

# Privacy Policy

*Last updated: June 4, 2025*

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## 1. Introduction

AutomationFlow (“we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website, subscribe to our services, or otherwise interact with AutomationFlow. By accessing or using our services, you agree to the terms of this Privacy Policy. If you do not agree, please do not use our services.

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## 2. Information We Collect

### 2.1 Personal Information You Provide

When you register for an account, subscribe to a plan, or communicate with us, we may collect personal information such as:

- **Contact Details:** Name, email address, phone number (if provided).
- **Account Credentials:** Username, password, and any profile information you choose to supply.
- **Billing & Payment Data:** Billing address, credit card or payment method information (processed securely through our payment processor).
- **User-Generated Content:** Comments, feedback, chat messages, workflow examples, or other content you upload to our platform or community channels.
- **Communications:** Any information you send via contact forms, support tickets, or email.

### 2.2 Automatically Collected Information

When you visit our website or use our platform, we may automatically collect:

- **Usage Data:** Pages you view, features you click, time stamps, and other interactions.
- **Device & Technical Data:** IP address, browser type and version, operating system, device identifiers, and mobile network information.
- **Analytics & Cookies:** We use cookies and similar tracking technologies to gather data about your browsing behavior, preferences, and demographics. You can manage or disable cookies through your browser settings, but some features of our services may not function properly.

### 2.3 Third-Party Sources

We may receive information from third parties, including:

- **Payment Processors:** Details necessary to process transactions (e.g., payment status, billing confirmations).
- **Analytics Providers:** Aggregated usage statistics from tools like Google Analytics.
- **Social Networks:** If you choose to link or log in via social platforms (e.g., Google, LinkedIn), we may receive your public profile information according to their privacy settings.

### 3. How We Use Your Information

We use the collected information for purposes that include, but are not limited to:

1. **Providing & Managing Services:** Creating and managing your account, processing subscriptions, billing, and delivering the product features you request.
2. **Improving User Experience:** Personalizing content, troubleshooting technical issues, and analyzing usage patterns to enhance our platform.
3. **Communication & Support:** Responding to your inquiries, sending system notifications (e.g., password resets), and providing customer support.
4. **Marketing & Promotions:** Sending newsletters, promotional offers, updates, and event invitations—only if you have opted in. You can opt out at any time by following the unsubscribe instructions.
5. **Legal & Safety:** Complying with legal obligations, investigating potential policy violations, preventing fraud or abusive behavior, and enforcing our Terms of Service.
6. **Analytics & Research:** Conducting internal analysis, monitoring engagement metrics, and generating aggregate reports to guide product development and business strategy.

### 4. How We Share Your Information

#### 4.1 Service Providers

We may share your personal information with trusted third-party vendors who assist with:

- **Payment Processing:** Securely handling credit card or subscription payments.
- **Email & Communications:** Delivering newsletters, transactional emails, and support responses.
- **Hosting & Infrastructure:** Managing servers, databases, and backups for our platform (e.g., AWS, Google Cloud).
- **Analytics & Reporting:** Aggregating usage metrics through tools like Google Analytics, Mixpanel, or similar services.
- **Fraud Prevention & Security:** Validating transactions, blocking malicious activity, and providing anti-fraud measures.

All service providers are contractually obligated to maintain confidentiality, use data only for specified purposes, and comply with applicable data protection laws.

## 4.2 Legal Requirements

We may disclose your information when required by law or to:

- Respond to valid legal requests (e.g., subpoenas, court orders).
- Protect our rights, property, or safety, or the rights, property, or safety of our users.
- Investigate suspected fraud, security breaches, or illegal activities.

## 4.3 Business Transactions

If AutomationFlow is involved in a merger, acquisition, sale of assets, or financing, your personal information may be transferred or assigned to the acquiring entity, provided that the entity agrees to abide by this Privacy Policy.

## 4.4 Aggregated & De-Identified Data

We may aggregate or anonymize your data and share it in non-identifiable form for research, benchmarking, or marketing purposes. This information cannot reasonably be used to identify any individual.

