Foresight
by Flow Ninja

Legal document

Privacy Policy

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13 sections

This Privacy Policy describes how Flow Ninja, Milutina Milankovića 11g, 11070 New Belgrade, Serbia ("Foresight", "we", "us", "our") collects, uses, stores and shares information when you use the Foresight website and applications at askforesight.ai and its subdomains (together, the "Service").

Foresight is an AI website-intelligence product: you give us a website URL and we analyze the publicly available website, producing a scored audit and strategy recommendations. Paid workspaces can connect data sources — Google Analytics, Google Search Console, or a CRM — so the analysis is verified against real data.

Questions about this policy or your data: privacy@askforesight.ai.

THE SHORT VERSION

> We collect what we need to run the Service: your account details, the websites you ask us to analyze, documents you choose to upload, and — only if you connect them — read-only data from your Google Analytics, Search Console or CRM accounts.

> Payments are handled by Stripe. Card details never touch our servers.

> We use a single essential login cookie. No advertising cookies, no cross-site tracking.

> We never sell your data, never use it for advertising, and never use your data to train AI models.

> Google Analytics and Search Console access is read-only and aggregate-level, encrypted at rest, and used solely to build the reports you request — in line with the Google API Services User Data Policy, including its Limited Use requirements (see Section 2).

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01 Information we collect

Information you provide

> **Account details.** Your name, email address and a password when you create an account. Passwords are stored only as salted argon2id hashes — we cannot read them.

> **Websites you submit.** The URL of each website you want analyzed.

> **Documents you upload.** Paid workspaces can upload documents to a project knowledge base (PDF, DOCX, PPTX, TXT, MD, VTT, SRT — for example call transcripts or proposal decks, up to 20 MB per file). We store the file and the text extracted from it. Please do not upload documents containing sensitive personal data that the analysis does not need.

> **Billing information.** Payments are processed by Stripe. Card details are entered in Stripe's own interface and are never received or stored by us. We store your Stripe customer reference, plan and subscription status, and purchase records (amount, currency, dates, invoice references).

> **Communications.** Messages you send to our support address.

Information from connected services

Collected only when you explicitly connect a source to a project:

> **Google Analytics 4 and Google Search Console** — aggregate website performance statistics, described in detail in Section 2.

> **CRM (HubSpot or Pipedrive)** — aggregate sales statistics for the one pipeline you select: counts of deals created, won, lost and open, amounts, win rate, distribution by stage and by month, and the most common loss reasons, over a trailing 365-day window. We do not store contact names, contact details or individual deal titles. We also store the identity of the connected portal/company account (its ID, the authorizing user's email, and the portal name/domain) and an encrypted OAuth token.

Information collected automatically

> **Server logs.** Our servers record requests (IP address, timestamp, path, status code) for security, abuse prevention and operations. Rate-limiting counters store only truncated cryptographic hashes of IPs/emails — not raw values — and expire automatically within hours.

> **Session cookie.** A single essential, HttpOnly login cookie (fs_session). We set no analytics or advertising cookies (Section 8).

> **Usage records.** We record which reports were run for which project, to enforce plan limits and keep an auditable usage ledger, and technical telemetry about our own AI pipeline (model used, token counts, cost) that contains no personal data.

Website content we analyze

When you request an analysis, we crawl the publicly available pages of the website you submitted (respecting its robots.txt) and run performance audits on it. This is content about a public website; we keep it temporarily as working data (Section 6).

A free report can be generated without an account. It is linked to an anonymous token in your browser and is automatically deleted after 30 days unless you sign up and claim it into an account.

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02 Google user data

This section describes how we handle data obtained through Google APIs. It applies in addition to the rest of this policy; where anything differs, this section governs for Google user data.

What we request. When you connect Google Analytics and/or Search Console, we request read-only access with these OAuth scopes:

- openid and email — to identify which Google account you connected;
- https://www.googleapis.com/auth/analytics.readonly — read-only access to Google Analytics;
- https://www.googleapis.com/auth/webmasters.readonly — read-only access to Search Console.

We never request write access and we never receive your Google password. You can approve either service individually on Google's consent screen — the connection works with only the permissions you granted.

Why we request it. Foresight's audit initially produces findings as hypotheses derived from a website's public content. Connecting Analytics and Search Console lets Foresight check those findings against your real traffic and search data and mark them as verified. That is the sole purpose of the access.

What we access. Aggregate statistics for the property or site you explicitly link to a project, over a trailing ~90-day window:

- From **Google Analytics**: overall totals (sessions, users, engaged sessions, engagement rate, session duration, bounce rate, key events, page views) and breakdowns by marketing channel, landing page, page and device category; plus the list of properties available on the account, so you can pick one.
- From **Search Console**: overall totals (clicks, impressions, click-through rate, average position) and breakdowns by top search queries, top pages and device; plus the list of your verified sites.

We request no user-level, demographic or geographic dimensions — nothing about your website's visitors as individuals.

