

# Privacy Policy

**Last updated: September 1, 2025**

This Privacy Policy explains how **AI Couture Ltd**, trading as **AlphaMind AI** ("we", "our", "us"), collects, uses, and protects your personal information when you use our website and services.

This policy applies to users in the United Kingdom, European Union, United States, and other regions where we operate, and is designed to comply with the **UK Data Protection Act 2018, EU GDPR, and US privacy laws including CCPA/CPRA**.

## 1. Information We Collect

At this stage, we only collect limited data:

- **Email address** – when you join our waitlist or request updates.
- **Website usage data** – anonymous analytics such as pages visited, referrer, device type, and country (collected via [Plausible Analytics](#), which does not use cookies or track individuals).

We do not collect sensitive data such as ID numbers, payment details, or postal addresses.

## 2. How We Use Your Information

We use your information to:

- Reserve your spot on our waitlist and contact you about Beta access.
- Send you updates about AlphaMind AI (you may unsubscribe at any time).
- Improve our website and user experience through anonymous analytics.

We do not sell or rent your personal data.

## 3. Legal Basis for Processing

We process personal data under the following lawful bases (GDPR/UK DPA):

- **Consent** – when you provide your email for the waitlist or updates.
- **Legitimate interests** – to operate and improve our website using anonymous analytics.

You may withdraw consent at any time by contacting us.

#### **4. Data Sharing**

We may share limited data with trusted service providers who support our operations (e.g. hosting, email, analytics). They are contractually bound to protect your data and may not use it for their own purposes.

#### **5. International Transfers**

Your data may be processed or stored outside your country. Where applicable, we rely on safeguards such as Standard Contractual Clauses to ensure compliance with GDPR.

#### **6. Data Retention**

- Email addresses are retained until you unsubscribe or request deletion.
- Anonymous analytics data is aggregated and not linked to individuals.

#### **7. Your Rights**

Depending on your location, you may have the following rights:

- Access, correct, or request deletion of your data.
- Restrict or object to certain processing.
- Data portability (receive a copy in a portable format).
- Do not sell/share my personal information (California CCPA/CPRA).

To exercise these rights, email us at [support@aialphamind.com](mailto:support@aialphamind.com).

#### **8. Children's Privacy**

Our services are not directed to individuals under 18, and we do not knowingly collect data from minors.

#### **9. Changes**

We may update this Privacy Policy from time to time. Updates will be posted here with a new

"last updated" date.

## 10. Contact Us

If you have questions or wish to exercise your rights, please contact us:

[support@aialphamind.com](mailto:support@aialphamind.com)

AI Couture Ltd, London, United Kingdom

- EU users may also contact their local Data Protection Authority.
- UK users may contact the **ICO (Information Commissioner's Office)**.
- US users may have rights under their state's privacy laws.