

FORTÉ INTELLIGENCE

Privacy Policy

Effective Date: May 28, 2026

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This Privacy Policy ("Policy") describes how Forte Intelligence, LLC, a Delaware limited liability company ("FORTÉ Intelligence," "Company," "we," "our," or "us"), collects, uses, discloses, and otherwise processes information when you access or use our websites, software applications, application programming interfaces, online platforms, and related services (collectively, the "Services"), including any artificial intelligence or automated features, tools, and capabilities made available thereunder. This Policy also describes how we process information when you interact with us through our sales, marketing, and customer support channels.

By accessing or using the Services, you acknowledge that you have read, understood, and agree to be bound by this Policy. If you are using the Services on behalf of an organization, you represent that you have the authority to bind that organization to this Policy. If you do not agree with this Policy, you must not access or use the Services.

We may update this Policy from time to time. If we make material changes, we will notify you by revising the date at the top of this Policy and, where required, by providing additional notice (such as a statement on the Services or a direct notification). We encourage you to review this Policy regularly.

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1. Information We Collect

We collect information about you in the following ways when you use our Services:

1.1 Information You Provide to Us

We collect information you provide directly to us, including:

- **Account and Registration Information.** When you create an account, we collect your name, email address, company name, job title, phone number, and account credentials.
- **Payment Information.** If you purchase a subscription, our third-party payment processor collects your billing address and payment details. We do not store complete payment card information on our servers.
- **Inputs and Service Data.** When you use the Services, you may submit data, content, prompts, files, text, or other information (“Inputs”) for the purpose of receiving analyses, insights, recommendations, coaching guidance, and other responses (“Outputs”). We collect and process Inputs and Outputs to provide, maintain, and improve the Services.
- **Communications.** When you contact us for support, provide feedback, or otherwise communicate with us, we collect the information you provide, including your name, email address, and the content of your communications.
- **Feedback.** If you provide suggestions, ideas, or other feedback about the Services, we may use such feedback for any purpose without obligation or compensation to you.

1.2 Information We Collect Automatically

When you access or use the Services, we automatically collect certain information, including:

- **Log and Usage Data.** We collect information about how you access and use the Services, including your IP address, browser type and settings, operating system, access dates and times, pages viewed, features used, actions taken, referring URLs, and interaction patterns.
- **Device Information.** We collect information about the device you use to access the Services, including hardware model, operating system and version, unique device identifiers, and mobile network information.
- **Location Information.** We infer your approximate location based on your IP address and other technical data.
- **Cookies and Similar Technologies.** We use cookies, pixels, web beacons, and similar technologies to collect information about your interactions with the Services. See Section 4 for more details.

1.3 Information We Receive from Third Parties

We may receive information about you from third-party sources, including:

- **Integration Partners.** When you connect third-party platforms, applications, or services to the Services (such as calendar, CRM, or communication tools), we receive information from those platforms as necessary to enable the integration.

- **Business Partners and Service Providers.** We may receive information about you from our business partners, marketing partners, data providers, and other third parties, including information about your company, professional role, and business activities.
- **Publicly Available Sources.** We may collect information about you from publicly available sources, including professional networking platforms, public databases, and industry directories.

1.4 Information We Derive

We may derive information or draw inferences about you based on the information we collect. For example, we may infer your industry vertical, approximate company size, or use case patterns based on your usage of the Services and related data.

2. How We Use Your Information

We use the information we collect to:

- **Provide and Operate the Services.** Process your Inputs, generate Outputs, administer your account, enable integrations, and deliver the features and functionality of the Services.
- **Improve and Develop the Services.** Analyze usage patterns, diagnose technical issues, conduct research and development, test new features, and improve the quality, safety, and performance of the Services and our underlying technology.
- **Personalize Your Experience.** Customize the Services to your preferences, usage patterns, and business needs.
- **Communicate with You.** Send you technical notices, security alerts, support messages, account notifications, and other transactional or relationship communications.
- **Marketing and Promotions.** Send you marketing communications about our products, services, and events that may interest you. You may opt out of marketing communications at any time by following the unsubscribe instructions in those communications.
- **Analytics and Measurement.** Monitor and analyze trends, usage, and activities in connection with the Services, and measure the effectiveness of our marketing campaigns.
- **Safety, Security, and Compliance.** Detect, investigate, and help prevent security incidents, fraud, abuse, and other malicious or illegal activity; protect the rights, property, and safety of FORTÉ Intelligence, our users, and the public; and comply with our legal and regulatory obligations.
- **Enforce Our Terms.** Enforce our Terms of Service, this Policy, and other agreements.
- **Create Aggregated and De-Identified Data.** Create aggregated, anonymized, or de-identified data that cannot reasonably be used to identify you, which we may use for any lawful purpose. See Section 7 for more details.

