

Zeover Privacy Policy

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Applies to zeover.com, blog.zeover.com, and the Zeover public software platform.

This Privacy Policy explains how Zeover, Inc. ('Zeover,' 'we,' 'us,' or 'our') collects, uses, discloses, and otherwise processes information about visitors, users, customers, and other individuals who interact with zeover.com, blog.zeover.com, our applications, and our related products and services.

This Privacy Policy applies to our websites, applications, dashboards, communications, and the products and services we make available through them (collectively, the 'Services'). This Privacy Policy does not apply to third-party websites, services, or providers that Zeover does not control, even if they are linked to or used with the Services.

Important Notice About Content You Submit and Site Tracking

Zeover uses multiple third-party AI and LLM providers to process requests, analyze content, benchmark websites, and generate outputs. Submitted content may be shared with providers such as OpenAI, Anthropic, xAI, Google, and others.

Do not submit confidential information, trade secrets, privileged information, or sensitive personal information unless Zeover has expressly agreed in writing to support that use case. Information submitted through the Services is not treated as confidential by default.

Our websites and Services may also use analytics, advertising, retargeting, remarketing, and similar technologies, including Google Analytics and related advertising tools where deployed.

Information We Collect

We collect information directly from you, automatically when you use the Services, and from third parties or integrations that you connect or authorize. The categories below describe the types of information we may collect and the primary purposes for using them.

Category of information	Examples	Primary business purposes
Account and profile information	Name, email address, username, organization, role, account preferences, authentication or SSO identifiers	Create and manage accounts, authenticate users, administer workspaces, provide the Services, communicate with you
Billing and transaction information	Billing contact details, subscription plan, order details, invoices, payment status, and limited payment metadata from processors	Process purchases, maintain billing records, prevent fraud, detect chargebacks or abuse, provide receipts, and comply with accounting and tax obligations
Service content and AI interaction data	Prompts, uploaded text and files, URLs, brand materials, instructions, benchmark queries, generated	Operate the Services, run scans and benchmarks, generate or optimize content, respond to requests,

Category of information	Examples	Primary business purposes
	content, scan results, and Outputs	support users, troubleshoot, and improve the Services
Device, log, and usage information	IP address, browser and device details, operating system, timestamps, pages viewed, clicks, referring URLs, crash data, and approximate location inferred from IP	Security, fraud prevention, related-account detection, seat and fair-use enforcement, analytics, performance monitoring, marketing attribution, ad measurement, product improvement, and service administration
Cookies, pixels, and similar technologies	Session cookies, analytics identifiers, advertising identifiers, local storage, pixels, SDKs, tags, audience or conversion IDs, and similar online identifiers	Remember preferences, maintain sessions, measure usage, improve site performance, support security, attribute conversions, and support analytics, advertising, retargeting, remarketing, audience measurement, and suppression
Communications and support information	Messages you send to us, support requests, survey responses, attachments, and related correspondence	Respond to you, provide support, train personnel, improve documentation, and maintain service quality
Information from third parties or integrations	Information from identity providers, payment processors, public sources, or services you connect at your direction	Authenticate users, support onboarding, complete transactions, provide integrations, and operate requested features

How We May Disclose Personal Information

We may disclose personal information to the following categories of recipients for the purposes described below.

Recipient category	What we may share	Why we share it
AI and model providers	Prompts, files, URLs, submitted content, instructions, generated content, Outputs, and related metadata	To process queries, generate and optimize content, benchmark visibility, and operate AI-powered features
Cloud hosting, infrastructure, storage, and security providers	Account data, service content, logs, device data, and backup data	To host, secure, support, and maintain the Services
Payment processors and financial	Billing details, order information,	To process payments, prevent fraud,

