

17 May 2025

PRACTICL AI Privacy Notice

PRACTICL AI, Inc. (“Company”, “we”, “us”, or “our”) respects your privacy. This Privacy Notice describes how we collect, use, disclose, and protect personal information in connection with our website and the PRACTICL AI platform (the “Platform”), which provides AI-powered contract review services using customer-specific playbooks.

By accessing or using the Platform or our website, you agree to the practices described in this Privacy Notice.

1. Information We Collect

We collect personal information in the following ways:

a. Information You Provide

- **Account Information:** Name, email address, company name, job title, phone number, billing information.
- **Content Submitted:** Contract data, uploaded files, custom playbooks, annotations, or other user-generated content.
- **Support Requests:** Communications with customer support or feedback.

b. Information Collected Automatically

- **Usage Data:** IP address, browser type, device information, access times, pages viewed.
- **Cookies and Similar Technologies:** To remember user preferences, authenticate users, and analyze usage patterns.

c. Information from Third Parties

- Data collected from identity providers, analytics tools, or payment processors.

2. How We Use Personal Information

We use your information to:

- Provide, operate, and improve the Platform and our services;
- Authenticate and manage user accounts;
- Personalize user experience;
- Process payments;
- Respond to inquiries and support requests;

- Comply with legal obligations;
- Protect the security and integrity of our systems; and
- Perform analytics and improve product performance.

3. Legal Bases for Processing (UK and EU GDPR (“GDPR”))

Where the GDPR applies, our legal bases for processing your personal data may include:

- **Contractual necessity:** To provide services under a contract with you;
- **Consent:** Where you’ve given us consent (e.g., for marketing communications);
- **Legal obligations:** To comply with applicable laws; and/or
- **Legitimate interests:** To improve our Platform, prevent fraud, or protect rights.

4. How We Share Personal Information

We may share personal information with:

- **Service Providers:** Hosting, analytics, customer support, and payment processors;
- **Legal Authorities:** When required to comply with legal obligations;
- **Business Transfers:** In connection with a merger, sale, or acquisition; and
- **Affiliates and Contractors:** Only where bound by appropriate confidentiality and security obligations.

We do not sell personal data to third parties.

5. Data Retention

We retain personal data only as long as necessary for the purposes set out in this Notice, including:

- As required to provide the services;
- To comply with legal obligations; and
- To resolve disputes and enforce agreements.

Upon request, we will delete or anonymize personal data unless retention is legally required.

6. Security Measures

We implement robust technical and organizational measures aligned with **ISO 27001** and **SOC 2** standards, including:

- Data encryption (TLS 1.2+ in transit, AES-256 at rest);

- Role-based access controls and multifactor authentication;
- Regular audits, vulnerability scans, and incident response plans;
- Employee training and background checks.

7. International Data Transfers

Your information may be processed and stored in the United States and other countries. Where data is transferred internationally, we ensure appropriate safeguards under applicable laws (e.g., Standard Contractual Clauses under GDPR).

8. Your Rights

Depending on your location, you may have the following rights:

- Access your personal information;
- Correct or update inaccurate data;
- Request deletion or restriction of processing;
- Object to processing based on legitimate interests;
- Withdraw consent at any time (where applicable); and
- Receive a copy of your data in portable format.

To exercise your rights, contact us at: privacy@practcl.ai

9. California Privacy Rights (CCPA)

If you are a California resident, you have the right to:

- Know what categories of personal data we collect and use;
- Request access to your personal data;
- Request deletion of your personal data; and
- Opt-out of the sale of your personal data (we do not sell personal data).

We will not discriminate against you for exercising your rights.

10. Children's Privacy

Our services are not directed to children under 18. We do not knowingly collect personal information from children.

11. Changes to This Notice

We may update this Privacy Notice periodically. We will notify you of significant changes through the Platform or by email. Continued use of the Platform after changes means you accept the updated Notice.

12. Contact Us

If you have questions about this Privacy Notice or your personal data, please contact:

Email: privacy@practcl.ai