3. How We Share Your Information

We may share your information in the following circumstances:

- **Service Providers and Vendors.** We share information with third-party vendors, consultants, and service providers who perform services on our behalf, including cloud hosting and infrastructure, payment processing, analytics, customer support, email delivery, and marketing services. These providers are contractually obligated to use your information only as directed by us and in accordance with this Policy.
- **Integration Partners.** If you choose to connect third-party platforms or services to the Services, we will share information with those partners as necessary to enable the integration. Information provided to integration partners is governed by their own privacy policies.
- **Business Partners.** We may share information with our business partners, channel partners, and resellers in connection with offering, marketing, and delivering the Services. This may include sharing aggregated or de-identified usage data, performance metrics, and market insights derived from the Services.
- **Advertising and Marketing Partners.** We may share identifiers and online activity information with advertising and marketing partners to deliver targeted advertising, measure campaign effectiveness, and expand the reach of our marketing efforts. See Section 4 for more information and your choices.
- **Professional Advisors.** We share information with our legal, financial, insurance, and other professional advisors as necessary to obtain advice or otherwise protect and manage our business interests.
- **Corporate Transactions.** We may share or transfer information in connection with, or during negotiations of, a merger, acquisition, sale of assets, financing, reorganization, bankruptcy, or other corporate transaction. In such events, your information may be among the assets transferred.
- **Corporate Affiliates.** We may share information with our parent companies, subsidiaries, and other entities under common control and ownership.
- **Legal and Safety Purposes.** We may disclose information if we believe in good faith that disclosure is reasonably necessary to: (a) comply with applicable law, regulation, legal process, or governmental request; (b) enforce our agreements, policies, and terms of service; (c) protect the security or integrity of the Services; or (d) protect the rights, property, or safety of FORTÉ Intelligence, our users, or the public.
- **With Your Consent or Direction.** We may share information with third parties when you consent to or direct such sharing.

4. Cookies and Similar Technologies

We and our third-party partners use cookies, pixel tags, web beacons, SDKs, and similar technologies to collect information about your interactions with the Services and our marketing communications. These technologies help us improve the Services, personalize your experience, analyze usage, and deliver relevant advertising.

4.1 Types of Cookies We Use

- **Strictly Necessary Cookies.** Essential for the operation of the Services, such as authentication and security. The Services cannot function properly without these cookies.
- **Functional Cookies.** Used to recognize you when you return to the Services, remember your preferences, and personalize your experience.
- **Analytics and Performance Cookies.** Used to understand how users interact with the Services, identify popular features, and improve performance. We use third-party analytics providers, including Google Analytics, to help us understand how users engage with the Services.
- **Advertising Cookies.** Used to deliver advertisements that are relevant to you and to measure the effectiveness of our advertising campaigns. We work with third-party advertising partners to show you ads on other websites and platforms.

4.2 Your Cookie Choices

You can manage your cookie preferences through your browser settings or through the cookie preference tools available on our website. Please note that disabling certain cookies may affect the functionality of the Services. You can opt out of Google Analytics by visiting <https://tools.google.com/dlpage/gaoptout>.

5. Data Retention

We retain your information for as long as necessary to fulfill the purposes described in this Policy, including to provide and improve the Services, comply with our legal obligations, resolve disputes, and enforce our agreements. When determining retention periods, we consider the nature and sensitivity of the information, the purposes for which it was collected, applicable legal requirements, and our legitimate business interests.

If you close your account or request deletion of your information, we will delete or de-identify your personal information within a commercially reasonable timeframe, unless we are required to retain it for legal, regulatory, or legitimate business purposes. Certain aggregated or de-identified data derived from your use of the Services may be retained indefinitely, as it cannot reasonably be used to identify you.

