

This Privacy Policy describes the personal information Cirra AI, Inc. (“Cirra AI,” “we,” “our,” or “us”) collects when you use the Cirra AI website at <https://cirra.ai/> (the “Website”), how we use this information, with whom we share it, and the choices you have in connection with this.

1. INFORMATION WE COLLECT AND USE

Through your use of the Website, Cirra AI will collect personal information, which is information that identifies you directly or indirectly as outlined below.

A. Information Collected From You

As you use the Website, Cirra AI will collect personal information when you:

Contact Sales/Ready to Learn More: When you contact us with a question or inquiry through any of our online forms, we collect, from you, your identifiers (name, company name, email address, phone number) and any other information you choose to include in your correspondence. We use this personal information to respond to your questions or inquiries, troubleshoot where necessary, address any topics you inquire about, and send you marketing emails. You may opt-out of receiving marketing emails from us by clicking the “unsubscribe” link provided with each email. Please note that we will continue to send you notifications necessary to the Website, or requested products or services.

Cirra AI may also use your personal information collected for the above purposes to efficiently maintain our business, to comply with the law, and for other limited circumstances as described in **HOW WE SHARE YOUR INFORMATION**.

B. Information Collected Automatically

In addition to the personal information you provide, when you use our Website, Cirra AI automatically collects information via cookies and similar technologies. This information includes your:

- **Usage information:** This includes information such as: your time of visit to the Website, pages visited, search terms, actions taken, how much time you spend on each page, or customer objects throughout the Website and frequency of access. We use this personal information to: (i) conduct analytics; (ii) enhance user experience; (iii) prevent fraudulent use of the Website; and (iv) diagnose and repair errors.
- **Error information:** In the event of technical errors with the Website, we collect information in connection with an error message, including the filename, error line

number, and any related error message generated by the component that failed. We use this information to diagnose and repair errors.

- **Device information:** This includes information about the device you use to access our Website, such as browser type, browser language, hardware model, operating system, and your preferences. We use this personal information to: (i) conduct analytics; (ii) enhance user experience; (iii) prevent fraudulent use of the Website; (iv) diagnose and repair errors; (v) remember your preferences; and (vi) provide enhanced functionality.
- **Google Analytics:** For the Website, we use Google Analytics to collect information on your use of the Website to improve our Website. In order to collect this information, Google Analytics may set cookies on your browser or read cookies that are already there. Google Analytics may also receive information about you from applications you have downloaded that partner with Google. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google's ability to use and share information collected by Google Analytics about your visits to our Website or another application which partners with Google is governed by the Google Analytics Terms of Use and the Google Privacy Policy. To prevent your data from being used by Google Analytics, you can download the Google Analytics opt-out browser add-on for Google Analytics which can be found [here](#).
- **Google Ads:** We may use Google Ads to deliver advertisements to you and to track whether you have interacted with an advertisement we have placed elsewhere on the internet. Google Ads stores a conversion tracking cookie on your device when you click on our advertisement. The information obtained through the cookie is used to generate statistics and allows us to see the total number of users who clicked on our advertisements. We also use Google Ads to present to users of our Websites advertisements across the internet and within the Google advertising network based on their visits to our Websites. For more information, please review Google's privacy policy, available [here](#). To opt out of this sharing and targeted advertising by Google, you can go to **Google's ad settings**.
- **HubSpot:** We use HubSpot to analyze the data traffic on our Website and your behavior while using our Website. We use this information to gain valuable insights into user behavior on our Website to improve our Website. For more information on Hubspot, please review its privacy policy [here](#). We also use HubSpot to send our emails and to track the behavior of our email recipients. With the help of HubSpot's conversion tracking, we can analyze whether a predefined action took place by an email recipient, such as opening our email, to better adapt and distribute our emails. For more information on HubSpot, please review its privacy policy [here](#). You can disable email tracking by disabling the display of images by default in your email program.
- **RB2B:** When you visit or log in to our website, cookies and similar technologies may be used by our online data partners or vendors to associate these activities with other personal information they or others have about you, including by association with your

email. We (or service providers on our behalf) may then send communications and marketing to these email. You may opt out of receiving this advertising by visiting <https://app.retention.com/optout>.

- **Microsoft Clarity:** "We partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our website through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising, as well as during the onboarding walkthrough to help us understand where users encounter difficulties during setup. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#)."

In general, to disable cookies and limit the collection and use of information through them, you can set your browser to refuse cookies or indicate when a cookie is being sent.

2. HOW WE SHARE YOUR INFORMATION

A. General Sharing

Cirra AI may share the personal information identified in this Privacy Policy in the following instances:

- **Within Cirra AI:** Where necessary, Cirra AI will share your personal information within Cirra AI in order to efficiently carry out business and to the extent permitted by law.
- **With service providers:** Cirra AI will share your personal information with service providers that perform services on Cirra AI's behalf. These service providers include our IT support and security, website hosting provider, and email provider.
- **In the event of a corporate reorganization:** In the event that Cirra AI enters into, or intends to enter into, a transaction that alters the structure of Cirra AI, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our assets, Cirra AI would share your personal information with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction.
- **For legal purposes:** Cirra AI will share your personal information where legally required, in response to court orders, law enforcement or legal process, including for national security purposes; to establish, protect, or exercise our legal rights, as required to contracts; to defend against legal claims or demands; to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the

rights, property, or personal safety of any person; or to comply with the requirements of any applicable law.

3. DO NOT TRACK

We do not support Do Not Track (DNT). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

4. INFORMATION SECURITY

Cirra AI implements and maintains reasonable security measures, including access controls, to help protect the personal information that Cirra AI collects and maintains. However, unfortunately, we cannot guarantee that our security measures will prevent malicious attacks to our systems 100% of the time.

5. AGE RESTRICTION

The Website is not intended for individuals under the age of eighteen (18).

6. CHANGES TO THIS PRIVACY POLICY

Cirra AI may change this Privacy Policy from time to time. We will post the changes to this page and indicate the date the changes go into effect. We encourage you to review our Privacy Policy to stay informed. If Cirra AI makes changes that materially affect your privacy rights, we will notify you with a prominent post on the Website and obtain your consent, if required.

7. CONTACT

If you have any questions about this Privacy Policy, please contact us at legal@cirra.ai.