What we store.

- The identity of the connected Google account (its email address and display name) and the list of scopes you granted.
- The OAuth refresh token, envelope-encrypted at rest (AES-256-GCM with per-record data keys). Short-lived access tokens are used in memory only and are never written to disk or a database.
- Normalized aggregate snapshots of the statistics listed above — never raw API responses.

How we use it. Solely to provide user-facing features you request: displaying the statistics in your workspace and verifying the findings in your reports. When our AI analysis processes this data, it is sent to our AI model providers under agreements that prohibit its use for training their models. We never use Google user data to develop or train generalized AI or machine-learning models, never use it for advertising purposes, and never sell it. Our personnel do not read this data except with your permission (for example, in a support case), where necessary for security or abuse investigation, or where required by law.

LIMITED USE DISCLOSURE

Foresight's use and transfer to any other app of information received from Google APIs will adhere to the Google API Services User Data Policy, including the Limited Use requirements.

Retention and revocation. You can disconnect Google inside the Service at any time. Disconnecting immediately and permanently deletes the stored refresh token and stops all data pulls. Aggregate snapshots already used in your reports remain part of those reports until you delete the related project data or ask us to delete them (privacy@askforesight.ai). You can also revoke Foresight's access directly in your Google Account at any time at myaccount.google.com/permissions.

03 How we use information

We use the information described above to:

- provide the Service: run analyses, generate reports, verify findings against connected data, and show them in your workspace;
- create and secure your account and sessions;
- process payments, manage subscriptions and enforce plan limits;
- send transactional email (email verification, password reset, sign-in links) and service notifications related to your reports and account, which you can manage in your notification settings;
- send you product updates and information about Foresight and Flow Ninja's services, which you can unsubscribe from at any time;
- measure how visitors find and use our website and how our advertising performs (see Section 8);
- keep the Service secure: rate limiting, abuse prevention, debugging and incident response;
- comply with legal obligations (for example, tax and accounting rules for payment records).

Where EU/UK data-protection law applies, our legal bases are: performance of a contract (providing the Service); your consent (connecting data sources, which you can withdraw by disconnecting, and non-essential cookies and similar technologies, which you can withdraw in Cookie settings); legitimate interests (security, service improvement, measuring our advertising, and marketing our products and services to business users, which you can object to at any time); and legal obligation (financial records). We do not use your information for automated decisions that produce legal or similarly significant effects about you.

04 AI processing

Foresight is an AI product. To generate your reports, the following content is processed by our AI model providers (currently OpenAI and Anthropic, via their APIs): extracted content of the analyzed public website, website performance audit summaries, and — where you use those features — aggregate statistics from your connected sources and the content of documents you uploaded to the project knowledge base.

Our AI providers process this data to serve our requests only; our agreements with them prohibit using it to train their models. We do not use your data to train generalized AI models of our own, and report outputs for one customer are never derived from another customer's private data.

05 When we share information

We never sell personal information. We share information only:

> **With service providers** that host and operate parts of the Service and our business on our behalf, listed below. Each receives only what its function requires.

> **With advertising and analytics partners** (Google, Meta and LinkedIn) to measure our website and advertising and, where you have consented, to show you relevant ads. See Section 8.

> **With data-source providers you connect** (Google, HubSpot, Pipedrive): we contact their APIs with your authorization to fetch the data described in Section 1 and 2. Their handling of your accounts is governed by their own terms and privacy policies.

> **At your direction**, for example when you share a report with someone.

> **For legal reasons**, if required by law, legal process, or to protect the rights, safety or property of Foresight, our users or the public.

> **In a business transfer**, if we are involved in a merger, acquisition or asset sale. Information may be transferred with notice to you. Google user data remains subject to the Limited Use commitments in Section 2.

Google user data received through connected Google accounts is never shared with advertising partners.

Provider	Purpose
Railway	Cloud hosting: application, database, file storage

Provider	Purpose
Webflow	Website hosting and forms
Cloudflare	Security and bot protection
Stripe	Payment processing, invoicing, billing portal
OpenAI	AI processing to generate your reports (no training on your data)
Anthropic	AI processing to generate your reports (no training on your data)
Resend	Sending transactional email
Mailchimp	Sending product updates and marketing email
Pipedrive	Managing our customer relationships
Zapier	Moving data between our business tools
Finsweet	Managing your cookie consent
Sentry	Error monitoring (with sensitive values scrubbed)

06 Data retention

Data	Retention
Anonymous free reports	Deleted automatically after 30 days (unless claimed into an account)
Crawled website content and performance audits	Deleted automatically after 90 days (reports built from them are kept)
AI pipeline telemetry (model, tokens, cost)	Deleted automatically after 180 days
Account details, projects, reports, uploaded documents, connected-source snapshots	Kept while your account is active; deleted on verified request
Google/CRM OAuth tokens	Deleted immediately when you disconnect the integration
Billing and purchase records	Kept as long as required by tax and accounting law

Data	Retention
Server and security logs	Kept for a limited operational period

After a subscription is canceled, your workspace remains available in read-only mode for a period (currently 12 months) so you keep access to reports you paid for; you can request earlier deletion at any time.

