# **RELATIVE MODELS PRIVACY POLICY**

**INSTRUCTIONS**

**Relative Models** (“the Company”) is committed to maintaining robust privacy protections for its users. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use, and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

For purposes of this Agreement:

* “Site” refers to the Company’s website, which can be accessed at<https://relativemodels.com>
* “Service” refers to the Company’s AI-driven software tools, integrations, and digital services accessible via the Site, including but not limited to AI chatbots, analytics, voice assistants, lead systems, and email automation.
* The terms “we,” “us,” and “our” refer to Relative Models.
* “You” refers to you, as a user of our Site or our Service.

By accessing our Site or our Service, you accept our Privacy Policy and Terms of Use (found here:<https://relativemodels.com/terms-of-service>), and you consent to our collection, storage, use, and disclosure of your Personal Information as described in this Privacy Policy.

## **I. INFORMATION WE COLLECT**

We collect both “Non-Personal Information” and “Personal Information”:

* **Non-Personal Information** includes information that does not identify you personally, such as anonymous usage data, browser type, referring/exit pages and URLs, device type, and platform information.
* **Personal Information** includes your name, email address, business name, contact details, and any data retrieved through integrations (such as Gmail, Google Calendar, or Google Drive), which you submit to us through the registration and onboarding process.

### **1. Information collected via technology**

You may browse the Site without submitting any Personal Information. However, we may collect:

* Your IP address and browser details
* The time and duration of your visit
* Referring URLs
* User behavior such as clicks or time on page

We use cookies to store user preferences, manage sessions, and gather analytics. Cookies may be persistent or session-based. For example, we use cookies to remember your login state.

### **2. Information you provide when registering**

When you sign up or log in with Google or other OAuth providers, you authorize us to access information such as your:

* Email address
* Profile picture
* Google account metadata
* Gmail content (if authorized), strictly for features like AI summarization, inbox search, and automated responses

We only access the information you explicitly permit through Google OAuth.

### **3. Children’s Privacy**

Our services are not directed at anyone under the age of 13. We do not knowingly collect or solicit information from minors. If we learn that we have collected data from someone under 13, we will delete it promptly. Contact us at **support@relativemodels.com** if you believe this has occurred.

## **II. HOW WE USE AND SHARE INFORMATION**

### **Personal Information**

We do **not** sell, rent, or trade your Personal Information. It may be shared only with:

* Trusted vendors (e.g., cloud service providers) strictly for service delivery
* Regulatory authorities if legally required

We use Personal Information to:

* Provide and personalize services
* Send system or promotional emails (with opt-out)
* Authenticate logins and secure user access

We may disclose your information if required to comply with legal obligations or to protect user safety and site integrity.

### **Non-Personal Information**

Non-Personal Information is used to:

* Improve the performance of our AI systems and website
* Monitor usage trends and system load
* Report anonymous usage metrics

In the event of a merger, acquisition, or asset sale, your data may be transferred as part of that transaction.

## **III. HOW WE PROTECT INFORMATION**

We use industry-standard security measures, including:

* SSL (Secure Socket Layer) encryption
* Account password protection
* Firewalls and rate limiting
* Secure third-party OAuth flows

While we strive to use commercially acceptable means to protect your data, no method is 100% secure. By using our Service, you acknowledge and accept this risk.

## **IV. YOUR RIGHTS**

You may revoke Google OAuth access at any time by visiting your Google Account’s permissions page. You may also:

* Request deletion of your data by emailing **support@relativemodels.com**
* Opt-out of marketing emails by clicking “unsubscribe” in the footer
* Adjust data sharing in the app settings on our platform

We may still send you essential administrative communications.

## **V. LINKS TO OTHER WEBSITES**

Our Site may contain links to other services. This Privacy Policy only applies to data collected through our Site. If you click on a third-party link, you are subject to their privacy policies.

## **VI. CHANGES TO THIS POLICY**

Relative Models may revise this Privacy Policy from time to time. Major changes will be announced via email or posted prominently on the Site. All changes are effective 30 days after notification unless otherwise stated.

## **VII. CONTACT US**

If you have any questions about this Privacy Policy, please contact:

**Relative Models Support**

Email: **info@relativemodels.com**

Last Updated: **June 15, 2025**