

Privacy Policy

Last Updated: April 6, 2025

Theo Ai, Inc. (“we,” “us,” or “our”) wants you to be familiar with how we collect, use, and disclose personal information. This Privacy Policy describes how we handle personal information that we collect through our websites, social media pages, online communications, and any other sites or services that link to this Privacy Policy (collectively, “Services”).

This Privacy Policy does not apply to information that we process on behalf of our enterprise customers as a processor or service provider. Our use of such information is governed by our agreements with those customers.

PERSONAL INFORMATION WE COLLECT

Here’s how we collect personal information in providing our Services:

Personal information we receive from you	
DATA CATEGORIES	EXAMPLES
Name and Contact Details	First and last name, title, prefix, email address, telephone number, postal address.
Business Contact Details	Company name, name of employer, job title, business email address, business telephone number, and business postal address.
Relationship History	Purchases you’ve made through the Services, details of your communications with us, and details of your claims, complaints, and queries in general.
Payment Information	Payment card information, bank account information and other billing details. This information may be processed by our payment service providers, which may handle your payment information in accordance with their own privacy policies.
User Content	Reviews about our Services, and other content you may create or share with us during our work relationship, including posts on our social media pages and comment sections.
Preferences	Language, interests, and other feedback/preferences that you might express during your use of our Services.
Marketing Data	Choices regarding our newsletters, surveys, and other marketing or advertising displayed or provided to you, and preferred methods of receiving such promotional communication.

Personal information collected automatically through your use of our Services	
DATA CATEGORIES	EXAMPLES
Online Activity Data	Pages or screens you viewed, how long you spent on a page or screen, navigation paths between pages or screens, information about your activity on a page or screen, access times, and duration of access, and whether you have opened our marketing emails or clicked links within them.
Device Information	Your device’s operating system type and version, manufacturer and model, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone,

	tablet), IP address, language settings, mobile device carrier, radio/network information (e.g., WiFi, LTE, 3G), advertising ID, and general location information.
We use the following tools for automatic data collection	
Cookies	<p>Cookies are pieces of information stored directly on the device that you are using and allow us to collect information such as browser type, time spent on the Services, pages visited, language preferences, and other traffic data. We, our advertising partners, and our service providers may use the information for security purposes, to facilitate navigation, display targeted advertisements, display information more effectively, conduct analytics, and personalize your experience.</p> <p>We do not currently respond to browser do-not-track signals. You can read more information about cookies at http://www.allaboutcookies.org/manage-cookies/index.html.</p>
Local Storage Technologies	These technologies provide cookie-equivalent functionality but can store larger amounts of data, including on your device outside of your browser in connection with specific applications.
Pixel Tags	Also known as web beacons and clear GIFs, pixel tags may be used to, among other things, track the actions of users of the Services (including email recipients), measure the success of our marketing campaigns, and compile statistics about usage of the Services and response rates.
Analytics	<p>We use Google Analytics, which uses cookies and similar technologies to collect and analyze information about use of the services and report on activities and trends. This service may also collect information regarding the use of other websites, apps, and online resources. You can learn about Google's practices by going to www.google.com/policies/privacy, and exercise the opt-out provided by Google by downloading the Google Analytics opt-out browser add-on, available at https://tools.google.com/dlpage/gaoptout.</p>

Other sources from which we collected personal information	
DATA SOURCES	EXAMPLES
Social Media	Information we collect from social media sites may include details such as profile pictures, social media account ID, and other public social media profile information.
Other Third Parties	We may collect information from sources such as publicly available databases, marketing partners, third-party providers, and data brokers.

HOW WE USE PERSONAL INFORMATION

Here's an overview of how we use personal information in providing our Services:

PURPOSES	EXAMPLES
Administering the Services	Contacting and interacting with you, receiving and responding to your requests; providing the Services; verifying your information; sending you administrative information, such as agreements to provide the Services, and changes to our terms, conditions, and policies.

