

Artellify, LLC

Privacy Policy

Effective Date: July 16th, 2025

At Artellify, LLC (“we,” “us,” or “our”), we are committed to protecting your privacy and ensuring your personal information is handled responsibly. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website (the “Site”) and use our services, including those related to artificial intelligence, business process automation, or related (the “Services”). By engaging with our Site and Services, you agree to the terms described herein, as well as our Terms of Service.

Artellify, LLC is a Massachusetts limited liability company, with its principal place of business at 1660 Soldiers Field Rd STE 7 #1121, Brighton, MA 02135. If you have any questions, please contact us at Legal@Artellify.com.

1. Information We Collect

1.1 Personal Information

We may collect personal information, including but not limited to your name, email address, phone number, and company details when you voluntarily submit this information to us (e.g., through the “Book” or “Join” pages). We may also collect payment-related information, such as billing details, transaction amounts, and payment method details when you voluntarily submit payment through your emailed invoice using the ‘Pay Now’ button. Please note that payment processing is handled by a third-party provider, and we do not store or have access to your complete payment information.

1.2 Non-Personal Information

We may automatically collect non-personal information, such as browser type, language preference, referring site, and date/time of visitor requests. This helps us understand usage trends and improve our Site and Services.

1.3 Credentials and Keys

In the course of our Services, you may provide login Credentials, API keys, authentication tokens, or other sensitive information (collectively, ‘Credentials’) necessary to integrate, configure, or manage third-party platforms, software, or automation tools. We collect and use these Credentials only as necessary to perform the requested Services on your behalf. For security purposes, we strongly recommend multi-factor authentication (MFA) and that you update or revoke any shared Credentials upon the completion of our engagement.

1.4 AI Chatbot Interactions

When you use the AI chatbot on our Site, we may collect the content of your interactions, which could include questions, feedback, or other data you provide. This data is collected



through Zapier, our chatbot host (we are not a reseller or affiliated). We strongly suggest that you do not share sensitive, confidential, or personally identifiable information through the chatbot. Conversations may be stored and analyzed to improve the chatbot, our Site, and related services. We do not use this information to personally identify you unless required by law or with your consent.

1.5 Meeting Transcription

We may use a third-party service called Fireflies AI (“Fireflies”) to transcribe and record our virtual meetings to serve you better. Fireflies.AI will appear as a separate attendee. By participating in these meetings, you acknowledge and agree that we may use Fireflies to capture audio and generate written transcripts, summaries, or other meeting-related content for review and record-keeping. Artellify, LLC owns all content generated by Fireflies AI. We may provide summaries for your convenience; however, you acknowledge that such content is generated by AI and may contain inaccuracies for which we cannot be held liable. You may request the deletion of your recordings at any time, subject to any legal obligations requiring their retention.

According to the Fireflies website at this time, your data is not sold, and maintaining the security and confidentiality of your information is a top priority. If you prefer not to have Fireflies in a meeting, you must inform us in advance or at the start of the meeting so that we can disable it for that session. Fireflies is a third-party provider and subject to its own terms and privacy policy, which we recommend you review.

1.6 Business Information

During an engagement, you may choose to share business processes, workflows, documentation, or other operational information with us to enable us to provide the most effective Services. This information is collected only as necessary to support your specific requests and optimize our work. We treat all shared business information as confidential and do not disclose it to third parties without your consent, except as required to fulfill our Services or comply with legal obligations. If you wish to limit or remove such shared information, you may request its deletion at any time, subject to any applicable retention requirements.

2. How We Use Your Information

2.1 To Provide Services

We use your personal and business information to deliver and tailor our Services, advise on strategies, and facilitate the implementation or optimization of AI or other tools. Where necessary, we may use your Credentials to set up, configure, and maintain third-party tools or automation platforms solely for your benefit, as directed by you. Additionally, we may analyze Fireflies AI transcription data and chatbot interactions to better understand your needs, refine our recommendations, and enhance our offerings to you. In cases where our Services include ongoing support or updates, we may retain relevant information to provide a seamless experience and ensure continuity in service delivery.



