

PRIVACY POLICY
Analytics 4 Retail LLC | Zenot (zenot.ai)
Effective Date: May 24, 2026

1. INTRODUCTION

Analytics 4 Retail LLC ("Company," "we," "us," or "our") operates the Zenot platform and website located at zenot.ai (collectively, the "Service"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you access or use our Service. Please read this policy carefully. If you disagree with its terms, please discontinue use of the Service.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the "Effective Date" above. Your continued use of the Service after the revised policy has been posted constitutes your acknowledgment and acceptance of such changes.

2. INFORMATION WE COLLECT

We may collect information about you in various ways depending on how you interact with our Service. The categories of information we collect include:

2.1 Personal Identification Information

When you register for an account, request a demo, or contact us, we may collect:

- Full name and job title
- Business email address
- Company name and industry
- Any other information you voluntarily provide

2.2 Cookies and Tracking Technologies

When you visit zenot.ai or use the Service, we automatically collect certain technical information, including:

- IP address and approximate geographic location
- Browser type, version, and language preferences
- Operating system and device identifiers
- Pages visited, time spent, and clickstream data
- Referring URLs and exit pages
- Session identifiers and authentication tokens

We use cookies, web beacons, pixel tags, and similar tracking technologies to collect this

information. You may control cookie settings through your browser; however, disabling certain cookies may affect the functionality of the Service.

2.3 Information We Do Not Collect

We do not intentionally collect sensitive personal data such as government-issued identification numbers, financial account details, health or medical information, or data from children under the age of 13. If you believe we have inadvertently collected such data, please contact us immediately.

3. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

- **Service Delivery.** To create and manage your account, authenticate logins, and provide the core Zenot analytics features.
 - **Communications.** To send transactional emails (e.g., account confirmations, password resets) and, where you have opted in, product updates and marketing communications.
 - **Analytics & Improvement.** To understand how users interact with the Service, diagnose technical issues, and improve features, performance, and user experience.
 - **Security & Fraud Prevention.** To monitor for suspicious activity, enforce our Terms of Service, and protect the rights and safety of our users and the Company.
 - **Legal Compliance.** To comply with applicable laws, regulations, legal processes, or governmental requests.
 - **Aggregated Insights.** To generate anonymized, aggregated statistics that do not identify any individual and may be shared publicly or with partners.
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4. LEGAL BASIS FOR PROCESSING (EEA / UK USERS)

If you are located in the European Economic Area (EEA) or the United Kingdom, our legal basis for collecting and using your personal data is one or more of the following:

- **Performance of a contract** — processing necessary to provide the Service you have requested.
- **Legitimate interests** — processing necessary for our legitimate business interests, such as improving the Service and preventing fraud, where those interests are not overridden by your rights.
- **Consent** — where you have given explicit consent, such as subscribing to marketing emails.
- **Legal obligation** — processing necessary to comply with a legal obligation to which we are subject.

5. SHARING OF YOUR INFORMATION

We do not sell, trade, or rent your personal information to third parties. We may share your information in the following limited circumstances:

- **Service Providers.** We engage trusted third-party vendors to help operate the Service (e.g., cloud hosting, email delivery, analytics infrastructure). These providers are contractually obligated to protect your information and may only use it to perform services on our behalf.
- **Business Transfers.** If the Company is involved in a merger, acquisition, financing, or sale of assets, your information may be transferred as part of that transaction. We will notify you via prominent notice on our website before your information becomes subject to a different privacy policy.
- **Legal Requirements.** We may disclose your information if required to do so by law, subpoena, court order, or other legal process, or if we believe in good faith that disclosure is necessary to protect the rights, property, or safety of the Company, our users, or the public.
- **With Your Consent.** We may share your information with third parties when you have given us your explicit consent to do so.

6. DATA RETENTION

We retain your personal information for as long as your account is active or as needed to provide you the Service, comply with our legal obligations, resolve disputes, and enforce our agreements. When you close your account, we will delete or anonymize your personal data within 90 days, except where we are required by law to retain it for a longer period.

7. YOUR PRIVACY RIGHTS

Depending on your jurisdiction, you may have the following rights with respect to your personal data:

- **Access.** Request a copy of the personal data we hold about you.
- **Correction.** Request that we correct inaccurate or incomplete data.
- **Deletion.** Request that we delete your personal data, subject to legal retention requirements.
- **Portability.** Receive your personal data in a structured, machine-readable format.
- **Restriction.** Request that we restrict the processing of your personal data under certain circumstances.
- **Objection.** Object to our processing of your personal data based on legitimate interests.

- **Withdraw Consent.** Withdraw any consent you have previously given at any time, without affecting the lawfulness of processing before withdrawal.
- **Opt-Out of Marketing.** Unsubscribe from marketing emails at any time by clicking the "unsubscribe" link in any such email or contacting us directly.

To exercise any of these rights, please contact us at the address provided in Section 11. We will respond to verified requests within 30 days. We may need to verify your identity before processing your request.

8. DATA SECURITY

We implement industry-standard administrative, technical, and physical safeguards to protect your personal data against unauthorized access, alteration, disclosure, or destruction. These measures include encrypted data transmission (TLS), hashed credential storage, role-based access controls, and regular security assessments.

However, no method of electronic transmission or storage is 100% secure. While we strive to use commercially acceptable means to protect your data, we cannot guarantee absolute security. You are responsible for keeping your account credentials confidential.

9. THIRD-PARTY LINKS AND INTEGRATIONS

The Service may contain links to third-party websites or integrate with third-party tools and platforms. This Privacy Policy does not apply to those third parties, and we are not responsible for their privacy practices. We encourage you to review the privacy policies of any third-party sites or services you visit.

10. CONTACT US

If you have questions about this Privacy Policy, wish to exercise your privacy rights, or need to report a privacy concern, please contact us at:

Company: Analytics 4 Retail LLC

Platform: Zenot (zenot.ai)

Email: contact@zenot.ai

Website: <https://www.zenot.ai>

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This document is provided for informational purposes and does not constitute legal advice.
Consult a qualified attorney for advice specific to your situation.

