

# Predilytics Inc. Privacy Policy

Last Updated: Jan 24, 2026

This Privacy Policy ("Privacy Policy") describes the practices of Predilytics Inc. ("we," "us," "our") with respect to the Personal Information we collect from or about you when you use our websites, applications, and services (collectively, the "Services").

We are committed to protecting your privacy. This Privacy Policy explains how we collect, use, share, and protect your information, and your rights regarding your information. By using the Services, you consent to the practices described herein.

## 1. INFORMATION WE COLLECT

### 1.1 Personal Information You Provide

We may collect Personal Information that you voluntarily provide when interacting with the Services, including, but not limited to:

- Contact information such as name, email address, phone number;
- Account credentials and login information;
- Communications with us through email, support tickets, or other channels;
- Any other information you provide through forms, surveys, or correspondence.

### 1.2 Information Collected Automatically

We and our service providers may automatically collect information when you use or interact with the Services, including, but not limited to:

- Log Data: IP address, browser type, operating system, date and time of interaction;
- Usage Data: Pages visited, actions taken, features used, navigation paths;
- Device Information: Device type, unique identifiers, operating system;
- Location Information: General location inferred from IP address;
- Cookies and Tracking: Cookies, pixels, and similar technologies to analyze usage, personalize experience, and improve the Services.

### 1.3 Information From Third Parties

We may receive information from vendors, service providers, or other third parties. This information may be combined with information we collect directly from you.

## 2. HOW WE USE PERSONAL INFORMATION

We use Personal Information for purposes including:

- Providing, operating, and improving the Services;
- Responding to inquiries, support requests, or feedback;
- Monitoring and analyzing usage trends and service performance;
- Preventing fraud, abuse, or illegal activity;
- Ensuring the safety, security, and integrity of users and the Services;
- Marketing and communication (where permitted by law);
- Compliance with legal obligations, including responding to subpoenas or court orders;
- Any other purpose for which we provide notice.

Aggregated or de-identified information may be used for any purpose, including analytics, research, and service improvement.

## 3. DISCLOSURE OF PERSONAL INFORMATION

We may disclose Personal Information to:

- Affiliates and subsidiaries;
- Vendors, contractors, and service providers performing services on our behalf (including Supabase, Vercel, Render);
- Legal authorities or third parties when required by law or to protect rights or safety;
- Business partners in connection with mergers, acquisitions, or business transfers;
- Third parties with your consent.

We do not sell or otherwise disclose Personal Information to third parties for unrelated commercial purposes without your consent, except as described under California law (see Section 6).

## 4. COOKIES AND TRACKING TECHNOLOGIES

We and our vendors may use cookies, pixels, and other tracking technologies to:

- Analyze website traffic and usage patterns;
- Remember your preferences;
- Personalize content;

- Measure the effectiveness of marketing or analytics.

You may manage or disable cookies via your browser settings, but certain features of the Services may not function properly if cookies are disabled.

## 5. YOUR RIGHTS

Depending on your location, you may have rights under applicable privacy laws, including:

The right to access your Personal Information;

The right to receive information about how we process your Personal Information;

The right to correct inaccurate Personal Information;

The right to delete Personal Information;

The right to transfer your Personal Information to a third party;

The right to restrict how we process your Personal Information;

The right to object to how we process your Personal Information; and

The right to lodge a complaint with your local data protection authority.

## 6. CALIFORNIA RESIDENTS

If you are a California resident, the following additional rights may apply under the CCPA/CPRA:

### 6.1 Categories of Personal Information Collected

- Identifiers (name, email, IP address);
- Internet/network activity (usage and browsing data);
- Device information;
- Sensitive Personal Information (account credentials).

### 6.2 Your CCPA/CPRA Rights

California residents may:

- Request categories and specific pieces of Personal Information collected;
- Request deletion of Personal Information, subject to legal exceptions;
- Opt out of sale or sharing of Personal Information;

You also have the right to not be discriminated against (as provided for in applicable law) for exercising certain of your rights. Certain information may be exempt from such requests under applicable law. We need certain types of information so that we can provide the Services to you. If you ask us to delete such information, you may no longer be able to access or use the Services. Please note that we do not use or disclose sensitive personal information other than for purposes for which you cannot opt out under the CCPA.

#### 6.3 Exercise of Rights

To exercise your California privacy rights, contact us at [support@predilyticsinc.com](mailto:support@predilyticsinc.com). We may require identity verification before fulfilling requests. Authorized agents may act on your behalf with proper documentation.

#### 6.4 "Sale" and "Sharing" of Personal Information

We may provide Personal Information to third-party analytics or advertising providers. Such disclosures may constitute "sales" or "sharing" under the CCPA. California residents may opt out by contacting us or using the Global Privacy Control ([www.globalprivacycontrol.org](http://www.globalprivacycontrol.org)).

#### 6.5 Shine the Light

California residents may request disclosure of information shared for direct marketing purposes. We do not share Personal Information for third-party direct marketing.

### 7. CHILDREN'S PRIVACY

We do not knowingly collect Personal Information from children under 18, and no part of our Services are directed to children. If you learn that a child has provided us with Personal Information in violation of this Privacy Policy, then you may alert us at [support@predilyticsinc.com](mailto:support@predilyticsinc.com).

### 8. SECURITY

We implement reasonable administrative, technical, and physical measures to protect Personal Information. However, as no electronic transmission or storage of personal information can be entirely secure, we can make no guarantees as to the security or privacy of your personal information.

### 9. RETENTION

We retain Personal Information only as long as necessary for the purposes described herein or as required by law. The length of time for which we retain Personal Information depends on the purposes for which we collected and used it and your choices, after which time we may delete and/or aggregate it.

## **10. CONSENT TO TRANSFER**

By using the Services, or providing us with any information, you consent to the collection, processing, maintenance, and transfer of such information in and to the United States and other applicable countries in which the privacy laws may not be as comprehensive as, or equivalent to, those in the country where you reside and/or are a citizen.

## **11. THIRD-PARTY LINKS AND SERVICES**

The Services may contain links to third-party sites or services. We are not responsible for their privacy practices. Please be aware that this Privacy Policy does not apply to your activities on these third-party services or to any Personal Information you disclose to these third parties. We encourage you to review their privacy policies before providing Personal Information.

## **12. CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy at any time. The “Last Updated” date will reflect the most recent changes. By continuing to use the Services, you are confirming that you have read and understood the latest version of this Privacy Policy.

## **13. CONTACT US**

For questions regarding this Privacy Policy, please contact us at:  
[support@predilyticsinc.com](mailto:support@predilyticsinc.com).