

Privacy Policy

Effective: March 21, 2026

Sweetspot Chat, Inc., a Delaware corporation (“Sweetspot” or “we”), respects your privacy and is committed to protecting it through our compliance with this Privacy Policy. This Privacy Policy describes the types of information we may collect from you or that you may provide to us when you use our websites, applications and services (collectively, “Services”) and our practices for collecting, using, maintaining, protecting, and disclosing that information. This Privacy Policy applies to information we collect from you when you interact with the Services and to information we collect about you offline, such as when you communicate with us in person.

By accessing or using the Services or otherwise providing us with information, you acknowledge the applicability of this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not access or use the Services or provide us with information.

1. Information We Collect About You and How We Collect It

We may collect a variety of information from or about you or your devices, as described below. We need certain information to provide the Services to you. If you do not provide us with such information, or if you ask us to delete that information, you may no longer be able to access or use certain aspects of the Services.

(a) Information You Provide Directly to Us:

We may collect information that you provide directly to us through:

- Your access or use of the Services;
- Your communications with us, such as when you inquire about our Services; • Your subscription to our email newsletters; and
- Your offline communications with us.

The information you provide directly to us may concern you and others and may include, but is not limited to:

- Account Information: When you register for an account with us, we may collect certain information from you, including your account credentials, name, email address, physical address, phone number and payment method information.
- Customer Data: We collect the information that you provide to the Services when you use and interact with the Services.
- Browser Extension Data: If you use the Sweetspot browser extension, we may collect and process information from websites, portals, and files that you explicitly authorize the extension to access. This may include page URLs, page titles, canonical URLs, page text, metadata, headings, hyperlinks, file and attachment links, uploaded files or attachments, and other content available on the active page. We may also collect and store authentication tokens, session information, organization selection information, and browser-extension configuration data necessary to operate the

extension. In managed enterprise deployments, we may also process organization-managed browser policy information, such as approved site lists and organization restrictions.

- Financial Information: The third-party payment processors that we use to process payments for the Services may collect payment information from you in order to process your payments. They may also collect certain government identifiers for fraud purposes and other purposes permissible by law.
- Transaction Information: We may collect information about your transactions with us, such as purchases, purchase amounts, products purchased, and dates of purchase.
- Communications: We may collect your communications with us, such as when you submit questions or ask us for information associated with your orders.

(b) Information We Collect Automatically:

- Log Data. We may collect information that your browser or device automatically sends us when you interact with the Services, such as your IP address, your browser type and settings, and the date and time of your interaction with the Services. Certain of our vendors may collect this information on our behalf.
- Usage Data. We may collect information about the way you use the Services, such as the frequency of your use, the types of content that you view or engage with, the actions you take, and ways in which you navigate the Services. Certain of our vendors may collect this information on our behalf.
- Device Information. We may collect information about the device you use to interact with the Services, such as the name of the device, the device's unique identifiers (e.g. IDFA or Android ID), and its operating system. Certain of our vendors may collect this information on our behalf.
- Location Information. We may collect information about your general location that we infer from your IP address. Certain of our vendors may collect this information on our behalf.
- Cookies, other Tracking Technologies and Analytics. We and those of our vendors that provide us online analytics products may use cookies, clear GIFs, pixel tags, and other tracking technologies to collect information about your interactions with the Services and about the computers and devices (including mobile devices) you use to access the Services. These technologies help us understand user behavior, personalize preferences, perform research and analytics, and improve the Services. With these technologies, for example, we or our vendors may be able to tailor the Services to your needs, save your password in password-protected areas, track the pages you visit, help us manage content, and compile statistics about usage of the Services. We or our vendors also may use certain of these technologies in emails we send to you and other users to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but your browser may allow you to modify your browser settings to decline cookies if you prefer. If you disable cookies, you may be prevented from taking full advantage of the Services, because the Services may not function properly.

(c) Information We Collect From Third Parties:

We may also collect information about you when it is provided to us by the vendors we use in connection with providing you the Services. We may combine the information you provide us, either directly or automatically, when you use or interact with the Services, with the information we obtain from such third parties.

2. How We Use Your Information

We use the information we collect for business and commercial purposes, such as:

- To provide, maintain, improve, and enhance the Services;
- To communicate with you, provided you with updates and other information related to the Services, provide information that you request, respond to comments and questions, and otherwise provide support;
- To understand and analyze how you use the Services and develop new products, services, and features;
- To process transactions with you;
- To comply with our legal obligations;
- To protect the safety and/or integrity of our users, employees, other parties, members of the public, and/or the Services;
- For marketing purposes;
- To conduct analysis and develop insights that enable us to operate, protect, make informed decisions, and report on our business;
- For compliance purposes, including enforcing our Terms of Service and other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency; and
- To operate, secure, and support the Sweetspot browser extension, including authenticating users, maintaining browser sessions, enforcing site access controls, analyzing approved pages and portal content, importing opportunity and pursuit information, uploading and associating supporting files, linking Sweetspot records to source pages, and improving browser-extension functionality and related Services.
- For any other purpose for which we provide notice to you.

