

PRIVACY POLICY

Effective Date: January 1, 2026
Last Updated: December 26, 2025

ABOUT FIND YOUR SIDE

Find Your Side is a free online tool based in Indiana, USA that helps users: - Take a guided quiz about skills, interests, and goals - Receive personalized business ideas based on their profile - Get a customized 4-week action plan with daily tasks - Receive optional daily task reminder emails

Contact Information: - Email: hello.findyourside@gmail.com - Location: Indiana, USA - Website: findyourside.com

ARTIFICIAL INTELLIGENCE NOTICE

IMPORTANT: This Service is Powered by AI

Find Your Side uses Claude AI (created by Anthropic) to: - Analyze your quiz responses - Generate personalized business ideas - Create customized 4-week action plans - Provide strategic recommendations

Claude AI Limitations: - May make errors or generate inaccurate information - May hallucinate or create false information - Lacks context about your specific situation - May reflect biases in training data - May provide outdated information

You are responsible for independently verifying all AI-generated content before using it for any business decisions.

1. DEFINITIONS

For purposes of this Privacy Policy:

“Company” (referred to as either “the Company”, “We”, “Us” or “Our”) refers to Find Your Side, based in Indiana, USA. “Service” refers to the Website and all related services provided by Find Your Side.

“You” means the individual accessing or using the Service. “Personal Data” means any information relating to an identified or identifiable individual.

“Cookies” are small files placed on Your device by a website. “Web Pixels” are small graphic images (also called web beacons or tracking pixels) embedded in web pages and emails to track user behavior and measure website traffic.

“Usage Data” refers to data collected automatically, such as IP address and browser type.

“Device” means any device that can access the Service (computer, phone, tablet).

2. INFORMATION WE COLLECT

2A. Personal Data You Provide

When you use our Service, we collect:

Quiz Responses: - Skills and interests - Time commitment preferences
- Business goals - Experience level - "Other" text responses

Contact Information: - Email address - Name (if provided)

Business Ideas Submissions: - Business type descriptions - Problem-solving approaches - Target customer descriptions - Skills and experience narratives

Feedback: - Feature requests - Service improvement suggestions - User experience feedback

2B. Automatically Collected Data

Usage Data: - IP address - Browser type and version - Pages visited and time spent - Date and time of visits - Device identifiers - Operating system

Tracking Technologies: - Cookies (session and persistent) - Web pixels (for Google Analytics) - Local storage (minimal use) - Server logs (deleted after 1 hour)

3. HOW WE USE YOUR INFORMATION

Legal Basis for Processing (GDPR)

We process your data based on:

Consent (Article 6(1)(a) GDPR): - Sending marketing emails (with your explicit opt-in) - Using cookies for analytics - Processing optional feedback

Legitimate Interests (Article 6(1)(f) GDPR): - Improving our Service - Security and fraud prevention - Analytics and performance monitoring

Service Delivery: - Generating personalized business ideas - Creating customized action plans - Sending requested email communications

Specific Uses

To Provide the Service: - Generate AI-powered business ideas based on your quiz responses - Create personalized 4-week action plans - Send action plans via email (if requested) - Send daily task reminders (if opted in)

To Improve the Service: - Analyze usage patterns - Identify popular features - Fix bugs and errors - Develop new features

To Communicate: - Respond to your inquiries - Send service-related announcements - Send marketing emails (only with consent - see Section 10) - Notify you of policy changes

For Security: - Detect and prevent fraud - Monitor for security threats - Protect user data integrity

4. HOW WE SHARE YOUR INFORMATION

We do NOT sell

your personal data. We share data only with: **4A. Service Providers**

Airtable (Database Storage): - Stores: Quiz responses, email addresses, feedback, business idea submissions - Purpose: Data storage and retrieval - Location: United States - Security: Encrypted storage, SOC 2 Type II certified -

Privacy Policy:
<https://www.airtable.com/privacy>

Sender (Email Service): - Stores: Email addresses, email preferences - Purpose: Sending action plans and feature announcements - Location: European Union (GDPR compliant) - Security: Encrypted transmission, GDPR-certified - Privacy Policy: <https://www.sender.net/privacy-policy/>

Google Analytics (Website Analytics): - Collects: IP addresses (anonymized), page views, session duration, device type - Purpose: Understanding user behavior and improving the Service - Location: United States - Data Retention: 26 months - Security: Industry standard encryption - Opt-Out: <https://tools.google.com/dlpage/gaoptout>

Anthropic (AI Processing): - Processes: Quiz responses and business idea prompts - Purpose: Generating personalized recommendations via Claude AI - Location: United States - Security: Enterprise-grade encryption - Data Handling: Your data is NOT used to train AI models - Privacy Policy: <https://www.anthropic.com/privacy>

Vercel (Hosting): - Stores: Server logs (deleted after 1 hour) - Purpose: Website hosting and performance - Location: United States - Security: HTTPS/SSL encryption, DDoS protection

4B. Legal Requirements

We may disclose your data if required by law or to: - Comply with legal obligations - Protect our rights or property - Prevent fraud or security issues - Protect user safety

4C. Business Transfers

If we merge, are acquired, or sell assets, your data may be transferred. You will be notified of any such change.

