

# PRIVACY POLICY

Last Updated: January 1, 2026

CloudVault Data Services, Inc. ("CloudVault," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our cloud storage and data management services (the "Services").

Please read this Privacy Policy carefully. By using the Services, you agree to the collection and use of information in accordance with this policy. If you do not agree with the terms of this Privacy Policy, please do not access or use the Services.

## 1. INFORMATION WE COLLECT

We collect several types of information from and about users of our Services:

### 1.1 Personal Information

We collect information that identifies, relates to, describes, or could reasonably be linked with you or your household ("Personal Information"), including:

- Identity Information: Name, username, email address, phone number, mailing address, business information
- Authentication Information: Passwords, password hints, security questions and answers
- Payment Information: Credit card numbers, billing addresses, payment history
- Account Information: Account preferences, settings, favorites, bookmarks
- Device Information: IP address, browser type, operating system, device identifiers, mobile network information
- Usage Information: Access times, pages viewed, features used, links clicked, search queries
- Location Information: General geographic location based on IP address or precise location if you grant permission

### 1.2 Content You Store

We collect and store the files, documents, photos, videos, and other content you upload to our Services ("Your Content"). Your Content remains yours, and you retain all ownership rights.

### 1.3 Metadata

We collect metadata about Your Content, including file names, file sizes, file types, dates of creation and modification, sharing permissions, and folder structures.

### 1.4 Communications

We collect information when you contact us for customer support, provide feedback, or communicate with us through the Services, including:

- Support ticket content
- Chat transcripts
- Email correspondence
- Survey responses

- Community forum posts

### 1.5 Cookies and Tracking Technologies

We use cookies, web beacons, pixels, and similar tracking technologies to collect information about your browsing activities. For more details, see Section 7 below.

### 1.6 Information from Third Parties

We may receive information about you from third parties, including:

- Single sign-on services (Google, Microsoft, Apple)
- Payment processors
- Marketing partners
- Security services
- Analytics providers

## 2. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

### 2.1 To Provide and Maintain the Services

- Create and manage your account
- Process transactions and send related information
- Store, organize, and sync Your Content across devices
- Provide search, sharing, and collaboration features
- Authenticate users and prevent fraud
- Provide customer support
- Send administrative notifications and updates

### 2.2 To Improve and Develop the Services

- Analyze usage patterns and trends
- Conduct research and testing
- Develop new features and functionality
- Monitor and analyze service performance
- Troubleshoot technical issues
- Create aggregated, de-identified analytics

### 2.3 To Communicate With You

- Send service-related announcements
- Respond to your inquiries and requests
- Send promotional communications (with your consent)
- Conduct surveys and collect feedback
- Provide updates about policy changes

### 2.4 For Security and Legal Compliance

- Detect, prevent, and respond to fraud, abuse, or security risks
- Enforce our Terms of Service
- Comply with legal obligations
- Respond to law enforcement requests

- Protect our rights, privacy, safety, or property
- Resolve disputes

#### 2.5 For Marketing and Advertising

- Send you marketing communications about our Services
- Personalize your experience
- Display targeted advertisements (with your consent where required)
- Measure advertising effectiveness

## 3. HOW WE SHARE YOUR INFORMATION

We do not sell your Personal Information to third parties. We may share your information in the following circumstances:

#### 3.1 With Your Consent

We may share your information when you give us explicit permission, such as when you:

- Share files or folders with other users
- Connect third-party applications to your account
- Participate in collaborative features

#### 3.2 With Service Providers

We engage third-party companies and individuals to perform services on our behalf, including:

- Cloud infrastructure providers (AWS, Google Cloud, Microsoft Azure)
- Payment processors (Stripe, PayPal)
- Customer support platforms (Zendesk, Intercom)
- Analytics providers (Google Analytics, Mixpanel)
- Email service providers (SendGrid, Mailchimp)
- Security services (threat detection, DDoS protection)

These service providers have access to your information only to perform tasks on our behalf and are obligated to protect your information.

#### 3.3 For Business Transfers

If CloudVault is involved in a merger, acquisition, asset sale, bankruptcy, or other business transaction, your information may be transferred as part of that transaction. We will notify you of any such transaction and any choices you may have.

