

## Clarity AI Website - Privacy Policy

Last updated: 1 Dec 2025

This Clarity AI Website Privacy Policy ("**Privacy Policy**") explains how Clarity AI Europe S.L (EU representative) and Clarity AI, Inc. ("**Clarity**", "**we**", "**us**") process the personal data we may receive through our publicly accessible website located at <https://go.clarity.ai> (the "**Site**").

If you have any questions about this Privacy Policy or our data protection practices, please contact us at [privacy@clarity.ai](mailto:privacy@clarity.ai).

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### Data Controllers and EU Representative:

Clarity AI Europe S.L (EU representative) and Clarity AI, Inc.

### Categories of Personal Data Processed

- Identification Data: Name, surname, email address, telephone number
- Internet Profiles: IP address, web browser, usage data, device information
- Financial Data: Portfolio selections and preferences
- Employment Data: Employer details, job position
- Behavioural Information: Data collected via cookies and tracking technologies

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### Purposes and Legal Basis for Processing

- Performance of a Contract: Managing and controlling user registration and site usage
- Legitimate Interest:
  - Ensuring security and integrity of the site
  - Conducting usage analysis and improvements
  - Sending relevant commercial communications (subject to opt-out rights)
  - Internal administrative purposes
- Legal Obligations: Compliance with applicable laws and regulations
- Consent: For certain cookies, marketing communications, and specific data processing activities

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### Recipients of Personal Data



- Third-party service providers for IT, analytics, marketing, and security purposes
  - Regulatory authorities when legally required
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### **International Data Transfers**

- Transfers outside the EU/UK will follow appropriate safeguards (where applicable and necessary), such as:
    - Standard Contractual Clauses (SCCs)
    - Adequacy decisions
    - Binding Corporate Rules (BCRs)
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### **Data Retention Period**

- Retained for as long as necessary to fulfil processing purposes
  - Logs retained for security purposes for one (1) year
  - Data retained for legal defence for a defined statutory period
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### **Data Subject Rights**

Where applicable, users have the right to:

- Access their personal data
- Rectify inaccurate or incomplete data
- Erase personal data where legally applicable
- Restrict processing under certain conditions
- Object to processing based on legitimate interests
- Data Portability for reuse across different services
- Withdraw Consent where processing is based on consent
- Lodge Complaints with the relevant Data Protection Authority

To exercise rights, contact: [privacy@clarity.ai](mailto:privacy@clarity.ai)

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### **Opt-Out Options**

Users can opt out of:

- Marketing communications via unsubscribe links or direct contact
- Non-essential cookies via browser settings or our Website Cookie Policy

### **Children's Data**

The Site is not intended for children, and we do not knowingly collect their data.

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### **Updates to this Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in law, technology, or our practices. We encourage you to review this page regularly.