

# Privacy Policy

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PitchPal — yournextpitchpal@gmail.com

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## 1. Introduction

PitchPal ("we", "us", "our") is committed to protecting your personal information and your right to privacy. This Privacy Policy explains what information we collect, why we collect it, how we use it, and what rights you have in relation to it.

Please read this policy carefully. If you disagree with its terms, please stop using our Service. By accessing or using PitchPal at [pitchpal-beryl.vercel.app](https://pitchpal-beryl.vercel.app), you acknowledge that you have read, understood, and agreed to this policy.

## 2. Who we are

PitchPal is an AI-powered cold call training platform that helps salespeople practice pitching to realistic AI prospects and improve their skills through scored feedback. Our platform is accessible at [pitchpal-beryl.vercel.app](https://pitchpal-beryl.vercel.app).

If you have any questions about this policy or our privacy practices, you can contact us at [yournextpitchpal@gmail.com](mailto:yournextpitchpal@gmail.com).

## 3. What data we collect

**Account information:** When you create an account, we collect your name and email address. This is handled through Clerk, our authentication provider.

**Call transcripts:** During a practice call, your voice is converted to text in real time by Vapi. The resulting transcript is sent to Claude by Anthropic to generate your scorecard. Transcripts are processed in real time and are not stored permanently after scoring.

**Session data:** After each call, we store your scores, date, prospect type, difficulty, and coaching feedback in Supabase.

**Payment information:** If you upgrade to Pro, payment is processed entirely by Stripe. We never see or store your full card details.

**Usage data:** We may collect basic usage data in aggregate to improve the product. It is not linked to your identity for advertising purposes.

## 4. How we use your data

- To provide the Service: run calls, generate scorecards, track progress.
- To send transactional emails: welcome email on signup, receipt on Pro upgrade.

- To manage your subscription: track Pro access and billing via Stripe.
- To improve the product: aggregate anonymised usage data.
- To comply with legal obligations: tax records related to payments.

We do not sell your data. We do not use your data for advertising.

## **5. Legal basis for processing (GDPR)**

If you are located in the EEA, we process your personal data under the following legal bases:

- Contract: processing account and session data is necessary to deliver the Service.
- Legitimate interests: aggregate usage data to improve the product.
- Legal obligation: retaining payment records for tax and financial regulations.
- Consent: where we ask for consent, you may withdraw it at any time.

## **6. Third-party services**

We rely on the following services:

- Clerk: user authentication and account management.
- Stripe: payment processing. Card data stored exclusively with Stripe.
- Vapi: real-time AI voice calls.
- Anthropic (Claude): AI model for grading transcripts.
- Resend: transactional email delivery.
- Supabase: cloud database for session history.
- Vercel: application hosting and deployment.

## **7. Data retention**

Account data (name, email): retained for the lifetime of your account. Removed within 30 days of account deletion. Backups purged within 90 days.

Session data: retained while your account is active. Deleted within 30 days of account deletion.

Call transcripts: processed in real time, not stored after scoring is complete.

Payment records: retained for a minimum of 7 years as required by Canadian financial and tax regulations, even after account deletion.

Activity/presence data: retained on a 30-day rolling basis, then automatically purged.

Email logs: retained for 90 days by Resend for deliverability purposes.

Upon account deletion, we initiate removal of your personal data across our systems. Some data may persist in encrypted backups for up to 90 days before permanent purge.

## **8. Data security**

All data is transmitted over HTTPS. We use Supabase with row-level security. Authentication is handled by Clerk with industry-standard session management. Payments are handled by Stripe (PCI-

DSS Level 1 compliant). Despite these measures, no system is completely secure and we cannot guarantee absolute security.

## **9. Your rights**

You have the right to: access your personal data, request correction of inaccurate data, request deletion of your account and data, restrict processing in certain circumstances, request your data in a portable format, object to processing based on legitimate interests, and withdraw consent at any time.

To exercise any of these rights, email [yournextpitchpal@gmail.com](mailto:yournextpitchpal@gmail.com). We will respond within 30 days.

## **10. Cookies**

We use cookies solely for authentication (via Clerk) to keep you signed in. This cookie is essential for the Service to function. We do not use tracking, advertising, or third-party analytics cookies.

## **11. International data transfers**

PitchPal and its service providers operate in the United States. If you are located outside the US, your data may be transferred to and processed in the US. We rely on our providers' standard contractual clauses and data processing agreements to ensure adequate protection.

## **12. Children's privacy**

PitchPal is not intended for users under 16. We do not knowingly collect personal data from children. If you believe we have done so, contact [yournextpitchpal@gmail.com](mailto:yournextpitchpal@gmail.com) and we will delete it promptly.

## **13. Changes to this policy**

We may update this policy from time to time. When we make significant changes, we will notify you by email and update the "Last updated" date. Continued use of PitchPal after changes constitutes acceptance of the updated policy.

## **14. Contact us**

Questions about this Privacy Policy? Email us at [yournextpitchpal@gmail.com](mailto:yournextpitchpal@gmail.com). We take all privacy enquiries seriously and will respond within 30 days.