6. Data Security

FORTÉ Intelligence maintains commercially reasonable administrative, technical, and physical safeguards designed to protect the confidentiality, integrity, and availability of your information. These measures include encryption of data in transit and at rest, access controls, regular security assessments, and employee training.

However, no method of transmission over the Internet or method of electronic storage is completely secure. While we strive to protect your information, we cannot guarantee its absolute security. You are responsible for maintaining the confidentiality of your account credentials and for all activities that occur under your account.

7. Aggregated and De-Identified Data

We may collect, create, use, and disclose aggregated, anonymized, or de-identified data derived from your use of the Services ("Derived Data"). Derived Data does not identify and cannot reasonably be used to identify any individual user. We own all Derived Data and may use and disclose it for any lawful business purpose, including to analyze and improve the Services, conduct research and development, generate industry benchmarks and market insights, train and improve our proprietary technology and algorithms, and share insights with business partners and third parties.

We maintain and use Derived Data only in a de-identified fashion and will not attempt to re-identify such data, except as permitted by applicable law. When we share Derived Data with third parties, we require that they maintain the de-identified status of the data and not attempt to re-identify it.

8. Children's Privacy

The Services are designed for use by businesses and professionals and are not directed to individuals under the age of eighteen (18). We do not knowingly collect personal information from children under 18. If we become aware that we have collected personal information from a child under 18, we will take steps to delete such information promptly. If you believe that a child under 18 has provided us with personal information, please contact us using the information provided in Section 15.

9. Third-Party Links and Services

The Services may contain links to, or integrations with, third-party websites, platforms, products, or services that are not owned or controlled by FORTÉ Intelligence. We are not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party services you access through or in connection with the Services. This Policy does not apply to information collected by third parties.

10. Your Rights and Choices

10.1 Account Information

You may access, update, or correct certain account information at any time by logging into your account settings. If you wish to delete your account, you may contact us at the information provided in Section 15. Please note that we may retain certain information as required by law or for legitimate business purposes.

10.2 Marketing Communications

You may opt out of receiving promotional communications from us by following the unsubscribe instructions included in those communications. If you opt out, we may still send you non-promotional messages, such as those related to your account, transactions, or ongoing business relationship.

10.3 Cookies and Tracking

You may manage your cookie preferences through your browser settings or through the cookie preference tools on our website. You may also opt out of interest-based advertising by visiting www.aboutads.info/choices or www.youronlinechoices.eu.

10.4 Do Not Track and Global Privacy Control

Some browsers transmit "Do Not Track" signals. We currently do not respond to Do Not Track signals, as there is no industry-standard interpretation of these signals for business-to-business services.

However, we honor legally recognized universal opt-out preference signals, such as the Global Privacy Control ("GPC"). If you visit our website with a GPC signal enabled, we will treat this as a request to opt out of the sale or sharing of your personal information associated with that browser. If you are not logged in, our processing of the GPC signal will be limited to cookie-based sales, sharing, and targeted advertising for the specific browser or device you are using. You can learn more about GPC at <https://globalprivacycontrol.org>.

11. Notice to California Residents (CCPA/CPRA)

This Section applies to residents of California and supplements the information in this Policy. It describes our practices regarding the collection, use, and disclosure of personal information as defined under the California Consumer Privacy Act, as amended by the California Privacy Rights Act ("CCPA").

11.1 Categories of Personal Information Collected

In the preceding twelve (12) months, we have collected the following categories of personal information:

- Identifiers (e.g., name, email address, IP address, account name, device identifiers)
- Commercial information (e.g., subscription and transaction history, purchase records)
- Internet or other electronic network activity information (e.g., browsing history, interaction with the Services, usage data)
- Professional or employment-related information (e.g., company name, job title)
- Geolocation data (e.g., approximate location inferred from IP address)
- Inferences drawn from the above (e.g., industry vertical, use case patterns)

11.2 Sources of Personal Information

We collect personal information from the following categories of sources: directly from you; automatically through your use of the Services; from third-party integration partners; from business partners and data providers; and from publicly available sources.

