

## PRIVACY POLICY

### Who we are

Elisity Inc.  
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San Jose, CA 95119  
<http://www.elisity.com>  
[info@elisity.com](mailto:info@elisity.com)

### What personal data we collect and why we collect it

#### Comments

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.

#### Media

If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

#### Contact forms

We collect and use information from individuals who contact us via email, telephone, a contact form, or post.

Email: When you send an email to the address displayed on our website, we collect your email address and any information you provide in that email (such as your name, telephone number, and the information contained in any signature block in your email).

Contact Form: When you contact us using our contact form, we collect the following information: your first and last name, email address, job title, company name, telephone number, and any information you include in the message field.

We collect and use information from individuals who request a quote on our website.

#### Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology. For further information, visit [allaboutcookies.org](http://allaboutcookies.org).

#### Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

#### Business relationship contacts

If you are an Elisity customer or prospective customer, we collect personal contact information for communication in our business relationship with you. This contact information is used in our CRM system and by email and phone, including to make offers to you.

### **AI Resource Center and chat assistant**

Our website includes an AI chat assistant that helps you find resources and build a resource kit. This section explains how it handles your information.

**What we collect.** When you use the chat assistant, we collect the messages you send and the assistant's responses, together with technical details such as your IP address and browser type. If you request a resource kit, we also collect the contact details you provide (such as name, email, and company) and the resources you selected.

**How it is processed by AI.** Your messages are sent to our AI provider, Anthropic, to generate responses. Anthropic processes this content under a zero-data-retention agreement: it is not retained by Anthropic after a response is generated, and it is not used to train AI models.

**How we use it.** We use chat conversations to answer your questions, recommend relevant resources, operate and improve the assistant, and, where you provide contact details, to follow up about your request. Conversations may be reviewed by our team for these purposes.

**How long we keep it.** We retain chat conversations and associated technical data for up to [RETENTION WINDOW: confirm with counsel, e.g. 12 months], after which they are deleted or de-identified. Contact details you submit are retained in accordance with the CRM retention practices described below.

**Please do not share sensitive information.** The chat assistant is a general information tool. Please do not enter confidential, sensitive, or personal health information (including any patient or protected health information) into the chat.

**Your choices.** You can use the assistant without providing contact details. To request access to, or deletion of, the information we hold about you, contact us at [PRIVACY CONTACT: e.g. info@elisity.com or a dedicated privacy@elisity.com alias]. We honor applicable data-protection rights, including under the GDPR/UK GDPR and the CCPA/CPRA.

### **Who we share your data with**

We do not sell your personal information. Where we share it, we do so only with service providers who process it on our behalf, under contract and in accordance with our Data Protection Agreement found at <https://www.elisity.com/customer-terms-of-service-dpa>. These include our AI provider (Anthropic), which powers our chat assistant and processes conversation content under a zero-data-retention agreement and does not use it to train AI models; our hosting and database providers; our CRM and marketing provider (HubSpot); and error- and log-monitoring providers used to keep the service reliable (conversation text and IP addresses are redacted before they reach those tools). Personal information submitted through a quote or private offer system is used only to identify you as the customer.

### **How long we retain your data**

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

We retain CRM business contact information in accordance with our records retention policies and only for the purpose of association to business relationship transactions.

Conversations with our AI chat assistant are retained as described in the "AI Resource Center and chat assistant" section above.

**What rights you have over your data**

If you have an account on this site or have left comments, or are a customer's business relationship contact, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes. For personal data we process on behalf of our business customers under a customer agreement, our data processing commitments, including our obligations under the GDPR and safeguards for international data transfers, are set out in our Data Protection Agreement, available at <https://www.elisity.com/customer-terms-of-service-dpa>.

**Where we send your data**

Visitor comments may be checked through an automated spam detection service.

Updated as of Jun 2026.