#### 3.4 For Legal Reasons

We may disclose your information if required to do so by law or in response to:

- Valid legal processes (subpoenas, court orders, search warrants)
- Government requests
- National security requirements
- Law enforcement investigations

We will notify you of legal requests for your information unless prohibited by law or if notice would be futile or ineffective.

### 3.5 To Protect Rights and Safety

We may disclose your information when we believe it is necessary to:

- Enforce our Terms of Service
- Protect our rights, property, or safety
- Protect the rights, property, or safety of our users or others
- Prevent fraud or abuse
- Investigate potential violations

### 3.6 Aggregated and De-Identified Information

We may share aggregated or de-identified information that cannot reasonably be used to identify you, including:

- Usage statistics
- Performance metrics
- Industry benchmarks
- Research findings

## 4. YOUR CONTENT AND SHARING

### 4.1 Your Content Remains Yours

You retain all ownership rights in Your Content. We claim no ownership over Your Content.

### 4.2 Limited License

By uploading Your Content, you grant us a limited license to:

- Store, reproduce, and transmit Your Content
- Perform technical operations necessary to provide the Services
- Create backup copies for data protection
- Display Your Content to you and users you designate

This license ends when you delete Your Content or terminate your account, except for:

- Backup copies retained for disaster recovery (deleted within 90 days)
- Content shared with others (remains accessible to them)
- De-identified data used for analytics

### 4.3 Sharing Your Content

When you share Your Content with others through the Services:

- You control who can access, view, edit, or comment on Your Content
- Shared content remains accessible to recipients even if you later revoke sharing permissions
- Recipients may download or copy shared content

### 4.4 Public Content

If you make Your Content publicly accessible:

- Anyone with the link can access Your Content
- Search engines may index publicly shared content
- You can change public content to private at any time

## 5. DATA SECURITY

## 5.1 Security Measures

We implement industry-standard security measures to protect your information:

- Encryption: All data is encrypted in transit using TLS 1.3 and at rest using AES-256 encryption
- Access Controls: Role-based access controls and principle of least privilege
- Authentication: Multi-factor authentication options available
- Monitoring: 24/7 security monitoring and intrusion detection
- Auditing: Regular security audits and penetration testing
- Incident Response: Dedicated security team and incident response procedures
- Data Centers: SOC 2 Type II certified data centers with physical security controls

## 5.2 Your Responsibilities

Security also depends on you:

- Use a strong, unique password
- Enable multi-factor authentication
- Keep your login credentials confidential
- Log out when using shared computers
- Promptly report suspicious activity
- Keep your software and devices updated

## 5.3 Data Breaches

In the event of a data breach affecting your Personal Information, we will:

- Investigate the breach
- Notify affected users within 72 hours
- Report to relevant authorities as required by law
- Take steps to mitigate harm

# 6. DATA RETENTION

## 6.1 Active Accounts

We retain your information for as long as your account is active or as needed to provide the Services.

## 6.2 Account Deletion

When you delete your account:

- Your Personal Information is deleted within 30 days
- Your Content is deleted from active systems within 30 days
- Backup copies are removed within 90 days
- Some information may be retained longer for legal or operational purposes

## 6.3 Legal Retention

We may retain certain information longer when required by:

- Legal obligations (tax, accounting, regulatory requirements)
- Dispute resolution (pending litigation or investigations)
- Fraud prevention (activity logs for suspected fraudulent accounts)

## 7. COOKIES AND TRACKING TECHNOLOGIES

### 7.1 Types of Cookies We Use

Essential Cookies: Necessary for the Services to function

- Session management
- Authentication
- Security
- Load balancing

Performance Cookies: Help us understand how users interact with the Services

- Analytics
- Error reporting
- A/B testing

Functional Cookies: Enable enhanced functionality

- Preferences and settings
- Language selection
- Accessibility features

Marketing Cookies: Used for advertising and marketing

- Targeted advertising
- Conversion tracking
- Retargeting

### 7.2 Your Cookie Choices

You can control cookies through:

- Browser settings (block all cookies, block third-party cookies, or delete cookies)
- Our cookie preference center (available in account settings)
- Industry opt-out tools (NAI, DAA, EDAA)

Note: Disabling essential cookies may impair functionality of the Services.

