Aidealy Website Privacy Policy

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This Privacy Policy explains how **Aidealy Ltd.** ("Aidealy", "we", "us") handles personal data collected through our **marketing website** at aidealy.ai (the "Site").

This Policy covers the Site, the files we publish at assets.aidealy.ai and docs.aidealy.ai (§2), our LinkedIn Page (§16) and our YouTube channel (§17) only. It does **not** cover: our SaaS product and account area (see the **Product Privacy Policy**), the Aidealy IDE extension (see the **Extension Privacy Notice**), the Aidealy Claude Code collector (see its **Privacy Notice**), or the detailed list of cookies (see our **Cookie Policy**).

1. Who we are (controller) and how to contact us

Aidealy Ltd. is a company registered in **Israel**, at **Hamidron 1, Herzliya 4654110, Israel** (company registration number: 517367066). For personal data collected through the Site, Aidealy is the **data controller**.

- **Privacy contact / data protection enquiries:** privacy@aidealy.ai
- **EU representative (GDPR Art. 27):** being appointed. Until that appointment completes, please contact **privacy@aidealy.ai** about anything you would otherwise raise with our EU representative. We will publish the representative's name and EU member-state address here on completion.
- **UK representative (UK GDPR Art. 27):** being appointed. Until that appointment completes, please contact **privacy@aidealy.ai**. We will publish the representative's name and UK address here on completion.

2. What information we collect

We collect only what the Site and the files described below need:

- **Contact / request-a-demo form:** your name, email address, company, role, team size, which git providers and IDE tools you use, and the contents of your message. The form asks for your **consent** before we process your request, and offers a separate, **optional** opt-in to marketing communications. We also record the page you sent the form from, including any campaign tags in its address.
- **Website analytics:** we measure aggregated statistics about how visitors use this Site via **Plausible**, a cookieless analytics service that does not store your IP address or set persistent identifiers, and only after you accept statistics cookies in our consent banner; we act as controller and Plausible as our processor.
- **Security: Cloudflare Turnstile** protects our forms from bots; depending on configuration it may set a strictly-necessary stored item (see the Cookie Policy).
- **Error monitoring: Sentry** helps us detect Site errors.
- **Marketing & CRM:** information you submit through our forms is stored in **HubSpot**, our CRM, which we also use for marketing.
- **Pages viewed and visiting organisations (only if you accept marketing cookies):** HubSpot's cookies record the pages you view on our Site and, if you then contact us from the same browser, we link those pages to your enquiry. We also use your IP address to find out which organisation it belongs to (through **ipapi.is**, in Germany, and HubSpot), and keep a record of that organisation's visits: pages viewed, dates, country and how the latest visit reached our Site.
- **Files we publish at assets.aidealy.ai and docs.aidealy.ai (such as our legal documents in PDF and the images on our extension's store page):** when your browser or program fetches one of these files, our delivery service logs the date and time, your IP address and the country it points

to, the file requested, the page that linked to it, the name and version of your browser or program and technical details of the connection. We are the controller of these logs.
- **Videos:** our video pages load YouTube's player only when you press "Play on YouTube" on a video. Your browser then sends information directly to Google, which provides YouTube (see §4). We do not receive or keep that information; we see only aggregated statistics about views of our videos, through YouTube Analytics (§17), and, if you accepted statistics cookies, an anonymous play count in Plausible.

We do **not** intentionally collect special-category / sensitive personal data through the Site, and ask you not to submit it via the contact form.

3. Why we use your information, and our legal basis

Purpose	Personal data	Legal basis (EEA/UK)
Respond to your enquiry / demo request	Contact-form data	Your **consent** (the form's consent box); performance of / steps prior to a contract; our **legitimate interest** in responding to enquiries
Know which page and campaign led to your enquiry	The address of the page you sent the form from, including its campaign tags	Our **legitimate interest** in understanding which pages and campaigns bring us enquiries
Send marketing communications you opted in to	Name, email (optional form opt-in)	Your **consent** (withdraw any time)
Measure Site usage	Plausible website analytics	Our **legitimate interest** in understanding and improving the Site
Protect our forms from abuse	Turnstile data	Our **legitimate interest** in Site security
Record and demonstrate your cookie choices (consent log)	Consent identifier and state, policy version, page address, browser user agent, first half of your IP address, date and time (kept 12 months, see section 4)	Our **legal obligation** to be able to demonstrate your consent (GDPR Art. 7(1)) and our **legitimate interest** in honouring your choices
Detect and fix errors	Sentry data	Our **legitimate interest** in a reliable Site
Play a video you choose on our video pages	Your IP address, browser and device information, the address of our Site and which video you play, and playback information, which your browser sends to Google when you press play, and the items YouTube stores on your device (see §4)	Your **consent**, given by pressing "Play on YouTube"
Understand the audience of our YouTube channel (§17)	Aggregated channel statistics from YouTube Analytics, and	Our **legitimate interest** in understanding our audience

