



BI42 Privacy Policy

Effective Date: 16th August 2023

At BI42 we are committed to protecting your privacy. We duly respect your privacy by ensuring that your personal information is processed lawfully without any violation of the privacy laws. This Privacy Policy describes how we collect, use, disclose, and safeguard your personal data when you visit our website <https://www.bi42.ai> (the “Site”), and in relation with the provision of our services (the “Services”).

By accessing or using the BI42 website (the “Site”), you acknowledge and agree to the terms and practices outlined in this Privacy Policy. If you do not accept these terms, please refrain from using or accessing the Site.

We encourage you to read this Privacy Policy thoroughly. We may update or modify it periodically to reflect changes in our practices, legal requirements, or service offerings. We recommend that you review this Policy regularly to stay informed of any updates. If we make changes that significantly affect your rights, we will notify you through appropriate means.

YOUR CONTINUED USE OF THE SITE AFTER SUCH CHANGES CONSTITUTES YOUR ACCEPTANCE OF THE UPDATED PRIVACY POLICY.

Please note, the Site may contain links to external websites and third-party services. These linked sites have their own privacy policies and practices, which we do not control or endorse. We recommend reviewing their privacy policies before providing any personal information. Use of such third-party sites is at your own risk.

1. Definitions

- **“Cookie Policy”** refers to the document available on our Software that details how we collect and manage data through the use of cookies.
- **“Data controller”** means the individual or legal entity that determines the purposes and means of processing personal data.
- **“Data processing”** or **“processing”** encompasses any operation performed on personal data, such as collection, storage, transfer, or deletion.
- **“Data processor”** is a person or organization that processes personal data on behalf of the data controller.
- **“Data subject”** refers to the natural person whose personal information is being processed.



- **“EU”** means the European Union.
- **“GDPR”** stands for the General Data Protection Regulation (Regulation (EU) 2016/679).
- **“CCPA”** refers to the California Consumer Privacy Act.
- **“HIPAA”** refers to the Health Insurance Portability and Accountability Act.
- **“BI42”** means BI42, including its affiliates and subsidiaries.
- **“Personal data”** means any information relating to an identified or identifiable natural person.
- **“Software”** means the AI-powered workplace safety and analytics software developed and owned by BI42, including all current and future versions, updates, modifications, or related third-party applications provided as part of BI42’s services.
- **“Website”** means the official BI42 website accessible at <https://www.bi42.ai>

2. Types of Data We Collect

2.1 Personal Data You Provide

We collect the personal data you actively provide to us, including but not limited to:

- Your full name, company, job title, and contact information such as email address, phone number, and mailing address.
- Details provided in correspondence with us, such as emails, chats, or feedback forms.
- Information you submit through job applications, survey responses, or demo requests.
- Any other data you voluntarily provide when interacting with our Site or Services.

2.2 Technical Data Collected Automatically

When you visit our Site or use our Services, we automatically collect technical data necessary to provide, secure, and optimize your experience:

- IP address and network information.



- Device and browser type, version, operating system, and platform.
- Time zone, language preferences, and location data (as permitted by your device/browser).
- Details of your activity on our Site, including pages visited, links clicked, session duration, and referring URLs.
- Cookies and tracking technologies described in Section 12.

2.3 Usage Data

This data informs us about how you engage with our Services, enabling us to improve functionality and user experience. It includes:

- Navigation patterns, feature usage, and interaction frequency.
- Errors or system crashes to help identify and fix bugs.
- Login times, transaction history, and user preferences.

2.4 Sensitive Personal Data

We do not intentionally collect sensitive personal data (such as race, ethnicity, health, religious beliefs, or biometric data) unless explicitly provided by you. If you do supply such data (for example, via job applications or special support requests), we treat it with enhanced security and confidentiality.

3. How We Collect Your Data

3.1 Direct Interactions

We collect personal data when you:

- Fill out forms on our Site, such as contact, subscription, or registration forms, demos.
- Communicate with us via email, telephone, chat, or social media.
- Participate in surveys, promotions, or support inquiries.
- Apply for job opportunities or partnerships.

3.2 Automated Collection



We utilize cookies, pixel tags, and similar technologies to collect data passively as you navigate our Site and use our Services. This includes device fingerprinting, session data, and analytics.

3.3 Third-Party Sources

The site may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and as such are not responsible for their privacy policies.

4. Why We Use Your Data

4.1 Service Delivery and Improvement

- To provide and maintain our Services and Site.
- To personalize your experience and respond to your requests.
- To monitor and analyze performance and usage to improve functionality.
- To develop new products, features, and enhancements.

