

# Privacy Policy for Prosperall

Effective Date: September 1, 2024

At Prosperall, Inc ("Company," "we," "us," or "our"), we are committed to protecting your privacy and safeguarding your personal information. This Privacy Policy outlines the types of information we collect, how we use it, and your rights regarding your personal information.

By using our services, including our platform at [app.withprosperall.com](https://app.withprosperall.com) and any related websites, you agree to the terms outlined in this policy.

## Information We Collect

We collect the following types of personal data when you use our services:

### 1. Profile Information

When you register on our platform, you provide us with personal details such as your:

- First and Last Name
- Name of your organization
- Organization email address
- Password

### 2. User Content and Behavioral Information

We collect and process any content you generate or view on the platform ("User Content"), as well as information about your usage and behavior on the platform.

## How We Use Your Information

We use the personal information we collect to provide, maintain, and improve our services, as well as to enhance your experience on our platform. Specifically, we may use your data for the following purposes:

- Platform Improvement: To develop, operate, improve, deliver, maintain, and protect our products and services.
- Communication: To call and send you email communications, such as responses to support inquiries, updates on our services, and promotional information related to our platform.
- Trend Monitoring and Analytics: To monitor and analyze trends and platform usage to better understand how users interact with our services.
- Security: To maintain the integrity and security of our platform, including the use of encryption (HTTPS) to protect the transmission of your personal information.
- Accomplishing our business purposes.

- o For data analysis, for example, to improve the efficiency of our Services;
  - o For audits, to verify that our internal processes function as intended and to address legal, regulatory, or contractual requirements;
  - o For developing new products and Services;
  - o For enhancing, improving, repairing, maintaining, or modifying our current products and Services, as well as undertaking quality and safety assurance measures;
  - o For identifying usage trends, for example, understanding which parts of our Services are of most interest to users;
  - o For operating and expanding our business activities, for example, understanding which parts of our Services are of most interest to our users so we can focus our energies on meeting our users' interests.
- Data Usage Limitations: The Company shall only process client data in accordance with the client's instructions and for the purpose of providing the services.

## Collection of Other Data

- Cookies
  - o Cookies are pieces of information stored directly on the computer that you are using. Cookies allow us to collect information such as browser type, time spent on the Service, pages visited, language preferences, and other traffic data. We use the information for security purposes, to facilitate navigation, to display information more effectively, and to personalize your experience. We also gather statistical information about the use of the service in order to continually improve their design functionality, understand how they are used and assist us with resolving questions regarding them. We do not currently respond to browser do-not-track signals. If you do not want information collected through the use of cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting a particular cookie (or cookies) from a particular website. If, however, you do not accept cookies, you may experience some inconvenience in your use of the Service.
  - o We use Mixpanel which uses cookies and similar technologies to collect and analyze information about use of the Service and report on activities and trends. This service may also collect information regarding the use of other websites, apps and online resources.

## Non-Discrimination and Fairness

The Company's system shall not perpetuate or amplify existing biases.

## Data Protection and Security

We take your privacy seriously and implement robust safeguards to protect your data. We employ physical, electronic, and procedural measures to ensure that your personal data is secure, including:

- Encrypting personally identifiable information.
- Using secure connections (HTTPS) for data transmission.
- The Company shall ensure its employees who have access to client data are trained in data protection and security practices.
- If The Company engages subcontractors to process client data, the subcontractors are bound by the same data protection obligations.
- Adherence to the NIST v2.0 framework and SOC2-compliant AWS infrastructure

However, please note that no method of transmission over the Internet or electronic storage is completely secure. While we strive to protect your personal information, we cannot guarantee its absolute security.

## Data Sharing

We do not sell or exploit your personal information for commercial purposes. We may only share your data with third-party service providers or partners that assist us in providing and improving our services, under strict confidentiality agreements and in accordance with applicable privacy regulations.

## Retention of Your Personal Information

The Company will retain your Personal Information only for as long as is necessary in light of the purposes for which it was obtained and consistent with applicable law.

The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you and provide the Services to you (for example, for as long as you have an account with us or keep using the Services);
- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); or
- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

## Your Rights and Choices

You have the right to access, correct, or delete the personal information we collect about you. If you would like to exercise any of these rights or if you have any questions or concerns about this Privacy Policy, please contact us at [support@withprosperall.com](mailto:support@withprosperall.com).

## Legal Compliance

This Privacy Policy is designed to comply with United States federal privacy regulations, including but not limited to:

- Children's Online Privacy Protection Act (COPPA): We do not knowingly collect personal information from children under 13 years of age.
- California Consumer Privacy Act (CCPA): California residents have the right to know what personal data we collect, to request deletion of their data, and to opt out of the sale of their data (we do not sell personal data).
- General Data Protection Regulation (GDPR) (for applicable users): If you are located in the European Union, you have specific rights under GDPR, including the right to access, rectify, or erase your data, and the right to data portability.
- Health Insurance Portability and Accountability Act (HIPAA)

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time in response to evolving legal, technical, or business developments. We will notify you of any material changes by updating the "Effective Date" at the top of this policy. We encourage you to review this policy periodically for any updates.

## Contact Us

If you have any questions or concerns about this Privacy Policy, or if you would like to exercise your rights regarding your personal data, please contact us at:

Email: [support@withprosperall.com](mailto:support@withprosperall.com)

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By using our services, you acknowledge that you have read, understood, and agreed to this Privacy Policy.