Recipient category	What we may share	Why we share it
service providers	payment status, and limited transaction metadata	and keep accounting records
Analytics, advertising, retargeting, remarketing, communications, customer support, and authentication vendors	Usage data, cookie or device identifiers, page and referrer URLs, event and conversion data, contact details, support communications, account identifiers, and, where permitted, audience or hashed contact data	To understand product usage, measure campaigns, attribute conversions, build or suppress audiences, show Zeover ads or re-engagement messages, send service communications, authenticate users, and provide support
Workspace administrators and authorized collaborators	Account profile data, submitted content, scan results, and Outputs within your workspace	To allow team administration, collaboration, and use of the Services
Affiliates, advisors, auditors, insurers, transaction counterparties, and legal authorities	Any category reasonably necessary for the applicable purpose	For corporate transactions, legal compliance, law enforcement requests, protection of rights, and dispute resolution

1. How We Use Personal Information

In addition to the purposes described in the tables above, Zeover may use personal information to:

- provide, maintain, personalize, and improve the Services;
- operate scans, benchmarks, monitoring, reporting, recommendations, and content generation features;
- communicate with you about your account, transactions, updates, support, and administrative matters;
- detect, prevent, and investigate fraud, abuse, unauthorized access, security incidents, and other harmful activity;
- monitor usage, prompts, uploaded content, outputs, devices, browsers, payment methods, organizations, and account relationships to detect duplicate accounts, credential sharing, fair-use evasion, prohibited automation, policy violations, and other misuse of the Services;
- develop, test, and improve our products, features, documentation, and customer experience;
- market, advertise, and measure the performance of Zeover, including audience building, suppression, retargeting, remarketing, and conversion attribution;
- comply with legal obligations, enforce agreements, and protect the rights, safety, and property of Zeover, our users, and others; and
- carry out other purposes described to you at the time of collection or otherwise permitted by law.

2. AI and Third-Party Model Processing

The Services rely on third-party AI and LLM providers and related vendors. When you use the Services, we may route requests through one or more providers and may send some or all of your submitted text, files, URLs, prompts, instructions, benchmark requests, generated outputs, and related metadata to third-party providers,

including providers of models or services such as OpenAI's ChatGPT, Anthropic's Claude, xAI's Grok, Google's Gemini, and others.

Unless Zeover has expressly agreed otherwise in a separate written agreement signed by Zeover, information you submit through the Services is not treated as confidential by default. Do not submit trade secrets, confidential business information, privileged information, sensitive personal information, children's data, or other restricted data through the Services unless Zeover has specifically agreed in writing to support that use case.

Third-party providers may process, log, cache, retain, or otherwise handle information according to their own terms, policies, and contractual commitments. Zeover may also permit limited human review by authorized personnel or vendors for support, quality assurance, abuse prevention, legal compliance, and security purposes.

We may also monitor or review submitted content, outputs, logs, device signals, and account relationships as reasonably necessary to operate the Services, investigate incidents, enforce our Terms, detect duplicate or abusive accounts, prevent fraud or misuse, protect users and the Services, and comply with law.

3. Cookies and Similar Technologies

We and our service providers use cookies, pixels, tags, SDKs, local storage, APIs, and similar technologies across zeover.com, blog.zeover.com, the Zeover product, and related pages to operate our websites and Services, keep users signed in, remember preferences, understand traffic and usage, measure campaign performance, attribute conversions, build or suppress audiences, and support security, analytics, advertising, retargeting, and remarketing.

These technologies may be deployed by Zeover or by third parties such as analytics providers, advertising and remarketing platforms, hosting and security providers such as Cloudflare, accessibility or communications vendors, and similar service providers. For example, depending on the page, campaign, feature, or jurisdiction, we may use technologies such as Google Analytics, Google advertising or remarketing tools, and similar analytics or advertising technologies.

Depending on the configuration and your jurisdiction, these technologies may collect or receive information such as cookie IDs, device IDs, browser details, IP address, pages viewed, links clicked, referring URLs, event and conversion data, approximate location, interactions with the Services, and information used for analytics, audience building or suppression, and ad measurement.

You can adjust cookie settings through your browser or device controls and, where offered, our consent banner or cookie settings tool. You can also manage certain Google advertising settings through Google's Ads Settings (<https://adssettings.google.com/>) and certain third-party advertising preferences through industry opt-out tools such as the Network Advertising Initiative opt-out page (<https://optout.networkadvertising.org/>). Disabling cookies or advertising technologies may affect site functionality, measurement, or personalization.