Purpose	Personal data	Legal basis (EEA/UK)
	the comments on our videos and the subscribers who make their subscriptions public, as YouTube shows them to channel owners	
See which organisations visit our Site and the pages viewed, and link your pages to your enquiry	HubSpot cookie identifiers, pages viewed, IP address and visit times; the organisation behind your IP address and its visits	Your **consent** (marketing cookies in our banner; you can withdraw it at any time)
Keep the files we publish secure and investigate misuse	The logs of those files (§2)	Our **legitimate interest** in keeping that service secure and investigating misuse

Where we rely on legitimate interests, you have the right to object (see §11).

4. Cookies and similar technologies

We use cookies and similar technologies as described in our **Cookie Policy**. Non-essential cookies and trackers - including HubSpot's cookies - are **set only after you consent**: through our cookie consent banner (powered by Cookiebot), which lets you accept or reject them equally easily and withdraw consent at any time using the **"Manage cookies"** link in our footer, or, for the YouTube player on our video pages, by pressing "Play on YouTube" (see "Videos" below). Our organisation lookup (§2) also runs only after you accept marketing cookies. The banner is provided by **Usercentrics A/S (Cookiebot)**, which keeps the record of your choice in a consent log processed within the EU/EEA (hosted on Microsoft Azure in Ireland) for 12 months. Because the banner is delivered through Cookiebot's default content-delivery network, the request that fetches it before you make any choice (your IP address, browser user agent, page address and language) is served through the content-delivery network of Akamai Technologies, Inc., a United States company, which may handle the request outside Europe and may log connection details, including your IP address; Cookiebot itself uses that request only to serve the banner and keeps none of it after processing. The safeguards we rely on for data handled outside Europe are described in section 6. We also recognise browser-based opt-out signals (see §8).

Videos. On our video pages, YouTube's player loads only when you press "Play on YouTube", and pressing it is your consent to it; the cookie banner does not control it. Our Site uses YouTube API Services for this player. When you press play, your browser sends your IP address, browser and device information, the address of our Site, which video you play and playback information to YouTube, a service provided by Google, and YouTube stores items on your device; Google may also set or read cookies. The items and your choices are described in section 4.5 of our Cookie Policy. For the purposes of the GDPR and the UK GDPR, we and Google are **joint controllers** for collecting this information on our page and passing it to Google when you press play, and, as described in §17, for the statistics YouTube gives us about those views. For everything after that transmission, Google is an independent controller and decides alone how it uses the information, as described in the Google Privacy Policy and on Google's Business Data Responsibility site; Google may combine it with other information it holds about you. Our part is to give you this information, run the notice and the play button on our Site, and pass on to Google any request about this processing that we receive. You can exercise your rights with Google or with us (§1). Google's controller for YouTube is **Google Ireland Limited** for people in the EEA and Switzerland and **Google LLC** (United States) for people in the UK.

5. Who we share your information with

We share personal data with service providers ("processors"/"sub-processors") who act for us under contract:

- **Vercel, Inc.** - hosting and delivery of the Site; its serverless functions run in Vercel's Dublin, Ireland region.
- **Cloudflare** - bot protection only (Turnstile, which runs invisibly on our contact form). For details of what Turnstile processes, see Cloudflare's Turnstile Privacy Addendum.
- **Usercentrics A/S (Cookiebot)** - our cookie consent banner and the consent log described in §4.
- **Mailgun** - email delivery: when you submit the contact form, your enquiry is emailed to our team via Mailgun (EU endpoint).
- **Sentry** - error monitoring.
- **HubSpot** - CRM, email and marketing, including the records described in §2. HubSpot's terms allow it to use data its tracking code collects to improve its own services; we have switched off the setting through which HubSpot says it does this.
- **ipapi.is** (Germany) - identifies the organisation behind an IP address (§2).
- **Amazon Web Services** - stores and delivers the files described in §2, and stores their logs in Ireland.
- **Plausible** - privacy-focused, cookieless website analytics.
- **Google** - business email: enquiries you send us through the contact form or by email are received and stored in our Google Workspace mailbox.

