Privacy Notice

Version 2.0

AI for the Rest of Us, Inc. d/b/a Unburdn, a Colorado corporation ("Unburdn," "we," "us," or "our"), 1500 N Grant St #5302, Denver, CO 80203. Privacy contact: privacy@unburdn.ai.

This notice explains what personal information we collect, how we use and share it, and the choices and rights you have. It applies to unburdn.ai, our applications, and our services (together, the "Services"). It applies to visitors, prospective clients, and individual users at our client companies. It does not apply to information we process on behalf of our clients as a service provider or processor; that processing is governed by our agreements with those clients.

Quick summary

- We collect information you give us, information collected automatically (including through cookies), and limited information from third parties.
- We do not sell personal information for money. We do share certain identifiers and internet activity data with advertising and analytics partners for cross-context behavioral advertising, which counts as "sharing" (and in some states, a "sale") under state privacy laws.
- You can opt out of that sharing at any time on our Your Privacy Choices page, by broadcasting a Global Privacy Control (GPC) signal, or by emailing privacy@unburdn.ai. We honor GPC signals.
- We do not knowingly collect information from anyone under 18, and we do not sell or share the personal information of consumers we know to be under 16.

Personal information we collect

Information you provide

When you register, buy services, book a call, fill out a form, or communicate with us, we may collect your name, email address, phone number, company and title, mailing address, payment information (handled by our payment processor), account credentials, and the content of your messages, uploads, and questionnaire responses.

Information collected automatically

When you use the Services, we and our vendors automatically collect your IP address, device and browser type, operating system, referring pages, pages viewed, time spent, and similar usage data. On our website, optional analytics tools include Google Analytics, PostHog, and Vercel Analytics. PostHog session replay records interactions such as clicks, scrolling, and page content for website quality assurance and improvement. Our website is configured to initialize PostHog only after analytics consent, mask input values and page text, block form contents and elements marked sensitive from session recordings, and exclude cross-origin iframe recording. See "Cookies and tracking technologies" below.

Information from other sources

We may receive information from business partners, referral sources, publicly available professional sources, and advertising and analytics providers, and combine it with information we already have.

Categories of personal information (last 12 months)

The table below summarizes the personal information we may collect, depending on how you interact with us, organized using the categories from the California Consumer Privacy Act (CCPA) for convenience:

Category	Examples we collect	Disclosed for a business purpose / shared for advertising
Identifiers	Name, email address, phone number, mailing address, username, IP address, online identifiers	Service providers (hosting, payments, email, CRM, help desk); advertising partners (shared)
Customer records (Cal. Civ. Code § 1798.80(e))	Name, contact details, payment card information (processed by our payment processor; we do not store full card numbers)	Service providers (payment processors, accounting)
Commercial information	Products or services purchased or considered, engagement and transaction history	Service providers (CRM, billing)
Internet or network activity	Browsing activity on our site, pages viewed, referring pages, interactions with ads and emails, session replay data	Analytics providers; advertising partners (shared)
Geolocation data	Approximate location derived from IP address (not precise geolocation)	Analytics providers
Audio/visual information	Recordings of meetings or webinars you attend, with notice; content you upload to your account	Service providers (meeting, transcription, and storage vendors)
Professional or employment information	Company, title, and role information you provide	Service providers (CRM)
Inferences	Preferences and interests inferred from the above to personalize content and marketing	Advertising partners (shared)

Other than account log-in credentials used only to authenticate you, we do not collect sensitive personal information as defined by the CCPA (such as social security numbers, precise geolocation, biometric data, or health information), and we do not use or disclose sensitive personal information for purposes that would require a “Limit the Use of My Sensitive Personal Information” right.

Sources: you; your devices (automatically); our service providers; advertising and analytics partners; business partners and referral sources.

How we use personal information

- Provide, maintain, and improve the Services and fulfill contracts with you or your company.
- Process payments, send invoices, and keep business records.
- Communicate with you, including service messages and, with your consent or as permitted by law, marketing messages. You can opt out of marketing at any time.
- Analyze usage to improve our website, content, and offerings.
- Advertise our services, including through interest-based advertising and audience-matching tools offered by platforms such as Google and Meta (subject to your opt-out rights below).
- Detect, prevent, and respond to fraud, abuse, security incidents, and legal claims, and comply with law.

We do not use personal information for automated decision-making that produces legal or similarly significant effects, and we do not engage in profiling in furtherance of such decisions.

How we disclose personal information

- **Service providers and contractors.** We disclose personal information to vendors that perform services for us under contracts that restrict their use of it: hosting, payment processing, email and communications, CRM, analytics, AI and machine-learning providers, meeting and transcription tools, help desk, accounting, and legal.
- **Advertising and analytics partners.** We share identifiers, internet activity data, and inferences with advertising partners (including Google and Meta) for analytics, remarketing, and similar-audience marketing. This is "sharing" for cross-context behavioral advertising under California law and "targeted advertising" under Colorado and other state laws. You can opt out; see "Your privacy choices" below.
- **Legal and safety.** We may disclose information to comply with law, subpoenas, or legal process; to protect the rights, property, or safety of Unburdn, our users, or others; or to enforce our agreements.
- **Business transfers.** If we are involved in a merger, acquisition, financing, or sale of assets (including in bankruptcy), personal information may be transferred as part of that transaction. Any successor will remain bound by this notice or will provide you notice of material changes.