5. INTERNATIONAL DATA TRANSFERS

Your data may be transferred to and processed in countries outside your own, including the United States.

For EU/UK/Swiss Users: - We use Standard Contractual Clauses (SCCs) approved by the European Commission - Service providers are GDPR-compliant or Privacy Shield certified (where applicable)

For Canadian Users: - Transfers comply with PIPEDA requirements

For Australian Users: - Transfers comply with the Privacy Act 1988 **For Brazilian Users:** - Transfers comply with LGPD Article 33

6. DATA RETENTION

We retain your data only as long as necessary:

Quiz Responses & Business Ideas: - Retention: 3 years from last activity - Purpose: Service improvement and personalization - Deletion: Automatic after 3 years or upon request

Email Addresses: - Retention: Until you unsubscribe or request deletion -

Purpose: Sending requested communications - Deletion: Immediate upon unsubscribe or request

Usage Data: - Retention: 26 months (Google Analytics) - Server logs: 30 days - Purpose: Analytics and security

Feedback: - Retention: 2 years - Purpose: Service improvement - Anonymized after 1 year

7. DATA SECURITY

7A. Security Measures We Implement

Technical Safeguards: - HTTPS/SSL encryption for all data transmission - Encrypted database storage (Airtable AES-256) - Secure API authentication (API keys, not passwords) - Regular security audits and vulnerability scans - Firewall protection and DDoS mitigation - Access controls (least privilege principle)

Organizational Safeguards: - Employee training on data protection - Limited access to personal data - Regular security policy reviews - Incident response procedures

7B. Data Breach Notification

If a breach occurs: - We will notify affected users within 72 hours (GDPR/CCPA requirement) - Notification will include: nature of breach, data affected, steps taken, contact information - We will report to relevant authorities as required by law

Your Responsibility: - Use strong passwords (if applicable) - Keep your email secure - Report suspicious activity

8. YOUR RIGHTS

8A. Rights Under GDPR (EU/UK/Swiss Users)

You have the right to:

1. **Access** - Request a copy of your personal data
2. **Rectification** - Correct inaccurate data
3. **Erasure (Right to be Forgotten)** - Request deletion of your data
4. **Restriction** - Limit how we process your data
5. **Data Portability** - Receive your data in a structured format
6. **Object** - Object to processing based on legitimate interests
7. **Withdraw Consent** - Withdraw consent at any time
8. **Automated Decision-Making** - Opt out of automated decisions (including AI)
9. **Lodge a Complaint** - File complaints with your Data Protection Authority

How to Exercise These Rights: - Email:

hello.findyourside@gmail.com - Response Time: 5-10 business days - No Fee: Free (unless requests are excessive)

EU Data Protection Authorities: - Find your DPA:

https://edpb.europa.eu/about-edpb/about-edpb/members_en

8B. Rights Under CCPA/CPRA (California Users)

You have the right to:

1. **Know** - What personal information we collect and how we use it
2. **Access** - Request a copy of your data (up to 12 months)
3. **Delete** - Request deletion of your data
4. **Correct** - Correct inaccurate data (CPRA)
5. **Opt-Out** - Opt out of sale/sharing (we do not sell data)
6. **Limit Use of Sensitive Data** - Limit use of sensitive personal information
7. **Non-Discrimination** - Not be discriminated against for exercising rights

How to Exercise These Rights: - Email: hello.findyourside@gmail.com with subject "CCPA Request" - Response Time: 5-10 business days - Verification: We may request verification before processing

California Privacy Rights Office: - Website: <https://oag.ca.gov/privacy> - Phone: (916) 210-6276

8C. Rights Under Other US State Laws

Virginia (VCDPA), Colorado (CPA), Connecticut (CTDPA), Utah (UCPA), Montana (MCDPA), Delaware (DPDPA):

You have the right to: - Access your data - Correct inaccurate data - Delete your data - Opt out of targeted advertising (we do not use targeted ads) - Opt out of sale of data (we do not sell data)

How to Exercise: - Email: hello.findyourside@gmail.com - Response Time: 5-10 business days

8D. Rights Under CalOPPA (California Online Privacy Protection Act)

You have the right to: - Know what personal information is collected - Know if information is shared with third parties - Access and delete your information

Do Not Track (DNT): - We honor Do Not Track signals - If DNT is enabled, we will not track your activity

8E. Rights Under PIPEDA (Canada)

You have the right to: - Access your data - Correct errors - Withdraw consent - File complaints with the Privacy Commissioner of Canada

Privacy Commissioner of Canada: - Website: <https://www.priv.gc.ca> - Phone: 1-800-282-1376

8F. Rights Under LGPD (Brazil)

You have the right to: - Confirmation of data processing - Access your data - Correct incomplete or inaccurate data - Anonymization, blocking, or deletion - Data portability - Withdraw consent - Lodge complaints with ANPD (Brazilian Data Protection Authority)

ANPD Contact: - Website: <https://www.gov.br/anpd/pt-br>

8G. Rights Under Privacy Act 1988 (Australia)