11.3 Purposes for Collection and Use

We collect and use personal information for the business and commercial purposes described in Section 2 of this Policy.

11.4 Categories of Third Parties

We may disclose personal information to the following categories of third parties: service providers and vendors; integration partners; business partners; advertising and marketing partners; professional advisors; corporate affiliates; law enforcement and government entities; and parties involved in corporate transactions.

11.5 Sales and Sharing of Personal Information

Under the CCPA, a "sale" includes the disclosure of personal information to a third party for monetary or other valuable consideration, and "sharing" includes the disclosure for cross-context behavioral advertising purposes. We may disclose certain categories of personal information (such as identifiers and internet activity information) to advertising and marketing partners in ways that may constitute a "sale" or "sharing" under the CCPA.

We do not sell or share the personal information of consumers we know to be under the age of 16.

11.6 Your California Privacy Rights

Subject to certain limitations and exceptions, California residents have the following rights:

- **Right to Know.** You have the right to request information about the categories and specific pieces of personal information we have collected about you, the categories of sources, the purposes for collection, and the categories of third parties with whom we share your information.
- **Right to Delete.** You have the right to request deletion of personal information we have collected about you, subject to certain exceptions.
- **Right to Correct.** You have the right to request that we correct inaccurate personal information we maintain about you.
- **Right to Opt Out.** You have the right to opt out of the sale or sharing of your personal information. You may exercise this right by following the prompts available through the "Your Privacy Choices" link on our website, or by contacting us using the information in Section 15.
- **Right to Limit Use of Sensitive Personal Information.** To the extent we collect sensitive personal information, we only process it for purposes permitted under the CCPA, and you have the right to limit its use.
- **Right to Non-Discrimination.** We will not discriminate against you for exercising any of your privacy rights.

11.7 Exercising Your Rights

To exercise your California privacy rights, you or your authorized agent may submit a request by emailing us at privacy@forteintelligence.io or by using the contact methods described in Section 15. We will verify your identity before processing your request, which may require you to provide additional information. We will respond to your request within forty-five (45) days, or notify you if we require additional time (up to an additional forty-five days).

11.8 Authorized Agents

You may designate an authorized agent to submit a privacy request on your behalf. We may require the authorized agent to provide proof of written authorization, and we may additionally verify the identity of the consumer on whose behalf the request is made.

11.9 Financial Incentive Programs

We may offer promotions, discounts, or other programs that involve the collection of personal information. Where we do so, we will provide the material terms of the program and obtain your opt-in consent before enrolling you. You may withdraw from any such program at any time.

11.10 Sensitive Personal Information

As of the effective date of this Policy, we do not intentionally collect sensitive personal information as defined under the CCPA (such as Social Security numbers, precise geolocation, biometric data, health information, or financial account details) through the Services. If our practices change in the future, we will update this Policy and provide any required notice or opt-in consent before collecting sensitive personal information.

12. Dispute Resolution

Any disputes arising out of or related to this Policy or our privacy practices are subject to the dispute resolution provisions set forth in our Terms of Service, including the binding individual arbitration and class action waiver provisions. Please review the Terms of Service available at <https://forteintelligence.io/terms> for complete details regarding dispute resolution procedures, including arbitration administered by the American Arbitration Association ("AAA").

13. International Data Transfers

FORTÉ Intelligence is based in the United States, and the Services are hosted on servers located in the United States. If you access the Services from outside the United States, your information may be transferred to, stored in, and processed in the United States or other countries where our service providers operate. The data protection laws of these countries may differ from those of your country of residence. By using the Services, you consent to the transfer of your information to the United States and other jurisdictions as described in this Policy.

14. Changes to This Policy

We may revise this Policy from time to time at our discretion. If we make material changes, we will provide notice by updating the effective date at the top of this Policy and, where required by applicable law, by providing additional notice (such as a prominent statement on the Services or direct notification). Your continued use of the Services after the effective date of the revised Policy constitutes your acceptance of the changes. We encourage you to review this Policy periodically.

15. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

Forte Intelligence, LLC

Attn: Privacy Officer

8438 S. Gad Way

Sandy, Utah 84083

Email: privacy@forteintelligence.io

Website: <https://forteintelligence.io>

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