

Privacy Policy

Last Updated: February 11, 2025

Synthetic Users prioritizes privacy with regards to handling your personal data, which includes identifying information like your name, credit card details, and contact info, or data that can be linked to these to identify you either directly or indirectly.

We may update this privacy notice and notify you of significant changes. To exercise your data rights or for questions, contact us at support@syntheticusers.com.

Who we are

Synthetic Users, Inc. (4223 Glencoe Ave, Suite C215-523, Marina del Rey CA 90292) is the **controller** for personal data collected on this marketing website. If you are in the EU or UK, we either operate through our local establishment or, where required, have appointed an **EU representative** and **UK representative** (see "How to contact us").

This notice covers our **marketing website** only. For information on how we handle data within our platform or customer services product, please see our **Platform Privacy Notice**.

What we collect

- **Contact details** you submit (name, work email, company, message).
- **Marketing preferences** and newsletter sign-ups.
- **Recruitment data** you provide (CV, profile, assessments).
- **Prospecting data** from public professional sources such as LinkedIn (where lawful).
- **Device and usage data** from your browser (IP address, approximate location, pages viewed, timestamps, diagnostics).
- **Cookies and analytics identifiers** (see Cookies section)

We use your personal data for the following purposes, relying on the lawful bases listed in brackets:

- To **respond to inquiries, demo requests, or support messages** (based on contract or legitimate interests).
- To **send marketing communications and updates** about our products and services (based on consent in the EU/UK or soft opt-in where permitted; you can opt out at any time).
- To **identify and contact potential business customers** using public professional information such as LinkedIn (based on legitimate interests; you can opt out at any time).
- To **manage recruitment and hiring**, including reviewing applications and conducting interviews (based on steps to enter a contract and legal obligations).
- To **maintain and secure our website, prevent fraud, and analyse usage** for service improvement (based on legitimate interests).

Cookies and analytics

We use strictly necessary cookies and, with your consent where required, **analytics** and **advertising** cookies or pixels that may share limited data with analytics or ad partners.

Manage choices via our cookie banner or browser settings. See our **Cookie Policy** for full details.

Sharing your data

We share your data with trusted **service providers** (hosting, analytics, email, recruiting, advisors) who act under written contracts, access only what is needed, and are bound by confidentiality and security obligations.

We may disclose data when required by law, to protect rights, in corporate transactions, or with your consent.

Data storage and international transfers

We store all sensitive customer data in the client's own region to ensure compliance with local data residency requirements. Customer data is stored within the same geographic region as your organization (e.g., EU data in EU, US data in US, UK data in UK, Canadian data in Canada).

In limited circumstances, certain data may be transferred outside your region for specific service functions:

- **Account holder information** (names and emails of platform users) may be processed by HubSpot, which operates from the US.
- **User inputs** that form part of study generation may be securely transmitted to our AI subprocessors (OpenAI, Anthropic, Google, Meta, and Mistral) in the US for AI processing.
- **IP addresses and diagnostic data** may be transmitted to our logging systems located in the US for security and monitoring purposes.

When such transfers occur, we use **approved safeguards** such as the **EU Standard Contractual Clauses** and UK Addendum, along with supplementary measures. Details available on request.

Retention

- Marketing contacts: **24 months** from last interaction or until opt-out.
 - Inquiry forms: **12 months** from resolution.
 - Prospecting records: **12 months** from last outreach or opt-out.
 - Recruitment data: **12 months** from decision unless hired.
 - Logs and diagnostics: **up to 12 months**, unless required longer for security or legal reasons.
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Your rights

EU/UK: You can access, correct, delete, restrict, or object to processing (including marketing), request portability, and complain to your local authority. We respond within **one month**.

California: You can know, correct, delete, opt-out of **sale/share**, and limit use of sensitive data. We respond within **45 days**.

We do **not** sell your data for money. If we use advertising cookies, that may count as "sharing" under California law—you can opt out via the **Do Not Sell or Share My Personal Information** link or your cookie settings.

Security

We apply technical and organizational measures appropriate to risk, including encryption in transit, access controls, vendor due diligence, and incident response.

Children

This site is not directed to children. We do not knowingly collect data from individuals under **16** (or **13** in the US). Contact us if a minor's data has been submitted.

How to contact us

- Email: support@syntheticusers.com

We may update this notice from time to time. The latest version will always be dated **11 February 2025** unless superseded by a newer update.