You have the right to: - Know what information is held - Access your information - Correct inaccurate information - Complain to the Office of the Australian Information Commissioner (OAIC)

OAIC Contact: - Website: <https://www.oaic.gov.au> - Phone: 1300 363 992

8H. Rights Under APPI (Japan)

You have the right to: - Disclosure of personal data - Correction of inaccurate data - Suspension of use or deletion

Personal Information Protection Commission (Japan): - Website: <https://www.ppc.go.jp/en/>

8I. Rights Under PIPA (South Korea)

You have the right to: - Access and correction - Deletion - Suspension of processing - Lodge complaints with the Personal Information Protection Commission

8J. Rights Under LFPDPPP (Mexico)

You have the right to: - Access, Rectification, Cancellation, Opposition (ARCO rights) - Revoke consent

INAI (Mexican Data Protection Authority): - Website: <https://home.inai.org.mx>

9. CHILDREN'S PRIVACY (COPPA COMPLIANCE)

Our Service is NOT intended for children under 13 years of age. **We do not knowingly collect data from children under 13.**

If you are a parent/guardian and believe your child has provided us with personal data: - Contact us immediately: hello.findyourside@gmail.com - We will delete the data within 24 hours

Additional Protections: - No targeted marketing to children - No sale of children's data (we don't sell any data) - Parental consent required for users under 13 (we don't allow them)

10. MARKETING EMAILS & CONSENT

10A. Types of Emails We Send

Transactional Emails (No Consent Required): - Action plans you requested via "Email Me This Plan" - Service announcements affecting your account - Responses to your inquiries

Marketing Emails (Consent Required): - New feature announcements - Service updates (including premium features)

10B. How We Obtain Consent for Marketing

We will ONLY send marketing emails if you: - Check the opt-in box when submitting your email - The checkbox will say: "Yes, notify me when new features are available" - The checkbox is optional and NOT pre-checked - You can unsubscribe at any time by clicking the unsubscribe link in any email or emailing hello.findyourside@gmail.com

What Happens: - **If you check the box:** You'll receive feature announcements (including premium features) + transactional emails - **If you don't check the box:** You'll only receive the action plan you requested

10C. CAN-SPAM Compliance

All marketing emails include: - Clear "From" name (Find Your Side) - Accurate subject lines - Our physical address (Indiana, USA) - Easy unsubscribe link in every email - Unsubscribe processing within 10 business days

10D. How to Unsubscribe

Option 1: Click "Unsubscribe" in any email

Option 2: Email hello.findyourside@gmail.com with "Unsubscribe"

Result: - Marketing emails stop immediately - You'll still receive transactional emails (action plans you request) - For complete data deletion, see Section 8

11. COOKIES & TRACKING TECHNOLOGIES

11A. What We Use

Essential Cookies: - Session management - Security features - Basic site functionality

Analytics Cookies (Google Analytics): - Page views and traffic - User behavior patterns - Device and browser information - Anonymized IP addresses (last octet removed)

Web Pixels: - Small tracking images embedded in pages - Used by Google Analytics to count page views - Track email open rates (if you opt into emails)

11B. How to Manage Cookies

Browser Settings: - Chrome: Settings → Privacy → Cookies - Firefox: Options → Privacy → Cookies - Safari: Preferences → Privacy → Cookies - Edge: Settings → Privacy → Cookies

Google Analytics Opt-Out: - Install browser add-on:
<https://tools.google.com/dlpage/gaoptout>

Note: Disabling cookies may limit Service functionality.

12. THIRD-PARTY LINKS

Our Service may contain links to third-party websites. We are not responsible for their privacy practices. Please review their policies before providing data.

13. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy periodically to reflect: - Changes in our

practices - New legal requirements - Service improvements

How You'll Be Notified: - Email notification to registered users - Prominent notice on our website - Updated "Last Updated" date at top of this policy

Your Rights: - If you disagree with changes, you may stop using the Service - Continued use after changes constitutes acceptance

Major Changes: - For significant changes, we will provide at least 30 days notice - We may request re-consent if required by law

14. CONTACT US

For questions about this Privacy Policy or to exercise your rights:

Email: hello.findyourside@gmail.com

Location: Indiana, USA

Response Time: 5-10 business days

15. GOVERNING LAW

This Privacy Policy is governed by and construed under the laws of the State of Indiana, without regard to conflicts of law principles.

Dispute Resolution: - Good faith negotiation first - Mediation if negotiation fails - Arbitration or Indiana state courts as final resort

END OF PRIVACY POLICY

This policy is designed to comply with GDPR (EU), UK GDPR, CCPA/CPRA (California), VCDPA (Virginia), CPA (Colorado), CTDPA (Connecticut), UCPA (Utah), MCDPA (Montana), DPDPA (Delaware), CalOPPA, COPPA (US Federal), PIPEDA (Canada), LGPD (Brazil), Privacy Act 1988 (Australia), APPI (Japan), PIPA (South Korea), LFPDPPP (Mexico), and other applicable data protection laws worldwide.