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# Full-Fill.ai Privacy Policy

**Introduction:** Full-Fill.ai (operated by Matan Dobrushin of Tel-Aviv, Israel) offers an AI-driven SaaS for helping sales and presales professionals respond to RFPs and technical questions. This Privacy Policy explains how we collect, use, and protect your information when you register for Full-Fill.ai or use our services at app.full-fill.ai. As a bootstrapped startup, these policies are preliminary and may be updated when we form a formal legal entity.

**Information We Collect:** When you sign up, we collect your first name, last name, email address, organization name, and a password. We use this information to create your account and communicate with you. We also collect any content or documents you upload (e.g. datasheets, manuals, past RFPs) to provide the service. In addition, we may collect technical usage data (like browser type, pages visited) through cookies and analytics tools.

## User Consent and Data Processing

By registering for and using the Full-Fill.ai platform, you explicitly consent to the collection, storage, and processing of the materials you upload. This data will be used solely to operate, improve, and provide the services offered by Full-Fill.ai. We do not share, sell, or use your data for any purpose other than supporting the functionality and development of the platform.

**Use of Your Data:** We use your registration information and uploaded content solely to provide, operate, and improve Full-Fill.ai's services. We do not use your data for any purpose other than the services you expect, and we do not sell or rent your data. We may use aggregate or anonymized usage data to improve our platform, but this data cannot personally identify you.

**Data Storage and Security:** Your uploaded content and account data are stored on secure cloud instances and are used only to deliver the Full-Fill.ai service. We implement industry-standard security measures to protect your data. We provide the service using a commercially reasonable level of skill and care and encrypt data in transit and at rest where possible. In the event of any cybersecurity incident or data breach, we will investigate promptly and notify affected users as soon as possible.

**No Third-Party Sharing:** We do not share your personal data or uploaded materials with any third parties, except with your prior consent or as required by law. We will not sell your data. Only our service providers (such as cloud hosts) have access to your data under strict confidentiality and for the sole purpose of supporting our service.

**Third-Party Tools:** We use certain third-party analytics tools to improve our website and app. On our public marketing site and blog, we use Google Analytics to understand site usage. Google Analytics uses cookies to collect anonymous usage statistics (pageviews, click paths,

etc.) and transmits them to Google. In the Full-Fill.ai application itself (at [app.full-fill.ai](https://app.full-fill.ai)), we use Microsoft Clarity to analyze user behavior through heatmaps and session replay. Clarity also uses cookies and tracking scripts to gather usage data. In both cases, the data collected by these tools is aggregated and used only to improve our services. (For details, see Microsoft's privacy statement and Google's privacy terms.)

**Cookies and Tracking:** We use cookies and similar technologies as described in our Cookie Policy. In summary, we use necessary session cookies to maintain your login and preferences. We also use analytics cookies (from Google Analytics and Microsoft Clarity) to measure and optimize usage. These cookies may capture non-personal information (like your device IP address or session activity) to produce site metrics. (See the Cookie Policy for more information.)

### **GDPR and International Users**

If you are located in the EU, EEA, or the UK, we strive to align our data practices with the principles of the European General Data Protection Regulation (GDPR). This includes processing your personal data only on lawful bases - such as your consent or our legitimate interest in providing and improving the service - and respecting your rights to access, correct, delete, or export your data.

When analytics data (such as from Google Analytics) is transferred from the EU to the US, we rely on Google's implementation of Standard Contractual Clauses as a legal safeguard. While Full-Fill.ai is not currently certified under any specific data protection frameworks, we take privacy seriously and aim to act in accordance with applicable laws.

If you have questions, requests, or complaints related to your data, you may contact us at any time and we will respond promptly.

### **Data Transfers and Jurisdiction**

Full-Fill.ai stores and processes data on infrastructure located within the **European Union** and the **United States**, using reputable cloud providers such as **Google Cloud Platform** and **Amazon Web Services (AWS)**. These providers maintain industry-standard security measures to safeguard your data.

Although our operations are based in Israel, we aim to handle personal data in a manner consistent with both **Israeli privacy regulations** and the **principles of the GDPR** (where applicable). By using Full-Fill.ai, you acknowledge and agree that your data may be processed and stored in these jurisdictions under appropriate safeguards, even if your local laws differ.

**Your Consent and Controls:** By registering or uploading content to Full-Fill.ai, you consent to the processing described above. You may withdraw consent by deleting your uploaded content from our service or by closing your account. You can control cookies through your browser settings or opt-out of analytics tools (see Cookie Policy). If you believe any of your personal data in Full-Fill.ai is incorrect, you can update or delete it at any time, or contact us for assistance.

**Changes to This Policy:** We may update this Privacy Policy as we grow. Any changes will be posted on our website or app, and if the changes are material, we will notify you by email. This Privacy Policy is subject to Israeli law and governs data processing in Israel (Matan Dobrushin, YESHA'YAHU 20, Tel-Aviv 6249417).