

## Privacy Policy

Last modified: 8/4/2026

### **Introduction**

Goodfire AI, Inc. ("**Company**" or "**We**") respects your privacy and are committed to protecting it.

This policy describes the types of information we may collect from you or that you may provide when you interact with us in any capacity, including by visiting the website <https://goodfire.com/> (our "**Website**"), using any product, platform, or service that we offer (together with the Website, our "**Services**"), by engaging with us as a customer, supplier or other business partner (or employee of such), and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect from or about individuals who interact with us, including:

- On this Website.
- In email, text, and other electronic messages between you and us
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.
- When you use any of our Services.
- When you, or the business you represent, liaise with us about our products or services as a customer.
- When you, or the business you represent, liaise with us about the supply of goods or services to us as a supplier, vendor, or other business partner.
- In any other way you interact with us, whether online, offline, or in person.

It does not apply to information:

- Collected by any third party that is not acting on our behalf, including through any application or content (including advertising) that may link to or be accessible from or through the Website or Services.
- That we may process as a processor on behalf of our customers that use our Services.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website or Services or otherwise provide us with any personal information.

This policy may change from time to time (see [Changes to Our Privacy Policy](#)), so please check the policy periodically for updates. Where we make significant changes to the policy, we may notify you (for example, by email).

### **Information We Collect About You and How We Collect It**

For the purposes of this policy, personal information means any information relating to an individual who is identified, or who is capable of being identified (directly or indirectly), by such information.

We may collect several types of personal information from and about you, including:

- Basic personal information, such as your name, job title, employer, and associated GitHub account.
- Billing information, including your billing address and payment details.
- Contact details, such as your postal address, email address, and telephone number.
- The details of our interactions with you, as well as the content of any communications with you (to the extent they contain your personal information).
- Online identifiers, such as your IP address.
- Information about your internet connection, the equipment you use to access our Website or Services, and usage details.

We collect this information:

- Directly from you when you provide it to us or otherwise engage with us.
- Automatically as you navigate through the Website or Services. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies (with your consent, where required by applicable law).

### ***Information You Provide to Us***

The personal information we collect may include:

- Information that you provide by filling in forms on our Website or Services. This includes information provided at the time of using our Website or Services or requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website or Services.
- Records and copies of your correspondence (including email addresses), if you contact us including where we liaise with you on behalf of your employer.
- Your responses to surveys that we might ask you to complete for research purposes.
- Your search queries on the Website or Services.

### ***Information We Collect Through Automatic Data Collection Technologies***

As you navigate through and interact with our Website or Services, from time to time we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns (with your consent, where required by applicable law), including:

- Details of your visits to our Website or Services, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website or Services.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

At times, we also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). Where we enable behavioral tracking, you will be presented with a cookie banner when you first visit our website in order to provide your consent for this, and you can also email [contact@goodfire.ai](mailto:contact@goodfire.ai) to

opt out of this, and to learn how we respond to web browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking.

The information we collect automatically may include personal information and we may maintain it or associate it with personal information we collect in other ways or receive from third parties. This activity can help us to improve our Website and other Services and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website or Services according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website or Services.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies via the cookie banner presented to you when you first visit our Website. For information about managing your privacy and security settings for cookies, see [Choices About How We Use and Disclose Your Information](#).
- **Web Beacons.** Pages of our Website may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Where the cookies we use are essential for the website to operate, we do not require your consent to use these. Where the only cookies being used by the website are essential for the website to operate, you may therefore not be presented with a cookie banner.

### **Third-Party Use of Cookies and Other Tracking Technologies**

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see [Choices About How We Use and Disclose Your Information](#).

We do not currently use any third party cookies, but we may add them from time to time. Where we add these, you will be presented with a cookie banner explaining the relevant cookies being used.

## **How We Use Your Information**

We use information that we collect or that you provide to us, including any personal information:

- To present our Website or Services and their contents to you.
- To provide you with information, products, or services.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you (with your consent where required under applicable law). Where you provide your email address to us in the course of acquiring products from you, we may send you information about our own similar products or services that we think may be of interest to you. You may opt out at any time by emailing [contact@goodfire.ai](mailto:contact@goodfire.ai). For more information, see [Choices About How We Use and Disclose Your Information](#).

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

## **Disclosure of Your Information**

We may disclose aggregated information about our users, and information that is not capable of identifying any individual, without restriction.

