# AHA! INSIGHTS TECHNOLOGY, LLC

# PRIVACY POLICY

## LAST REVISION DATE February 2, 2026

## 1. Legal Notices:

Unless specifically stated otherwise, the content of this website (the “Site”) (including all data, text, images, designs, and the selection and arrangement thereof on this Site), is Copyright 2018, Aha! Insights Technology, LLC ("Aha! Insights"). All rights reserved. This website is operated by Aha! Insights Technology, LLC. The trademarks Aha!, and other trademarks and logos used on the Site (unless otherwise specified, or otherwise indicated by the context of use), are trademarks owned by Aha! Insights Technology, LLC. Your use of the Site does not constitute any transfer or license of any intellectual property rights existing or hereafter developed regarding any portion of the Site or its content. Your use of the Site is governed by and subject to the Terms of Use.

**2. Privacy Policy**

If you have any questions about this Privacy Policy, please feel free to contact us through our website or write to us at the following address:

c/o Privacy Officer
235 East Main Street, Suite 102G, Northville, MI 48167

**3. Information we collect and how we use it**

Whether you are a customer of Aha! Insights Technology or an interested visitor to our Site, we may collect certain types of information:

1. Information you provide – When you seek to use Aha! Insights Technology's services through the Site, we may ask you for personal information (such as your name, phone number, mobile phone number, email address and an account password). For certain services, we may also request credit card or other payment account information which we maintain in encrypted form on secure servers. We may share your credit card information with a financial institution to facilitate your purchase of our services using your credit card. To the extent you provide us with email addresses of third parties to facilitate use of our services, we will not disclose the addresses you provide to any third party but may use such addresses to communicate with such third parties regarding our services.

2. Cookies – When you visit the Site, we send one or more cookies – a small file containing a string of characters – to your computer that uniquely identifies your browser. We use cookies to improve the quality of our service by storing user preferences and tracking user trends on our Site. We do not use cookies to track your actions outside of the platform.
3. Log information – When you access Aha! Insights Technology services, our servers automatically record information that your browser sends whenever you visit our website. These server logs may include information such as your web request, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser.
4. User communications – When you send email or other communications to Aha! Insights Technology, we may retain those communications in order to process your inquiries, respond to your requests and improve our services.
5. Affiliated sites – We may offer some of our services in connection with other web sites or mobile applications. Personal information that you provide to those sites or mobile applications may be sent to Aha! Insights Technology in order to deliver the services. We process such information in accordance with this Privacy Policy. Any affiliated sites may have different privacy practices, so we encourage you to read their privacy policies.
6. Links – In certain situations Aha! Insights Technology may present links in a format that enables us to keep track of whether these links have been followed. We use this information to improve the quality of our services.
7. Other sites – This Privacy Policy applies to Aha! Insights Technology services only. We do not exercise control over third-party websites from which you may link from this Site. These other sites may place their own cookies or other files on your computer, collect data or solicit personal information from you, and Aha! Insights Technology has no control over such activity.

Aha! Insights Technology only processes personal information for the purposes described in this Privacy Policy. In addition to the above, such purposes include:

1. Providing and marketing our services and approved third-party services;
2. Auditing, research, and analysis in order to maintain, protect and improve our services;
3. Ensuring the technical functioning of our network; and
4. Developing new services.

**4. Choices for personal information**

When you sign up for a particular service that requires registration, we may ask you to provide personal information. If we use this information in a manner different than the purpose for which it was collected, then we will ask for your consent prior to such use.

If we propose to use personal information for any purposes other than those described in this Privacy Policy, we will offer you an effective way to opt out of the use of personal information for those other purposes. We will not collect or use sensitive information for purposes other than those described in this Privacy Policy, unless we have obtained your prior consent.

Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some Aha! Insights Technology features and services may not function properly if your cookies are disabled.

You can decline to submit personal information regarding some of our services, in which case Aha! Insights Technology may not be able to provide those services to you.

If for any reason you wish for us to delete any of your personal information at any time, please send an email to: support@ahaconversations.com

**5. Information sharing**

Your personally identifiable information will not be rented, sold or shared with any third party, except as described in this Privacy Policy or as otherwise agreed to by you.