4. Do Not Track and Other-Party Tracking Disclosure

Some web browsers include 'Do Not Track' or similar settings, and some browsers or extensions may transmit opt-out preference signals such as Global Privacy Control ('GPC'). Because there is no single industry standard for responding to all such signals, Zeover does not respond to them in a uniform way except to the extent required by applicable law.

Depending on how our websites and providers are configured, third parties such as analytics, advertising, retargeting, hosting, security, communications, accessibility, or embedded service providers may collect device,

usage, or network information over time and across different websites or services, subject to their own privacy practices.

Where applicable law requires us to process browser-based opt-out preference signals, including GPC, with respect to sale, sharing, or targeted advertising, we will do so as required by law.

5. How to Review, Update, or Delete Your Information

If you have an account, you may be able to review or update certain profile or billing information from within your account settings. You may also contact us to request access to, correction of, or deletion of certain information that we maintain about you. We may need to verify your identity and authority before acting on your request.

Even after deletion requests, we may retain certain information for backups, security logging, fraud prevention, legal compliance, tax and accounting purposes, dispute resolution, and enforcement of our agreements.

6. Data Retention

We retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including to provide the Services, maintain business and tax records, resolve disputes, protect security, enforce agreements, and comply with legal obligations. Retention periods may vary based on the nature of the information, your account status, the features you use, backup cycles, and legal or operational needs.

7. Data Security

Zeover uses administrative, technical, and physical safeguards designed to protect personal information. However, no internet or storage system is completely secure, and we cannot guarantee absolute security.

8. Your Privacy Rights and Choices

Depending on where you live and subject to applicable law, you may have rights to request that we confirm whether we process your personal information, provide access to it, correct inaccurate information, delete information, provide a portable copy, or explain how we use and disclose it. Certain laws may also give you rights to opt out of activities such as sale, sharing, targeted advertising, profiling, or the use of automated decision-making technologies in certain contexts.

California residents may have rights under the California Consumer Privacy Act ('CCPA'), as amended, including rights to know, delete, correct, opt out of sale or sharing, limit certain uses of sensitive personal information, and receive non-discriminatory treatment for exercising applicable rights. Other U.S. state laws may provide similar rights.

Depending on how our sites and tools are configured, we may 'sell' or 'share' personal information or engage in 'targeted advertising' as those terms are defined under applicable law, including through cookies, pixels, analytics, conversion, and retargeting technologies. Subject to applicable law, you may opt out of those activities by using available cookie settings, broadcasting a recognized opt-out preference signal where required, or contacting us.

Zeover does not knowingly sell or share the personal information of individuals under 16 years of age.

To exercise applicable privacy rights, please contact Zeover through <https://zeover.com/contact> and identify your message as a 'Privacy Request,' or use any other privacy request method that Zeover makes available. We

may verify your identity, your authority to act for another person, and the scope of your request before responding.

You may also opt out of non-essential marketing emails by using the unsubscribe link in the email. Even if you opt out of marketing communications, we may still send you transactional or service-related messages.

9. International Transfers

Zeover and its service providers may process personal information in the United States and other countries where privacy laws may be different from those in your jurisdiction. By using the Services, you understand that your information may be transferred to and processed in those locations, subject to applicable law.

10. Children's Privacy

The Services are not directed to children under 13, and Zeover does not knowingly collect personal information from children under 13 through the Services. If you believe a child has provided personal information to us, please contact us so we can investigate and take appropriate action.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will post the updated Privacy Policy and revise the 'Last Updated' date. We may, and where applicable law requires we will, provide additional notice through the Services, by email, or by another appropriate method. The version posted on our Services is the version currently in effect.

12. Contact Zeover

If you have questions about this Privacy Policy or would like to submit a privacy request, please contact Zeover through the contact form available at <https://zeover.com/contact> or any replacement contact channel Zeover designates.