



Policies and Procedures

<i>Number</i>	<i>Title</i>	<i>Approval</i>	<i>Effective Date</i>
PAI-34-R0	PAI Privacy Policy	Stephen Mellis	March 12, 2025

Professional Analysis, Incorporated (“we” or “PAI”) recognizes the importance of protecting personal information we may collect from clients, website visitors and any other individual (“**you**” or “**your**”) in connection with providing our services. This Privacy Policy (“**Policy**”) describes how PAI collects, uses, shares, and protects information when you interact with our website <https://www.pai-inc.com/> (the “**Site**”) and through our interactions with individuals by email, telephone or other means.

This Privacy Policy explains the following:

1. The Information We Collect
2. How We Use Your Information
3. How We Share Your Information
4. How We Protect and Store Your Information
5. Our Retention of Your Information
6. No Use by Children
7. Links to Unaffiliated Third-Party Websites
8. How to Contact Us
9. Privacy Rights
10. Updates to this Privacy Policy

1.0 THE INFORMATION WE COLLECT

We may collect information about you by the following means:

- Directly from you, when you provide information to us or interact with us, request further information regarding our services, or other communications from us;
- Automatically from you, when you utilize or interact with our Site;
- From other third party sources such as our vendors, suppliers, contractors or partners.

We may collect the following information from:

- *Site Visitors.* We will collect contact information which may include name, e-mail address, company name, job title, mailing address, and phone numbers.



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We may also collect the following categories of information:

- *Employment information* if you apply for employment with us, including you resume, job history and credentials or title and organization with which you work.
- *Online user activity* described in the next section;
- *Legally Required Information* that may be required by laws that apply to PAI.

When you interact with the Site, certain information about your use of our Site is automatically collected. This includes:

- *Usage details* about your interaction with our Site (such as the date, time, and length of visits, and specific pages or content accessed during the visits, search terms, frequency of the visits, referring website addresses);
- *Device information* including the IP address and other details of a device that you use to connect with our Site (such as device type, operating system, browser type, and mobile network information);
- *Location information* where you choose to provide the Site with access to information about your device's location; and
- *Site usage information*. We collect information about your interaction with the Site, including the pages viewed and how you reached our Site.

Much of this information is collected through cookies, web beacons, and other similar technologies, which may be operated by our analytics and marketing partners who assist us in serving ads or providing other services to you.

Like most websites, we use Google Analytics to collect and process certain website usage data. To learn more about Google Analytics and how to opt out of personalized ads from Google, see <https://tools.google.com/dlpage/gaoptout>.

Note that, when you opt out of personalized advertising, you may continue to see online advertising on the Site and/or our ads on other websites and online services. Please remember that if you do choose to disable cookies, you may find that certain sections of our Site do not work properly.

Our Site does not respond to browser do-not-track signals.



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2.0 HOW WE USE YOUR INFORMATION

We use the information we collect from you for the following purposes, to:

- Provide our Site to you;
- Respond to your requests for updates, comments, and questions;
- Monitor the performance of our Site including metrics such as total number of visitors, traffic, and demographic patterns;
- Interact with you, including to notify you with updates regarding our services and to inform you about important changes to this Policy;
- Tailor the content we display to you in our Site and communications;
- Manage, operate, and improve the Site, including our understanding of our Site users and the effectiveness of our marketing, and diagnose or fix technology problems;
- Conduct audits, recordkeeping, and updating and expanding our organizational activities; and
- Comply with legal requirements and industry standards, detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal, and protect the rights of PAI, you, or others.

We may use and share information in an aggregated or de-identified manner at our discretion, including for research, analysis, modeling, and improvement of our Site.

3.0 HOW WE SHARE YOUR INFORMATION

- *Vendors, and Service Providers.* We may share information with service providers, contractors, and other third parties that assist PAI in furtherance of its goals and that we believe need the information to perform a research, organizational, or other professional function for us such as website operation, maintenance and hosting of our Site and Platform, accounting, auditing, and tax services, other professional services, and others with your consent.
- *Merger, sale, or other asset transfers.* We reserve the right to transfer to another entity or its affiliates or service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets, joint venture, change in ownership control, assignment, transfer, financing transaction or other disposition of all or any portion of our organization (including in connection with any bankruptcy or similar proceedings). We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information the same as described in this Policy.



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- *Legal.* We share information where necessary to comply with applicable law, to respond to requests from law enforcement agencies or other government authorities or third parties, as permitted by law and without your consent when it is necessary to protect our customers, employees, or property; to enforce our contracts; in emergency situations; or to enforce our rights under our policies.

4.0 HOW WE PROTECT AND STORE YOUR INFORMATION

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Site. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf.

5.0 OUR RETENTION OF YOUR INFORMATION

We will only retain your personal information for as long as reasonably necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal information for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

6.0 NO USE BY CHILDREN

We do not knowingly or intentionally gather personal information about children who are under the age of 13. If a child has provided us with personal information, a parent or guardian of that child may contact us at info@pai-inc.com to have the information deleted from our records. If we learn that we have inadvertently collected the personal information of a child under 13, or equivalent minimum age depending on jurisdiction, we will take steps to delete the information as soon as possible and cease the use of that information in accordance with applicable law.

7.0 LINKS TO UNAFFILIATED THIRD-PARTY WEBSITES

The Site may contain links to unaffiliated third-party websites. This Policy does not apply to the practices of such other websites, and we are not responsible for the actions and privacy policies of the third parties that operate or interact with those websites.

8.0 HOW TO CONTACT US

If you have questions about this Policy or if you would like to make a suggestion about our privacy practices, please send an email to info@pai-inc.com.



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9.0 PRIVACY RIGHTS

Certain jurisdictions have specific legal requirements and grant privacy rights with respect to personal information, and we will comply with the restrictions and any requests you submit as required by applicable law. If you are seeking to exercise your rights under a law of a specific jurisdiction, please contact us using the How to Contact Us section above.

10.0 UPDATES TO THIS PRIVACY POLICY

Our Policy may change from time to time. We will post any privacy policy changes on this page and, if the changes are material, we may provide a more prominent notice (including, email notification of privacy notice changes) for a reasonable period of time. Nevertheless, you should review this Policy from time to time to be sure you are aware of the most recent version.