You can delete your account and all of its data yourself, in the app, under Settings → Account. Deletion is confirmed by a code sent to your account email; the workspace closes immediately and everything is permanently erased after a short cancellation window (currently 7 days), which we tell you the exact date of. You can also request deletion by email privacy@askforesight.ai from your account email address. We honor verified requests within 30 days, except for records we are legally required to keep (for example, payment records) and residual copies in encrypted backups that expire on their own schedule.

07 Security

We protect your information with, among other measures: TLS encryption in transit; envelope encryption (AES-256-GCM) of OAuth tokens at rest with support for key rotation; argon2id password hashing; HttpOnly session cookies; scoped, account-isolated data access in our application layer; single-use, short-lived tokens for email verification and password reset; and rate limiting on authentication endpoints. No method of transmission or storage is 100% secure, but we work to protect your data appropriately for its sensitivity.

08 Cookies and similar technologies

We use cookies and similar technologies, such as pixels, tags and local storage, on askforesight.ai and in the Service.

Strictly necessary. These keep you signed in, keep the Service secure, remember your cookie choices and process payments. They don't require consent. If you block them, parts of the Service, such as signing in, won't work.

Analytics and marketing. With your consent, where required by law, we use cookies and tags from Google, Meta and LinkedIn to measure visits to our site, understand which campaigns bring people to Foresight, and show relevant ads on other websites. We also store how you reached our site, such as campaign parameters and ad click identifiers, for up to 30 days, so we can attribute a sign-up to the campaign that led to it.

Name	Provider	Purpose	Category	Duration
Sign-in cookie	Foresight	Keeps you signed in	Strictly necessary	30 days, refreshed while you use the Service
Consent cookie	Foresight (Finsweet)	Remembers your cookie choices	Strictly necessary	12 months
__cf_bm	Cloudflare	Bot protection	Strictly necessary	30 minutes

Name	Provider	Purpose	Category	Duration
Stripe cookies	Stripe	Fraud prevention during payment	Strictly necessary	Set by Stripe
_ga, _ga_*	Google	Website analytics	Analytics	2 years
_gcl_au, _gcl_ls	Google	Ad conversion measurement	Marketing	90 days
_fbp, _fbc, lastExternalReferrer, lastExternalReferrerTime	Meta	Ad measurement and targeting	Marketing	Up to 90 days
bcookie, bscookie, lidc, li_adsId	LinkedIn	Ad measurement and targeting	Marketing	Up to 2 years
fs_utm	Foresight	Campaign attribution	Marketing	30 days

Measuring advertising results. When you create an account or request a report, we may share limited information with Google and Meta, such as a hashed email address and ad click identifiers, to measure how our ads perform. We do this based on your consent where required, and otherwise on our legitimate interest in measuring our advertising. You can object at any time by contacting privacy@askforesight.ai. These partners process this information under their own privacy policies: Google, Meta and LinkedIn.

Local storage. The applications also use your browser's local storage for interface state, for example a list of your recent reports and short-lived tokens for an anonymous free report. This data stays in your browser and can be cleared by clearing site data.

Your choices. You can change or withdraw your consent at any time through Cookie settings in the site footer. Withdrawing consent doesn't affect processing that happened before. You can also block or delete cookies in your browser settings.

09 Your rights and choices

Depending on where you live (for example, under the EU/UK GDPR or California law), you may have rights to access, correct, delete or export your personal information, to restrict or object to certain processing, and to withdraw consent at any time (such as by disconnecting a data source). You will not be discriminated against for exercising them.

You can exercise most of these directly: edit your profile in settings, disconnect integrations, delete uploaded documents, delete your entire account under Settings → Account (Section 6), or cancel your subscription in the billing portal. For anything else — including a copy of your data — email privacy@askforesight.ai and we will respond within 30 days. If you are in the EU/UK, you also have the right to lodge a complaint with your data-protection authority.

10 International transfers

Our infrastructure and service providers may process data in the United States and the European Union. Where personal data is transferred out of the EEA/UK, we rely on appropriate safeguards such as the European Commission's Standard Contractual Clauses or the providers' participation in the EU-U.S. Data Privacy Framework.

11 Children

The Service is a business tool, not directed to children, and may not be used by anyone under 16. We do not knowingly collect personal information from children; if you believe a child has provided us information, contact us and we will delete it.

12 Changes to this policy

We may update this policy as the Service evolves. We will post the new version at this address with an updated date, and for material changes we will notify you by email or in the Service before they take effect.

13 Contact

LEGAL ENTITY

Flow Ninja
Milutina Milankovića 11g
11070 New Belgrade, Serbia
privacy@askforesight.ai (privacy requests)
support@askforesight.ai (general support)