4.2 Communications and Marketing

- To send service-related updates, newsletters, and marketing communications (only with your explicit consent).
- To invite you to surveys or events to gather feedback and enhance our offerings.

4.3 Security and Compliance

- To protect against fraud, abuse, and security breaches.
- To comply with legal obligations, such as financial recordkeeping, audits, or regulatory reporting.
- To enforce our Terms of Service and protect our rights.

4.4 Legitimate Business Interests

Where appropriate, we process your data for our legitimate business interests, such as improving service quality, marketing analysis, or fraud detection — provided these interests are balanced against your rights and freedoms.



5. Legal Basis for Processing

Our processing of your personal data is grounded on one or more of the following legal bases:

- Your explicit consent (which you can withdraw at any time).
- Necessity to perform a contract with you or take steps prior to entering a contract.
- Compliance with legal or regulatory obligations.
- Pursuit of legitimate interests balanced against your fundamental rights.

We commit to transparency and accountability in all data processing activities.

6. Data Sharing and Disclosure

6.1 Third-Party Service Providers

We share data with trusted vendors who provide essential services:

- Cloud and data storage providers.
- Marketing and analytics platforms.
- Customer support and communication tools.

These providers are contractually required to maintain confidentiality and comply with data protection laws.

6.2 Affiliates and Business Partners

We may share your information with subsidiaries or affiliates for operational purposes under strict data protection agreements.

6.3 Legal Requests

We disclose personal data to comply with lawful requests, such as court orders, government investigations, or law enforcement inquiries.

6.4 Business Transfers

In corporate transactions like mergers or acquisitions, your personal data may be part of transferred assets. We will notify you if this occurs.

6.5 No Sale of Personal Data

BI42 does not sell your personal data to third parties.



7. International Data Transfers

BI42 operates globally and may transfer your personal data across borders. To ensure your data is protected:

- Transfers from the EU to the US rely on the EU-U.S. Data Privacy Framework or Standard Contractual Clauses approved by the European Commission.
- Transfers to other countries adhere to applicable adequacy decisions or contractual safeguards.

We maintain strict controls and continuously monitor compliance.

8. Data Retention

We retain your personal data only for as long as necessary to meet the purposes outlined in this Policy or to satisfy legal requirements.

Retention periods are determined based on:

- Type and sensitivity of the data.
- Legal or contractual obligations.
- Business needs for customer support, dispute resolution, or fraud prevention.

When data is no longer required, it is securely deleted or anonymized.

9. Data Security

Protecting your data is fundamental to us. Our security practices include:

- Encryption of data during transmission (HTTPS) and storage.
- Network and application firewalls.
- Role-based access controls and strict authentication.
- Continuous monitoring and periodic security assessments.
- Employee training on data privacy and security.

Despite these safeguards, no online transmission or storage system can be 100% secure. If you suspect a security incident involving your data, please contact us immediately.



10. Your Rights

Depending on your location, you have several rights regarding your personal data:

- Access: Obtain confirmation and copies of your data.
- Correction: Request updates or corrections to inaccurate data.
- Deletion: Request erasure where legally possible (“right to be forgotten”).
- Restriction: Limit processing in certain situations.
- Objection: Object to processing, including direct marketing.
- Portability: Request your data in a portable, machine-readable format.
- Withdraw Consent: Revoke consent previously given for data processing.

To exercise your rights, contact us at connect@bi42.ai. We aim to respond within 30–45 days as required by law.

11. Children’s Privacy

Our Services are not directed toward children under 16 years of age. We do not knowingly collect personal information from minors. If we become aware that a child’s data has been collected without parental consent, we will promptly delete it.

12. Cookies and Tracking Technologies

What Are Cookies?

Cookies are small text files placed on your device to collect standard internet log information and visitor behavior.

How We Use Cookies

- To enable essential site functions.
- To understand site usage and performance.
- To personalize your experience.
- To deliver targeted advertising with your consent.

Managing Cookies



You can set your browser to refuse or delete cookies. Disabling cookies may affect functionality.

For more details, see our Cookie Policy.

13. Third-Party Links

Our Site may contain links to third-party websites or services. These are not controlled by BI42, and we are not responsible for their content or privacy practices. We encourage you to read their privacy policies carefully.

14. Changes to This Privacy Policy

We may update this Policy periodically to reflect changes in legal requirements or our practices. Material changes will be communicated via the Site or email. We recommend reviewing this policy regularly.

Your continued use of our Site or Services after changes means you accept the updated Policy.

15. Contact Us

If you have questions, concerns, or would like to exercise your rights, please contact:

Email: connect@bi42.ai

Website: <https://www.bi42.ai/>