YouTube. When you press "Play on YouTube" on a video on our video pages, your browser sends information directly to Google, which provides YouTube (see §4). Google is not our service provider for this: it uses the information as a controller under its own privacy policy.

We do not sell your personal data or share it for cross-context behavioural advertising.

Business transfers. If Aidealy is involved in a **merger, acquisition, financing, corporate reorganisation, or sale of some or all of its business or assets**, personal data may be disclosed to the prospective or actual acquirer, investor, or lender (and their professional advisers) as part of that transaction - during due diligence only to the minimum extent necessary and under confidentiality obligations - and may be transferred to the **successor entity** when the transaction completes. Where GDPR or UK GDPR applies, we rely on our **legitimate interests** in conducting and completing corporate transactions as the legal basis for these disclosures. Any successor may use your personal data only **consistently with this Policy as in force at the time**; if a successor intends to materially change that, you will be given the notice (or, where required, asked for the consent) that applicable law requires before the change applies to you. Under US state privacy laws such as the California CCPA, a transfer of personal information as an asset in such a transaction is not a "sale" or "sharing" of personal information.

6. International data transfers

Aidealy is based in **Israel**. Some of our providers are located outside your country. We rely on the following safeguards:

- **From the EEA:** Israel benefits from a **European Commission adequacy decision**, so transfers of personal data from the EEA to Aidealy in Israel are permitted without additional safeguards. For providers in the United States or elsewhere, we rely on an appropriate safeguard (such as the EU Standard Contractual Clauses or, where applicable, the EU-US Data Privacy Framework). You can request a copy of the safeguards using the contact in §1.
- **From the UK:** the UK recognises **Israel as providing adequate protection** ("data bridge"), so UK→Israel transfers need no additional safeguards. For US providers we rely on the UK-US "data bridge" or the UK International Data Transfer Agreement / EU SCCs with the UK Addendum.
- **From Israel:** we transfer data abroad in accordance with the Israeli Protection of Privacy (Transfer of Data Abroad) Regulations, relying on your consent and/or contractual undertakings from recipients.

- **Videos:** when you press play, your browser sends information directly to Google (see §4). Google's controller for it is Google Ireland Limited if you are in the EEA or Switzerland and Google LLC, in the United States, if you are in the UK, and Google may process it in the United States and other countries. Google LLC is certified under the EU-U.S. Data Privacy Framework, its UK Extension and the Swiss-U.S. Data Privacy Framework, and Google also relies on standard contractual clauses where needed; these are Google's own safeguards for its own transfers.

7. Your rights

Depending on where you live, you may have the right to: **access** your data; **correct** it; **delete** it; **restrict** or **object** to processing; **portability**; and to **withdraw consent** at any time (without affecting prior processing). To exercise any right, contact us at privacy@aidealy.ai. We will respond within the time limits set by the law that applies to you. You will not receive discriminatory treatment for exercising your rights.

Verification, authorised agents, and if we decline your request. We **verify** requests (typically by confirming control of the email address the request concerns, or equivalent evidence), and where your local law allows an **authorised agent** to act for you, we accept agent requests with proof of your authorisation and verification of your identity. If we **decline** a request in whole or part, we tell you why and how to take it further: you may **appeal** by replying to our response or writing to privacy@aidealy.ai with "Appeal" in the subject, and we will review the appeal and respond in writing **within 60 days** (or any shorter period your local law requires). If your appeal is unsuccessful and you are in a US state whose privacy law provides it, you may **contact your state Attorney General**; wherever you live, you can also complain to your local data-protection authority (§12).

We do **not** make decisions about you based solely on automated processing (including profiling) that produce legal or similarly significant effects.