We do not sell personal information in exchange for money, and we have no actual knowledge that we sell or share the personal information of consumers under 16 years of age.

Cookies and tracking technologies

We use necessary cookies and optional analytics and visitor-identification tracking on our website. CookieYes manages website cookie choices. Google Analytics, PostHog (including session replay), and Vercel Analytics are assigned to analytics consent. RB2B visitor identification is assigned to advertisement consent. The website is configured to keep these optional tools disabled until the relevant choice is accepted. You can change or withdraw your choice through Cookie Settings or https://www.unburdn.ai/privacy-choices. Browser settings and the additional opt-out tools below provide other choices. Blocking some cookies may affect site functionality.

- Google Analytics opt-out: https://tools.google.com/dlpage/gaoptout
- Industry opt-outs: https://www.aboutads.info/choices and https://optout.networkadvertising.org

Opt-out preference signals (Global Privacy Control)

When your browser sends a Global Privacy Control (GPC) signal, our website is configured to block RB2B visitor-identification tracking for that browser, even if advertisement cookies were previously accepted. This automatic website handling does not update client accounts or CRM records or delete information already held by Unburdn. To request an opt-out concerning information we already hold, email privacy@unburdn.ai. You do not need to create an account to use the website's tracking choices. Learn more or enable GPC at https://globalprivacycontrol.org.

Your privacy choices and rights

Depending on where you live and which privacy laws apply to us, you may have some or all of the rights below. Even where no law requires it, we do our best to honor reasonable requests as a courtesy. We do not

discriminate against you for exercising them: we will not deny you services, charge you a different price, or provide a different level of quality because you exercised a privacy right.

- **Right to know / access.** Confirm whether we process your personal information and access a copy of it, including (in California) the specific pieces, categories collected, sources, purposes, and the categories of third parties to whom it was disclosed, sold, or shared.
- **Right to correct.** Ask us to fix inaccurate personal information.
- **Right to delete.** Ask us to delete personal information we collected from you, subject to legal exceptions.
- **Right to opt out of sale, sharing, and targeted advertising.** Direct us not to sell or share your personal information or use it for targeted advertising. Use the "Your Privacy Choices" link in our website footer, enable GPC, or email privacy@unburdn.ai with the subject line "Opt-Out Request."
- **Right to data portability.** Receive your personal information in a portable and readily usable format.
- **Right to use an authorized agent.** You may authorize an agent to submit a request for you. We will ask the agent for proof of your written authorization and may ask you to verify your identity directly. For opt-out requests submitted through a platform or browser signal, no verification is required.
- **Right to appeal.** If we decline your request and a privacy law that applies to us gives you a right to appeal, you may appeal by replying to our decision or emailing privacy@unburdn.ai with the subject line "Privacy Appeal." We will respond within a reasonable time, or within any period that law requires. If we deny your appeal, you may contact your state Attorney General; Colorado residents may contact the Colorado Attorney General at coag.gov.

How to submit a request

Use https://www.unburdn.ai/privacy-choices to manage optional website tracking. For access, correction, deletion, or an opt-out concerning information already held by Unburdn, submit a request by email to privacy@unburdn.ai or by mail to the address above. The website tracking controls do not submit an access, correction, or deletion request. We will verify requests to know, correct, or delete by matching the information you provide against information we hold, and we may ask for additional information solely to verify you. We will respond within a reasonable time, generally within 45 days. If a privacy law that applies to us sets a specific deadline, we will meet it.

Retention

We keep personal information only as long as reasonably necessary for the purposes described in this notice, and then delete or de-identify it. As a general rule: account and transaction records are kept for the life of the relationship plus 7 years (tax and legal requirements); marketing and website analytics data for up to 26 months; support communications for up to 3 years; and cookie lifespans are disclosed in our cookie preferences tool. Where data appears in backups or archives, deletion may take additional time; the data is not actively used in the interim.

Security

We use commercially reasonable technical and organizational safeguards designed to protect personal information, and we require the vendors that process it for us to do the same. No system is perfectly secure, so we cannot guarantee the security of information transmitted over the internet. Protect your account password and do not share it.

Children

The Services are for business users and are not directed to anyone under 18. We do not knowingly collect personal information from children under 18 (or under 13 for purposes of COPPA). If you believe a child has provided us personal information, contact privacy@unburdn.ai and we will delete it.

Users outside the United States

The Services are designed for users in the United States, and personal information is processed and stored in the United States. If you access the Services from outside the U.S., you understand that your information will be transferred to and processed in the U.S., which may not provide the same level of data protection as your home jurisdiction.

Do Not Track

Some browsers send a legacy “Do Not Track” signal. There is no common standard for interpreting DNT, so we do not respond to DNT signals as such. We do, however, honor Global Privacy Control signals as described above, which provide a recognized opt-out under California, Colorado, and other state laws.

Changes to this notice

We may update this notice from time to time. We will post the updated notice with a new effective date and, for material changes, provide additional notice such as an email or a prominent statement on our site. Please review this notice periodically.

Contact us

Email: privacy@unburdn.ai

Mail: AI for the Rest of Us, Inc. d/b/a Unburdn, Attn: Privacy, 1500 N Grant St #5302, Denver, CO 80203

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