Aggregated or De-Identified Information. We may aggregate or de-identify personal information so that it can no longer be used to identify you. We may use aggregated or de-identified information for any purpose, including, without limitation, to improve and add features to the Services, to conduct research and for other similar purposes. We may also share aggregated or de-identified information with third parties, including without limitation, advertisers, promotional partners, sponsors and event promoters. We may collect aggregated or de-identified information through the Services, through cookies, and through other means described in this Privacy Policy. We will maintain and use aggregated or de-identified information in anonymous or de-identified form, and we will not attempt to reidentify the information, unless required by law.

3. When We Disclose the Information We Collect

We may disclose the information we collect to the following parties or in the following circumstances:

- Affiliates. We may disclose information to our affiliates or subsidiaries.
- Vendors. We may disclose information to vendors who perform services on our behalf.
- Safety and Protection of Sweetspot and Others. We may disclose information if we believe in good faith that doing so is necessary or appropriate to protect or defend the rights, safety, or property of Sweetspot or other parties, including to defend or enforce this Privacy Policy, our Terms of Service, or any other contractual arrangement between you and Sweetspot.
- Legal Requirements. We may disclose information if we believe in good faith that doing so is necessary or appropriate to comply with any law enforcement, legal, or regulatory process, such as to respond to a warrant, subpoena, court order, or other applicable laws and regulations.
- Business Transfers. We may share or disclose information in connection with or during negotiations or closing of any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- Consent/At Your Direction. We may disclose your information to nonaffiliated third parties based on your consent to do so.

4. Choices About How We Use and Disclose Your Information

You have certain rights and choices with respect to your information such as:

- Tracking Technologies. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Services may then be inaccessible or not function properly.
- Account Information: You can update certain of your account information when you access your account using the Services.
- Marketing Emails: You can unsubscribe from marketing emails by following the directions in those emails. Please note that if you unsubscribe from marketing emails, we may still send you administrative emails regarding the Services, including, for example, notices of updates to our Terms of Service or this Privacy Policy.

Your local law may provide you certain rights with respect to your personal information. Depending on your jurisdiction, you may request that we:

- provide access to and/or a copy of certain information we hold about you;
- prevent the processing of your information for direct-marketing purposes (including any direct marketing processing based on profiling);
- update information which is out of date or incorrect;
- delete certain information that we are holding about you;

- restrict the way that we process and disclose certain of your information;
- transfer your information to a third-party provider of services; and
- revoke your consent for the processing of your information.

Please note, however, that certain information may be exempt from such requests in some circumstances, which may include needing to continue processing your information for our legitimate interests or to comply with a legal obligation. We may request you provide us with information necessary to confirm your identity before responding to your request. To exercise any of these rights, please contact us using the contact information provided in Section 11 of this Privacy Policy.

5. Children Under the Age of 16

The Services are not intended for children under 16 years of age. We do not knowingly collect personal information from children under the age of 16. If you are under the age of 16, do not use or provide any information to the Services. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us using the contact information provided in Section 11 of this Privacy Policy.

6. Security

We protect your personal information by using physical and electronic safeguards designed to improve the security of the personal information we maintain. However, as no electronic transmission or storage of personal information can be entirely secure, we can make no guarantees as to the security or privacy of your personal information.

7. Retention

We keep your information for the time necessary for the purposes for which it is processed. The length of time for which we retain information depends on the purposes for which we collected and use it and your choices, after which time we may delete and/or aggregate it. We may also retain and use this information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

8. Consent to Transfer

We may store and process data in the United States and other countries outside the United States which may have data protection laws that differ from the laws in your country. By using the Services, or providing us with any information, you consent to the collection, processing, maintenance, and transfer of such information in and to the United States and other applicable countries in which the privacy laws may not be as comprehensive as, or equivalent to, those in the country where you reside and/or are a citizen.

9. Third-Party Services and Links

The Services may contain links to other websites, products, or services that we do not own or operate. We are not responsible for the privacy practices of these third parties. Please be aware that this

Privacy Policy does not apply to your activities on these third-party services or any personal information you disclose to these third parties.

10. Changes to this Privacy Policy

We may change this Privacy Policy to reflect changes in the law, our information practices or the features of the Services. We will indicate the date of the most recent update in the Privacy Policy. If we make a material change to the Privacy Policy, you will be provided with appropriate notice in accordance with legal requirements. By continuing to use the Services, you are confirming that you have read and understood the latest version of this Privacy Policy.

11. Contact Us

If you have questions about this Privacy Policy, please contact us at: founders@sweetspot.so.