8. Your US privacy choices

We do not sell your personal information or share it for cross-context behavioural advertising. Your choices:

- **Opt out:** use the **"Do Not Sell or Share My Personal Information"** link in our footer. We also honour the **Global Privacy Control (GPC)** browser signal as a valid opt-out, and display confirmation when your opt-out preference signal has been honoured. On that browser, opting out also switches off HubSpot's cookies and our organisation lookup.
- **Videos:** when you press "Play on YouTube" on a video on our video pages, your browser sends information to Google because you chose to watch it (see §4). We do not treat this as a sale or sharing, so your opt-out and GPC do not apply to it; if you do not want Google to receive this information, do not press play.
- We do **not** use or disclose **sensitive personal information** beyond the purposes permitted without a right to limit; if this changes we will provide a "Limit the Use of My Sensitive Personal Information" option.
- **Do Not Track:** some browsers send a "Do Not Track" signal; we currently respond to GPC as described above.

US residents also have rights to know, delete, correct, and opt out of targeted advertising, sale, and certain profiling. See §7 and §9 to exercise them.

9. Region-specific information

9.1 EEA / European Union

You may lodge a complaint with your local **supervisory authority**. The status of our EU representative, and how to reach us in the meantime, are set out in §1. We rely on the legal bases in §3.

9.2 United Kingdom

UK residents may complain to the UK data protection regulator, the **ICO**, at ico.org.uk - please contact us first so we can try to resolve it. UK law (the Data (Use and Access) Act 2025, in force) requires us to give you a way to complain to us directly: contact privacy@aidealy.ai, and we will acknowledge your privacy complaint within **30 days** and respond without undue delay. Our UK representative is in §1.

9.3 California and other US states

We provide the disclosures required by the CCPA/CPRA and other state privacy laws. We collect these categories of personal information: **identifiers** (name, email, IP address, cookie identifiers), **commercial/professional information** (company, role and the organisation behind your IP address), **internet activity** (pages viewed on our Site, analytics, error logs), **geolocation data** (the country your IP address points to), **inferences** (the interest in Aidealy that the pages you view suggest) and **the contents of your communications**. We collect them from you, from your browser and from ipapi.is and HubSpot, use them for the purposes in §3, disclose them to the providers listed in §5, and keep them as set out below. If you press play on a video on our video pages, Google collects identifiers (such as your IP address) and internet activity (playback information) directly from your browser, as described in §4. We **do not sell** personal information or **share** it for cross-context behavioural advertising, have not done so in the past 12 months, and do not knowingly sell or share the personal information of consumers under 16.

Notice at collection

This is our notice at collection for residents of California and other US states. It covers everything we collect through the Site and, in the paragraph after the table, when you fetch the files described in §2. If you press play on a video, Google collects information directly from your browser (§4).

Category	What we collect, and from where	Why	How long we keep it
Identifiers	Name and email (our forms); IP address (your browser); HubSpot cookie identifiers (only with marketing cookies)	To reply to you; to see which organisations visit and link pages to your enquiry; to record your cookie choices; to keep the Site secure	Name and email: 24 months after our last interaction with you. IP address: not kept by our lookup; with HubSpot's visit records (below); in part, 12 months in our cookie-consent record; a short operational period in security logs. HubSpot cookies: up to six months on your device
Commercial/ professional information	Company and role (our forms); the organisation behind your IP address (ipapi.is and HubSpot, only with marketing cookies)	To reply to you and to see which organisations are interested in Aidealy	Enquiries: 24 months after our last interaction with you. Organisation records: 24 months after the organisation's last visit (or 30 days after our ipapi.is account ends, if sooner)

Category	What we collect, and from where	Why	How long we keep it
Internet activity	The page you sent our form from; pages viewed, visit times and how the latest visit reached us (only with marketing cookies); usage statistics (Plausible, only with statistics cookies); error logs (Sentry)	To know where enquiries come from and follow them up; to improve the Site and keep it working	Linked to your enquiry: 24 months after our last interaction with you. Organisation records: as above. HubSpot's visit records not linked to an enquiry: while we use HubSpot, deleted after our HubSpot account ends. Statistics: aggregated only. Error logs: a short operational period
Geolocation data	The country your IP address points to (only with marketing cookies)	To see where visiting organisations are	With the organisation record (as above)
Inferences	The interest in Aidealy that the pages viewed suggest (only with marketing cookies)	To follow up on your enquiry and to see which organisations are interested in Aidealy	As long as the records they come from
Contents of communications	Your message (our forms and emails)	To reply to you	24 months after our last interaction with you

When you fetch one of the files described in §2, we also collect **identifiers** (your IP address), **geolocation data** (the country it points to) and **internet activity** (the file requested, the page that linked to it and details of your browser or program and connection), to keep that service secure and to investigate misuse, and we keep them for about 12 months.