Aha! Insights Technology only shares personal information with other companies or individuals outside of Aha! Insights Technology in the following limited circumstances:

1. When we have your consent. We require opt-in consent for the sharing of any sensitive personal information.
2. When we provide such information to our subsidiaries, affiliated companies or other trusted businesses or persons for the purpose of processing personal information on our behalf. We require that these parties agree to process such information based on our instructions and in compliance with this Privacy Policy and any other appropriate confidentiality and security measures.
3. When we have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to (a) satisfy any applicable law, regulation, legal process or enforceable governmental request, (b) enforce applicable Terms of Use, including investigation of potential violations thereof, (c) detect, prevent, or otherwise address fraud, security or technical issues, or (d) protect against imminent harm to the rights, property or safety of Aha! Insights Technology, its users or the public as required or permitted by law.

Aha! Insights Technology may disclose information it has collected from any user of Aha! Insights Technology services and/or content that any user has made available to Aha! Insights Technology when it believes in good faith that the law or legal process requires it, or when it is necessary to do so to protect the rights or property of Aha! Insights Technology or others.

We may share with third parties certain pieces of aggregated, non- personal information, such as the number of users who searched for a particular term, for example, or how many users clicked on a particular advertisement. Such information does not identify you individually.

Please contact us at the address below for any additional questions about the management or use of personal data.

6. **Compliance with the EU-U.S. and Swiss-U.S. Data Privacy Frameworks**

Aha! Insights Technology, LLC complies with the EU-U.S. Data Privacy Framework (DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF, as set forth by the U.S. Department of Commerce. This certification demonstrates our commitment to the protection of personal data transferred from the European Union (EU), the United Kingdom (UK), and Switzerland to the United States.

We adhere to the DPF principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access, and Recourse, Enforcement, and Liability. These principles govern our handling of personal data transferred under the DPF.

If you have inquiries or complaints regarding our DPF compliance, please contact us at the address below.

For unresolved complaints, we participate in the Data Privacy Framework Panel for independent dispute resolution. If you are not satisfied with the resolution, you may seek further assistance through binding arbitration under the DPF, as outlined in Annex I of the DPF Principles.

For more information about the DPF program, please visit the Data Privacy Framework website.

**7. Information security**

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data. These include internal reviews of our data collection, storage and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store personal data.

We restrict access to personal information to Aha! Insights Technology contractors, employees and/or agents who need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, if they fail to meet these obligations.

**8. Data integrity**

Aha! Insights Technology processes personal information only for the purposes for which it was collected and in accordance with this Privacy Policy. We review our data collection, storage, and processing practices to ensure that we only collect, store and process the personal information needed to provide or improve our services. We depend on our users to update or correct their personal information whenever necessary.

**9. Accessing and updating personal information**

When you use Aha! Insights Technology services, we make good faith efforts to provide you with access to your personal information on record with us and to enable you to seek corrections to such information to the extent inaccurate, or to delete such data at your request if it is not otherwise required to be retained by law or for legitimate business purposes.

**10. Enforcement**

Aha! Insights Technology regularly reviews its compliance with this Privacy Policy. Please feel free to direct any questions or concerns regarding this Privacy Policy or Aha! Insights Technology's treatment of personal information by contacting us through this web site or by writing to us at

**Privacy Matters**
c/o Aha! Insights Technology, LLC

235 East Main Street
Suite 102G
Northville, MI 48167

When we receive formal written complaints at the above address, it is Aha! Insights Technology's policy to contact the complaining user regarding his or her concerns. We will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that cannot be resolved between Aha! Insights Technology and an individual.

11. **Changes to this Privacy Policy**

Please note that this Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your specific consent, and we expect most such changes will be minor. Regardless, we will post any Privacy Policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including email notification of Privacy Policy changes to those who are registered users of the Site to their email address of record). Each version of this Privacy Policy will be identified at the top of the page by its effective date, and we will also keep prior versions of this Privacy Policy in an archive for your review.

If you have any additional questions or concerns about this Privacy Policy, please feel free to contact us any time through this web site or at:

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