## 8. YOUR PRIVACY RIGHTS

Depending on your location, you may have certain rights regarding your Personal Information:

### 8.1 Access and Portability

- Request a copy of your Personal Information
- Request data in a structured, commonly used format
- Transfer your data to another service

### 8.2 Correction and Update

- Correct inaccurate Personal Information
- Update incomplete Personal Information

### 8.3 Deletion

- Request deletion of your Personal Information
- Delete your account and associated data

### 8.4 Restriction and Objection

- Restrict how we process your Personal Information
- Object to processing based on legitimate interests
- Opt out of marketing communications

### 8.5 Withdrawal of Consent

- Withdraw consent for data processing where consent was the basis
- Opt out of cookies and tracking

### 8.6 Automated Decision-Making

- Object to automated decision-making, including profiling
- Request human review of automated decisions

To exercise these rights, contact us at [privacy@cloudvault.com](mailto:privacy@cloudvault.com) or use the privacy controls in your account settings.

## 9. CHILDREN'S PRIVACY

The Services are not intended for children under 13 years of age (or 16 in the European Economic Area). We do not knowingly collect Personal Information from children. If you believe we have collected information from a child, please contact us immediately, and we will delete such information.

## 10. INTERNATIONAL DATA TRANSFERS

CloudVault is based in the United States. Your information may be transferred to and processed in the United States or other countries where we or our service providers operate.

We implement appropriate safeguards for international data transfers:

- Standard Contractual Clauses approved by regulatory authorities
- Privacy Shield certification (where applicable)
- Adequacy decisions
- Binding corporate rules

## 11. CALIFORNIA PRIVACY RIGHTS

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA):

### 11.1 Right to Know

You have the right to request information about:

- Categories of Personal Information collected
- Categories of sources
- Business purpose for collection
- Categories of third parties with whom we share information
- Specific pieces of Personal Information collected

#### 11.2 Right to Delete

You have the right to request deletion of your Personal Information, subject to certain exceptions.

#### 11.3 Right to Opt-Out

You have the right to opt out of the sale of your Personal Information. We do not sell Personal Information.

#### 11.4 Right to Non-Discrimination

You have the right not to receive discriminatory treatment for exercising your privacy rights.

To exercise your California privacy rights, contact us at [privacy@cloudvault.com](mailto:privacy@cloudvault.com) or call 1-800-555-CLOUD.

## 12. EUROPEAN PRIVACY RIGHTS

If you are in the European Economic Area (EEA), United Kingdom, or Switzerland, you have rights under the General Data Protection Regulation (GDPR):

#### 12.1 Legal Basis for Processing

We process your Personal Information based on:

- Contract performance (to provide the Services)
- Legitimate interests (to improve and secure the Services)
- Consent (for marketing and non-essential cookies)
- Legal obligations (to comply with laws)

#### 12.2 Data Protection Officer

You can contact our Data Protection Officer at: [dpo@cloudvault.com](mailto:dpo@cloudvault.com)

#### 12.3 Supervisory Authority

You have the right to lodge a complaint with your local data protection authority.

## 13. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. We will notify you of material changes by:

- Posting the new Privacy Policy on this page
- Updating the "Last Updated" date
- Sending email notification (for material changes)



- Displaying a prominent notice in the Services

Your continued use of the Services after changes become effective constitutes acceptance of the revised Privacy Policy.

## 14. CONTACT US

If you have questions or concerns about this Privacy Policy, please contact us:

CloudVault Data Services, Inc.  
Attention: Privacy Team  
1500 Cloud Way, Suite 300  
San Francisco, CA 94105

Email: [privacy@cloudvault.com](mailto:privacy@cloudvault.com)  
Phone: 1-800-555-CLOUD  
Support Portal: <https://support.cloudvault.com>

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## CONSENT TO PRIVACY POLICY

By using the Services, you acknowledge that you have read and understood this Privacy Policy and agree to its terms.