## 5. Cookies & Tracking Technologies

We use cookies, web beacons, and similar tracking technologies to:

- Remember your login state and preferences.
- Analyze site traffic, user engagement, and feature usage.
- Personalize content and marketing communications.

**Managing Cookies:** Most browsers allow you to block or delete cookies. If you disable cookies, some features of our platform may not function correctly. For detailed instructions, refer to your browser's help documentation.

## 6. Your Choices & Rights

### 6.1 Access & Correction

- You may review, update, or correct your account information anytime by logging into your Dashboard.

- To request a copy of the personal information we hold about you, please contact us at the email listed below.

## 6.2 Opt-Out & Unsubscribe

- You can opt out of marketing emails or promotional messages by clicking the “unsubscribe” link in any email or by adjusting your account settings.
- If you do not wish to receive non-essential cookies, you may block them via your browser settings.

## 6.3 Deletion & Account Closure

- You may request to have your account closed and personal data deleted by emailing [kevin@brnk.studio](mailto:kevin@brnk.studio). Upon account deletion, we will remove your personal data from active systems, except where retention is required by law (e.g., transactional records for tax compliance).
- We reserve the right to retain anonymized or aggregated data for analytics and compliance purposes.

## 6.4 Data Portability

If you request, we will provide a machine-readable copy of your personal information (e.g., account profile, user-generated content) in a commonly used format like CSV or JSON.

## 6.5 California Privacy Rights (if applicable)

If you are a California resident, the California Consumer Privacy Act (CCPA) grants you additional rights including:

- **Right to Know:** Request details about categories of personal information we collected, sources, and third parties with whom we shared it.
- **Right to Delete:** Request deletion of your personal information, subject to certain exceptions.
- **Right to Opt-Out of Sale:** We do not sell personal information to third parties.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your CCPA rights.

To exercise any of these rights, contact us at [kevin@brnk.studio](mailto:kevin@brnk.studio) with “CCPA Request” in the subject line.

## 7. Data Security & Retention

### 7.1 Security Measures

We implement reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These include:

- Encryption of data in transit (TLS/SSL) and at rest (where supported).
- Regular security audits, vulnerability assessments, and penetration testing.
- Access controls limiting internal personnel to only the data necessary to perform their job functions.
- Secure password storage (hashed and salted) and optional two-factor authentication for accounts.

While we strive to protect your information, no system is completely secure. We cannot guarantee absolute security, and in the event of a data breach, we will follow applicable notification requirements.

## **7.2 Data Retention**

We retain your personal information only as long as necessary to:

- Provide the services you requested and fulfill contractual obligations.
- Comply with legal, accounting, or reporting requirements.
- Resolve disputes and enforce our agreements.

After your account is closed or personal data is no longer needed, we will delete or anonymize it, unless otherwise required by law.

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## **8. Third-Party Links & Integrations**

Our website and platform may contain links to third-party websites, apps, or services (e.g., social media platforms, external APIs). This Privacy Policy does not apply to those third parties. We encourage you to review their privacy policies before providing any personal information.

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## **9. Children's Privacy**

Our services are not directed to children under 18. We do not knowingly collect or maintain personal information from anyone under 18. If you become aware that a child under 18 has provided us with personal information, please contact us at [kevin@brnk.studio](mailto:kevin@brnk.studio), and we will delete it promptly.

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## **10. International Data Transfers**

If you are located outside the United States, your personal information may be transferred to, stored, or processed in the U.S. or other countries where our servers and service providers operate. By using our services, you consent to such transfers and processing in accordance with this Privacy Policy. We take appropriate measures to ensure that any transfers comply with applicable data protection laws.

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## **11. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. When we do, we will revise the “Last updated” date at the top and post the new version on our website. We encourage you to review this policy periodically. If we make material changes that significantly affect your rights, we will notify you via email (if you are a registered user) or by posting a prominent notice on our site.

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## **12. Contact Us**

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

- **Email:** [kevin@brnk.studio](mailto:kevin@brnk.studio)
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Thank you for trusting AutomationFlow. We are committed to maintaining the confidentiality, security, and integrity of your personal information.