We do not sell or share any of these categories, and we collect no sensitive personal information. Your opt-out choices are in §8.

9.4 Israel

As an Israeli company, we provide notice under the Protection of Privacy Law. When you submit a form, providing your data is voluntary; **if you do not provide it, we cannot respond to your enquiry.** You have the right to **access** and **correct** your personal data held by us; contact us in §1.

9.5 South Korea

If you are in South Korea: our contact form asks for your **consent** before we process your enquiry, and presents a **separate, optional** opt-in for marketing emails, which you can decline without affecting anything else. This Policy sets out what we collect (§2), why (§3), who receives it and where (§5 and §6), how long we keep it (§10), and how to refuse or withdraw (§7 and §11). Submitting the form sends your data outside Korea to the providers listed in §5, in Israel, the European Union and the United States; our business email provider, Google, may also process it in other countries where Google or its sub-processors have facilities. If you press "Play on YouTube"

on a video on our video pages, YouTube's player, which Google provides, collects your IP address, browser and device information, the address of our Site, which video you play and playback information directly from your browser and stores items on your device (see §4 and section 4.5 of our Cookie Policy); you can refuse by not pressing play or by blocking these items in your browser.

Organisation lookup. If you accept marketing cookies, each time a page of our Site loads, our server sends your IP address over an encrypted connection to **ipapi.is** (Nikolai Tschacher, trading as ipapi.is, Berlin, Germany; info@ipapi.is), which uses it only to tell us which organisation it belongs to and does not keep it. This transfer to Germany relies on the recognition by Korea's Personal Information Protection Commission that the European Union provides an equivalent level of protection. You can refuse by not accepting, or by withdrawing, marketing cookies under "Manage cookies"; this does not affect your use of the Site.

9.6 Japan

If you are in Japan, the Act on the Protection of Personal Information (APPI) applies to our handling of your data. We specify and make public our purpose of use. Your data is handled outside Japan: by us in **Israel** and by the service providers listed in §5, in the EU and the United States. **We do not rely on your consent for these cross-border transfers.** Before we serve visitors and contacts in Japan through providers outside Japan (other than recipients in the EU or the United Kingdom, which Japan's Personal Information Protection Commission has designated as equivalent), we will put in place with each such recipient **contractual safeguards that continuously secure protections equivalent to those the APPI requires of a Japanese business operator** (APPI Article 28(1); PPC Rules Article 16(i)) - including annual verification, monitoring of the recipient country's laws, and suspension where the safeguards fail - and, on your request, we will tell you how each recipient's safeguards are established, an outline of the protections, how we verify them, the recipient's country, any laws of that country that could affect them, and any impediments and our response (APPI Article 28(3); PPC Rules Article 18). The countries where your data is stored are stated in §5 and §6.

9.7 United Arab Emirates / Gulf

If you are in the **United Arab Emirates**, UAE Federal Decree-Law No. 45 of 2021 (the "UAE PDPL") restricts transfers of personal data outside the UAE. The UAE has not yet issued the PDPL's Executive Regulations, so no adequacy approvals under Article 22 have been published. Where we receive personal data of individuals located in the UAE through this website, we rely on **Article 23(1) of the PDPL, and principally on Article 23(1)(a)**: our contracts with the service providers that process this data obligate them to apply protections, measures and controls consistent with the requirements of the PDPL. When the Executive Regulations are issued, we will review this basis and update this section where required. We honour your right to object to processing for direct-marketing purposes.

9.8 Canada (including Quebec)

If you visit the Site from Canada, Canada's federal private-sector privacy law (**PIPEDA**) applies to the personal data described in this Policy, because we collect it in the course of commercial activity directed at you. If you are in Quebec, the Quebec **Act respecting the protection of personal information in the private sector** (as amended by "Law 25") also applies.