2.2 To Improve Our Services

We may analyze non-personal information (e.g., site traffic, user behavior) to administer and enhance the Site, develop new features, or refine our Services methodology. We may also use data from Fireflies AI transcripts or AI chatbot interactions to identify trends, address issues, and improve the chatbot's performance or accuracy while ensuring that this data is not used to identify you personally.

2.3 To Enhance Communication and Personalization

We use your information to provide customer support, respond to inquiries, and send important updates about our services. Additionally, we may personalize your experience by tailoring recommendations, improving chatbot interactions, and customizing features to better align with your preferences.

3. Disclosure of Your Information

3.1 Third-Party Service Providers

We may disclose personal information or Credentials to trusted third-party service providers (e.g., automation platforms, payment processors) that assist in delivering our Site and Services. These providers are responsible for safeguarding your information under their own privacy policies. While we strive to work with reputable providers, we do not control or assume liability for how third parties handle the data uploaded to their platforms. Any information shared with such providers remains subject to their respective privacy policies.

3.2 Legal Requirements

We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., courts, government agencies), or if we believe such disclosure is necessary to protect our rights, safety, or property (including enforcing our Terms of Service).

4. Cookies and Tracking

4.1 Current Use of Cookies

We do not intentionally implement advanced tracking or analytics cookies on our Site. We only use cookies that enable optimal functionality. However, our hosting provider may collect or log certain technical information (such as IP addresses, browser details, and timestamps) in the normal course of operating and securing this website.

4.2 Third-Party Integrations

Some features, like our AI chatbot or booking widgets, may store data or use limited cookies for functionality. We may configure these features to avoid additional tracking wherever possible, but their respective providers may have their own data practices. For more details, please review the relevant provider's policies.



4.3 Managing Cookies

You can adjust your browser settings to block or delete cookies. Doing so, however, may affect certain website features or performance. For more information, consult your browser's help documentation.

5. Data Security

5.1 General Security

We take strong security measures to protect your information—including Credentials—from unauthorized access, use, or disclosure. Depending on the level of confidentiality, our safeguards often include secure storage, encryption, and two-factor or multi-factor authentication (2FA or MFA). We may also assist in redacting information at the client's request. Access to sensitive data is restricted to authorized personnel only.

5.2 Data Breaches

In the event that we become aware of a data breach affecting your personal information, we will promptly investigate and, to the extent required by applicable law, notify affected individuals and applicable authorities within the legally mandated timeframe.

5.3 Liability Limitation

While we implement strong protections, no method of transmission or storage is completely secure. By using our Site and Services, you acknowledge and accept these inherent risks. Accordingly, we disclaim liability for any damages arising from unauthorized access to or misuse of your data caused by circumstances beyond our reasonable control.

6. Your Rights

While Artellify, LLC retains all intellectual property rights in what we produce, summaries, or other content, we also respect individuals' privacy rights in any personal information contained therein. Under applicable law, you may have the right to access, correct, or request the deletion of your personal information. Where possible, we will provide or remove only the relevant portions of the content to protect our proprietary interests and the privacy of others. To exercise these rights, please contact us at Legal@Artellify.com. We will review and address your request in accordance with applicable legal requirements.

7. Children's Privacy

Our Site and Services are not directed at individuals under the age of 18. We do not knowingly collect personal information from minors. If we learn that we have inadvertently gathered such information, we will delete it.



8. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, Services, or legal requirements. Any updates become effective immediately upon posting on our Site, and the “Effective Date” at the top indicates the latest revision. Your continued use of our Site or Services after any changes constitutes your acceptance of the revised policy. We encourage you to review this page periodically.

9. CCPA & Other Relevant State Privacy Laws

If you are a resident of California or another state with statutory privacy rights, you may be entitled to request access, deletion, or other actions regarding your personal information. To exercise these rights, please contact us. We reserve the right to verify your identity and disclaim liability for any requests that fall outside the scope of relevant statutes or permissible legal exemptions.

10. International Users

At this time, Artellify, LLC provides its Services exclusively to clients within the United States. We do not intentionally market, solicit, or offer our Services to individuals or entities outside the U.S., and any engagement with non-U.S. clients shall be considered incidental and not indicative of an intentional business presence in foreign jurisdictions. If you are located outside the U.S., you acknowledge and agree that your information is collected and processed in the U.S.

