as social media profiles or public directories.

The types of information we may collect and process include (for CCPA/CPRA purposes, this includes personal information collected in the last 12 months):

- Contact Information: Such as your name, email address, phone number, mailing address, and business contact details.
- Business Information: Such as company data, business processes, analytics data, and other information provided for processing through our AI services.
- Account Information: Such as your username, password, and account preferences.
- Device Information: Such as your IP address, browser type and version, operating system, and other technical information about the device you use to access our Service.
- Usage Information: Such as how you interact with our Service, including pages visited, features used, time spent, and other similar information.

Cookies and Similar Technologies

We may use cookies and similar tracking technologies to collect information about your interactions with our Service. Before placing non-essential cookies, we will obtain your explicit consent through our cookie banner. Cookies are small data files stored on your device that help us improve our Service and your experience, see which areas and features of our Service are popular, and count visits.

You can set your browser to refuse all or some browser cookies or to alert you when cookies are being sent. However, if you disable or refuse cookies, some parts of our Service may be inaccessible or not function properly.

2. How We Use Your Information

We use the information we collect and process for various purposes. The legal bases for processing under GDPR include contractual necessity, legal obligations, legitimate interests, and consent. Our purposes include:

- To Provide Our Service: To operate, maintain, and deliver the features and functionality of our Service.
- To Process Transactions: To process your payments, orders, subscriptions, and other transactions.
- To Provide Customer Support: To respond to your inquiries, comments, feedback, or questions.
- For Analytics and Improvement: To understand how users access and use our Service, and to improve our Service and develop new products, services, features, and functionality.
- For Legal Compliance: To comply with applicable legal obligations, including responding to subpoenas, court orders, or other legal process.
- To Protect Rights and Safety: To protect our rights, property, or safety, or that of our users or others.

3. How We Share Your Information

We may share your personal information in the following circumstances:

All such providers are bound by strict confidentiality obligations and data processing agreements that ensure the security and proper handling of your business data. Service Providers: With third-party vendors, consultants, and other service providers who need access to your information to perform services on our behalf, such as hosting, data analysis, payment processing, and customer service. All such providers are bound by strict confidentiality obligations and data processing agreements that ensure the security and proper handling of your data. We do not use your data for AI model training unless you explicitly opt-in to such use.

- For Legal Reasons: When we believe in good faith that disclosure is necessary to comply with laws, regulations, or legal process (such as a subpoena or court order), or to protect our rights, property, or safety or that of our users or others.
- Business Transfers: In connection with, or during negotiations for, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- With Your Consent: With your consent or at your direction.

We may share aggregated or de-identified information that cannot reasonably be used to identify you or your business, and which is not considered personal or confidential business information under applicable privacy and trade secret laws. If you have opted-in to AI model training, any such models will not retain or be able to reproduce your specific business information.

4. Your Privacy Rights

European Privacy Rights (GDPR)

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, you have certain rights regarding your personal information under the General Data Protection Regulation (GDPR) and similar laws, including:

- Right of Access: The right to access personal information we hold about you.
- Right to Rectification: The right to request that we correct inaccurate or incomplete personal information.
- Right to Erasure: The right to request deletion of your personal information in certain circumstances.
- Right to Restrict Processing: The right to request that we restrict processing of your personal information in certain circumstances.
- Right to Data Portability: The right to receive personal information in a structured, commonly used, and machine-readable format.

- **Right to Object:** The right to object to our processing of your personal information in certain circumstances.

To exercise these rights, please contact us using the information provided in the "*Contact Us*" section.

California Privacy Rights (CCPA/CPRA)

If you are a California resident, the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA) provide you with specific rights regarding your personal information. We honor Global Privacy Control (GPC) and other universal opt-out rights. We will respond to verifiable consumer requests within 45 days, with a possible 45-day extension when reasonably necessary. Your rights include:

- **Right to Know:** The right to know what personal information we collect, use, disclose, and sell about you.
- **Right to Delete:** The right to request deletion of personal information we have collected about you.
- **Right to Opt-Out:** The right to opt-out of the sale or sharing of your personal information.
- **Right to Non-Discrimination:** The right not to receive discriminatory treatment for exercising your privacy rights.
- **Right to Limit Use of Sensitive Personal Information:** The right to limit the use and disclosure of sensitive personal information, which includes but is not limited to: government identifiers (SSN, driver's license, passport); account login credentials; precise geolocation; racial or ethnic origin; religious or philosophical beliefs; union membership; contents of mail, email and text messages; genetic data; biometric information; health information; and information about sex life or sexual orientation. We do not process sensitive personal information for AI model training without explicit opt-in consent, and you may limit its use to what is necessary to provide our services.

To exercise these rights, please contact us using the information provided in the "*Contact Us*" section.

5. Data Security

We implement appropriate technical and organizational security measures designed to protect your personal and business information from unauthorized access, disclosure, alteration, and destruction. These measures include data encryption at rest and in transit, strict access controls, secure AI processing environments, regular security assessments, and data segregation protocols. We retain user uploads for 90 days after processing, system logs for 6 months, and billing records for 7 years as required by

applicable laws. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

We restrict access to your personal information to those employees, contractors, and service providers who need to know that information to provide services to you. We regularly review our security procedures to consider appropriate new technology and methods.

6. International Data Transfers

We may transfer, store, and process your personal information in countries other than your own. For data subjects in the EU/EEA, we primarily store and process data in the United States. Any international transfers are conducted in accordance with Chapter V of the GDPR using approved transfer mechanisms such as Standard Contractual Clauses (SCCs). Your personal information may be transferred to and maintained on computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction. For transfers to countries not deemed to provide adequate protection, we implement appropriate safeguards such as Standard Contractual Clauses approved by the relevant authorities.

If you are located outside the United States and choose to provide information to us, please note that we transfer the data to the United States and process it there. Your submission of such information represents your agreement to that transfer.

When we transfer personal information from the European Economic Area, United Kingdom, or Switzerland to countries that have not been deemed to provide an adequate level of protection, we use specific mechanisms (such as standard contractual clauses) approved by the European Commission or other relevant authorities to ensure appropriate safeguards for your data.

7. Children's Privacy

Our Service is not directed to children under the age of 13 in the United States, under 16 in the European Economic Area, or the relevant age of consent in other jurisdictions. We do not knowingly collect personal information from children under these ages. If you are a parent or guardian and believe we have collected information from your child, please contact us so we can delete the information.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top. If we make material changes to how we treat your personal information, we will notify you through a notice on our Service or by email.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

9. Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

Contist, LLC
809 Cuesta Dr
Ste B #3262
Mountain View, CA 94040
Email: contactus@contist.ai