Operations and General Business	Troubleshooting and diagnostic testing; conducting performance analyses of our systems and Services; testing new system features to evaluate their impact; system and log maintenance; technical support, system debugging, and hosting data; facilitating mergers, acquisitions, and other reorganizations and restructurings of our business (including prospective transactions).
Marketing	Sending you our newsletters, publications, updates, and invitations that we think may be of interest to you. We may send marketing messages through mail, email, phone call, and text message.
Targeted Advertising	<p>Engaging advertising partners, including third-party advertising companies and social media companies, to display ads to you on other websites and online services. These companies may use cookies and similar technologies (including pixel tags) to collect information about your interactions over time across the Services, our communications, and other websites and online services, and use that information to serve online ads that they think will interest you. We may also share information about our users with these companies to facilitate interest-based advertising to our or similar users (known as a “lookalike audience”) on other online platforms.</p> <p>If you would like more information about this practice, and to learn how to opt out of it in desktop and mobile browsers on the particular device on which you are accessing this Privacy Policy, please visit http://optout.aboutads.info and http://optout.networkadvertising.org.</p>
Relationship Building and Engagement	Facilitating and responding to any social sharing and posts on our Services, and other customer relationship building activities.
Personalizing our Services	Personalizing our interactions with you and providing you with information and/or offers tailored to your interests.
Improving and Developing Products and Services	Conducting data analysis, for example, monitoring and analyzing Services use and using data analytics to improve the efficiency of our Services; developing new Services; considering ways to enhance, improve, repair, maintain, or modify our Services; identifying usage trends, for example, understanding which parts of our Services are most interesting to users; determining the effectiveness of our promotional campaigns; operating and expanding our business activities.
Aggregation, De-identification, and/or Anonymization	Aggregating, de-identifying, and/or anonymizing personal information so that it will no longer be considered personal information.
Security and Fraud Prevention	Conducting audits; verifying that our internal processes function as intended and are compliant with legal, regulatory, or contractual requirements; monitoring for and preventing fraud; and for security purposes.
Legal and Compliance	<p>Fulfilling our legal and compliance-related obligations, including complying with applicable laws, complying with legal processes, responding to requests from public and government authorities, meeting national security or law enforcement requirements, and complying with requirements set by industry-specific supervisory bodies.</p> <p>Enforcing our terms and conditions and standards; protecting our operations; protecting the rights, privacy, or property of our business; responding to auditors; allowing us to pursue available legal remedies and make insurance claims, defend claims, and limit the damages that we may sustain.</p>

HOW WE DISCLOSE PERSONAL INFORMATION

Here are the types of entities to which we may disclose personal information in providing our Services:

DISCLOSURES	EXAMPLES
Service Providers	Our service providers include companies and individuals that provide services on our behalf or help us operate our Services or our business (such as businesses that provide hosting, information technology, customer support, email delivery, and website analytics services).
Professional Advisors	We use accountants, actuaries, auditors, experts, consultants, lawyers, banks, and financial institutions to support our business.
Advertising Partners	We may disclose information to third-party advertising companies, including for the interest-based advertising purposes described above, which may collect information on the Services through cookies and other automated technologies.
Authorities and Others	If we are required by law or legal process or if we deem the disclosure appropriate for other legal, compliance or fraud-prevention purposes, we may disclose information to law enforcement, public, regulatory and government authorities, or courts, or other entities that obtain valid subpoenas.
Other Online Services	When you interact with us, you may choose to share information and content on our social media pages and other online services.
Business Transferees	We may disclose or transfer your personal information to third parties such as acquiring entities and their advisors in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

SECURITY

We seek to use reasonable organizational, technical, and administrative measures to protect personal information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please notify us immediately.

MARKETING CHOICES

You have choices regarding marketing-related communications. If you no longer want to receive marketing-related emails, text messages, or other communications from us on a going-forward basis, you may opt-out by following the unsubscribe instructions in any such message.

We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you opt out of receiving marketing from us, we may still send you important administrative messages, from which you cannot opt out.

RETENTION PERIOD

We retain personal information for as long as needed or permitted in light of the purposes for which it was obtained as outlined in this Privacy Policy unless a longer retention period is required or permitted by applicable law.

THIRD-PARTY SERVICES

This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices of any third parties. This includes any third party operating any website or service to which the Services link. The inclusion of a link on the Services does not imply endorsement of the linked site or service by us.

USE OF SERVICES BY MINORS

The Services are not directed to individuals under the age of 13, and we do not knowingly collect personal information from individuals under 13.

UPDATES TO THIS PRIVACY POLICY

The “Last Updated” legend at the top of this Privacy Policy indicates when this Privacy Policy was last revised. Any changes will become effective when we post the revised Privacy Policy on the Services.

CONTACTING US

You can reach us at Patrick@theoai.ai