- **Who is responsible.** Aidealy Ltd. is responsible for your personal data, including when our service providers process it for us; we use contracts requiring them to protect it to a comparable level. For Quebec, our **person in charge of the protection of personal information** (responsable de la protection des renseignements personnels) is our founder, acting as **Privacy Officer**, reachable at privacy@aidealy.ai.
- **Consent.** We collect the form data in §2 with your consent (the form's consent box), and the records of pages viewed and of visiting organisations in §2 only if you accept marketing cookies; marketing email is a separate, optional opt-in presented on its own, and you can withdraw any of these at any time. Marketing emails to Canadian addresses are sent only with that express opt-in,

identify us, and include an unsubscribe we honour within **10 business days** (Canada's anti-spam law, CASL).

- **Processing outside Canada and Quebec.** Your data is processed outside Canada - in Israel, the EU/EEA and, for some providers, the United States (see §5); our business email provider, Google, may also process it in other countries where Google or its sub-processors have facilities. While your data is in another jurisdiction, it may be accessible to the courts, law enforcement, and national-security authorities of that jurisdiction. For Quebec residents, we carry out the privacy assessment Quebec law requires before communicating personal information outside Quebec.
- **Your rights.** You may ask us to confirm what personal data we hold about you, access it, and correct it if inaccurate or incomplete. Quebec residents may also withdraw consent and, in the circumstances Quebec law defines, require us to stop disseminating their information or de-index links to it. We answer access and correction requests from Quebec within **30 days**.
- **Complaints.** Contact us first at privacy@aidealy.ai. You may also complain to the **Office of the Privacy Commissioner of Canada** (priv.gc.ca) and, in Quebec, to the **Commission d'accès à l'information** (cai.gouv.qc.ca), including by a "demande d'examen de mésentente" within 30 days of our answer (or refusal, including a deemed refusal) to an access or correction request.

9.9 Australia and New Zealand

Australia. The Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs) may apply to our handling of your personal data when we carry on business in Australia. Whatever our formal status under that Act, we handle Australian visitors' personal data consistently with the APPs:

- **What we collect and why:** the information in §2, for the purposes in §3, collected from you, from your browser and, if you accept marketing cookies, from ipapi.is and HubSpot (the organisation behind your IP address).
- **Access, correction and complaints:** ask us to access or correct your personal data using the contact details in §1. If you believe we have mishandled your personal data, please complain to us in writing first - we will respond within **30 days**. If you are not satisfied, you can complain to the **Office of the Australian Information Commissioner (OAIC)** at oaic.gov.au.
- **Overseas disclosure:** we are an Israeli company, and your data is processed in Israel and disclosed to our service providers in the European Union and the United States (see §5). We take reasonable steps, including contractual safeguards, to ensure these providers handle your data consistently with the APPs, and we remain accountable for their handling of it.
- **Marketing:** we only send marketing emails if you tick the separate marketing checkbox; every message identifies us and includes a working unsubscribe that we honour promptly and free of charge.
- **Automated decisions:** we do not use computer programs to make decisions that significantly affect your rights or interests based on personal data collected through the Site.

New Zealand. The Privacy Act 2020 may apply to us as an overseas agency carrying on business in New Zealand. This Policy, together with the notice at the point of collection, tells you what we collect, why, who receives it, and that Aidealy Ltd. (Hamidron 1, Herzliya 4654110, Israel) collects and holds it.

- **Your rights:** you may ask us to confirm whether we hold personal data about you, to access it, and to correct it (or attach a statement of correction), using the contact details in §1.
- **Complaints:** please raise any concern with us first; if we cannot resolve it, you can complain to the **Office of the Privacy Commissioner** (privacy.org.nz).
- **Overseas disclosure:** your data is processed outside New Zealand (Israel, the EU, and the US; our business email provider, Google, may also process it in other countries where Google or its sub-processors have facilities). Where we disclose it to our service providers, we rely on agreements requiring them to protect your data with safeguards comparable to New Zealand's Privacy Act; where such safeguards are not in place, we will only disclose your data with your authorisation, after expressly informing you that it may not receive comparable protection.