We may disclose personal information as described in this privacy policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information secure and use it only for the purposes for which we disclose it to them.
- To our professional advisers where appropriate.
- To a prospective or actual buyer or other successor (or their advisers) in the event of a proposed or actual merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which case, personal information held by the Company may be among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request (including voluntarily when we believe it is in our legitimate commercial interests to do so).
- To enforce or apply our [Terms of Use](https://www.goodfire.com/legal/tos) (<https://www.goodfire.com/legal/tos>) and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding your personal information. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** Where we use tracking technologies, you can choose which to permit via the cookie banner presented to you when you first visit our Website. Note that if we do not use any non-essential cookies, you may not be presented with a cookie banner. You may also set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by sending us an email with your request to [contact@goodfire.ai](mailto:contact@goodfire.ai).
- **Promotional Offers from the Company.** If you do not wish to have your email address/contact information used by the Company to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to [contact@goodfire.ai](mailto:contact@goodfire.ai). If we have sent you a promotional email, you may opt out of future emails by using the unsubscribe link that is included in each email.
- **Targeted Advertising.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by sending us an email stating your request to [contact@goodfire.ai](mailto:contact@goodfire.ai). For this opt-out to function, you must have accepted browser cookies.

We do not control third parties' use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

Residents of certain jurisdictions, such as U.S. states with comprehensive privacy laws, the European Economic Area ("EEA"), the United Kingdom ("UK"), and Switzerland may have additional personal information rights and choices. Please see [Your State Privacy Rights](#) and [Your European Privacy Rights](#) for more information.

### **Your State Privacy Rights**

State consumer privacy laws may provide their residents with additional rights regarding our use

of their personal information.

California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose (excluding Iowa and Utah).
- Data portability.
- Opt-out of personal information processing for:
  - targeted advertising (excluding Iowa);
  - sales; or
  - profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah).
- Either limit (opt-out of) or require consent to process sensitive personal information.

### **Your European Privacy Rights**

If you are located in the EEA, UK, or Switzerland, this section applies to you in addition to the rest of this policy. The controller responsible for your personal information is Goodfire AI, Inc., which can be contacted at [contact@goodfire.ai](mailto:contact@goodfire.ai).

We process your personal information for the purposes described in **How We Use Your Information** above on the basis of one or more of the following lawful bases: (i) performance of a contract with you; (ii) compliance with a legal obligation to which we are subject; (iii) our legitimate interests in operating, securing, and improving our Website and Services, provided those interests are not overridden by your interests or fundamental rights and freedoms; and, (iv) where we rely on it, your consent, which you may withdraw at any time without affecting the lawfulness of processing carried out before its withdrawal.

As we are based in the United States, your personal information may be transferred to, and processed in, the United States and other countries outside the jurisdiction in which you are based that may not offer the same level of protection for personal information as your home jurisdiction. If we make such transfers, we will rely on appropriate safeguards, such as the European Commission's Standard Contractual Clauses or the UK's International Data Transfer Addendum, and you may request a copy of the relevant safeguard by contacting [contact@goodfire.ai](mailto:contact@goodfire.ai).

We retain your personal information only for as long as necessary to fulfil the purposes described in this policy, including to meet any applicable legal, accounting, or reporting requirements, after which it is securely deleted or anonymized.

Subject to applicable law, you may have the following rights in relation to your personal information:

- **The right to access** the personal information we hold about you and to obtain certain information about how we process it.

- **The right to request rectification** of inaccurate personal information.
- **The right to request erasure** of your personal information.
- **The right to request restriction** of, or to object to, our processing of your personal information.
- **The right to receive your personal information** in a structured, commonly used, and machine-readable format and to have it transmitted to another controller (data portability).
- **The right to withdraw your consent** at any time (where our processing is based on your consent).
- **The right to lodge a complaint** with your local data protection supervisory authority.

Providing certain personal information may be necessary for us to enter into a contract with you or to provide you or your employer with relevant products or services. If you do not provide it, we may be unable to provide that product or service.

We do not use automated decision-making to make decisions that have legal or similarly significant effects concerning you.

### **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page or within our other Services. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website or Services and this privacy policy to check for any changes.

### **Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at: [contact@goodfire.ai](mailto:contact@goodfire.ai)

To register a complaint or concern, please follow the instructions set forth our Terms of Use.