- **Marketing:** we only email you marketing if you opted in; every message identifies us and includes a free, working unsubscribe.

10. How long we keep your data

We keep personal data only as long as needed for the purpose collected: contact/CRM records, including the pages you viewed once linked to your enquiry, for **24 months** after our last interaction with you, after which we delete them; records of visiting organisations for **24 months** after the organisation's last visit (or 30 days after our ipapi.is account ends, if sooner), after which we delete them; HubSpot's records of visits not linked to an enquiry while we use HubSpot (HubSpot deletes them after our HubSpot account ends); cookie-consent records for **12 months** (see section 4); the logs of the files described in §2 for **about 12 months**; if you opted in to marketing communications, we stop sending them as soon as you unsubscribe or withdraw consent; analytics in aggregated form; and security, bot-protection, and error-monitoring records only for the short operational period needed to keep the Site secure and working, after which they are deleted (we may keep statistics that no longer relate to any person).

11. How to object or withdraw consent

You can unsubscribe from marketing emails using the link in every such email (or by contacting us), change your cookie choices any time via the **"Manage cookies"** link in our footer, stop the YouTube player on our video pages by leaving the page and remove what YouTube stored by clearing your browser's cookies and site data (see section 4.5 of our Cookie Policy), and object to processing based on legitimate interests by contacting us. You can also reach us at privacy@aidealy.ai about any of the above.

12. Representatives and complaints

12.1 EU representative

Aidealy's EU representative is **being appointed**. Until that appointment completes, please contact **privacy@aidealy.ai** about anything you would otherwise raise with our EU representative, including any request to exercise your rights under Section 11. We will publish the representative's name and EU member-state address in this Section on completion.

12.2 UK representative

Aidealy's UK representative is **being appointed**. Until that appointment completes, please contact **privacy@aidealy.ai**. We will publish the representative's name and UK address in this Section on completion.

13. Security

We use appropriate technical and organisational measures to protect personal data, including **encryption in transit (HTTPS/TLS)**, **access controls** limiting who can see the data, bot protection on our forms, and use of reputable processors who maintain their own security safeguards.

14. Children

The Site is not directed to children, and we do not knowingly collect personal data from children under 16.

15. Changes to this Policy

We may update this Policy. We will post the new version here with a new "Last updated" date and, where required, notify you. This Policy is written in English; if we provide a translation for convenience, the English version prevails.

16. Our LinkedIn Page

When you visit, follow or engage with our LinkedIn Page, LinkedIn processes your data and gives us statistics about the Page ("Page Insights"). For Page Insights, we and LinkedIn are **joint controllers**: with **LinkedIn Ireland Unlimited Company** for members in the EEA and Switzerland,

under LinkedIn's Page Insights Joint Controller Addendum, and with **LinkedIn Corporation** for members in the UK, as LinkedIn's European Regional Privacy Notice states. In the addendum, LinkedIn has agreed to inform members and to handle their rights requests; see LinkedIn's Privacy Policy. We receive Page Insights as aggregated statistics, and we also see what LinkedIn shows Page admins, such as who follows the Page. We rely on our **legitimate interest** in understanding our audience. You can exercise your rights with LinkedIn or with us (§1).

17. Our YouTube channel

We run a YouTube channel under the name of our founder, Oren Keinan (youtube.com/@orenkeinan), where we publish our videos. When you watch our videos, on YouTube or on our Site, or subscribe to or comment on the channel, Google processes your data under the Google Privacy Policy, and YouTube may use cookies and similar technologies when you visit it. Google gives us statistics about the channel through YouTube Analytics, such as the age range, gender, country and devices of viewers, in aggregated form. We also see what YouTube shows channel owners, such as comments on our videos and the subscribers who make their subscriptions public. For the YouTube Analytics statistics, we and Google are **joint controllers**: Google Ireland Limited for people in the EEA and Switzerland, and Google LLC for people in the UK. Google decides how YouTube collects and processes the data, and we pass on to Google any request about it that we receive. We rely on our **legitimate interest** in understanding our audience. We keep none of this information outside YouTube. You can exercise your rights with Google or with us (§1).

18. Contact

Questions about this Policy or your data: privacy@aidealy.ai, Aidealy Ltd., Hamidron 1, Herzliya 4654110, Israel.