

SafetyKit Privacy Policy

Effective date: April 21, 2026

SafetyKit, Inc. ("SafetyKit," "we," "our," or "us") provides www.safetykit.com, the SafetyKit platform, and related products, demos, communications, and services (collectively, the "Services"). This Privacy Policy explains how we collect, use, disclose, and otherwise process personal data in connection with the Services.

This Privacy Policy also explains when SafetyKit acts as a controller of personal data and when SafetyKit acts as a processor or service provider on behalf of a business customer.

1. Scope and Roles

When you visit our website, request a demo, subscribe to our newsletter, communicate with us, or use an account we provide directly to your organization, SafetyKit generally acts as the controller of the personal data described in this Privacy Policy.

When a business customer submits content, files, communications, images, videos, reports, or other data to the Services for moderation, review, investigation, analytics, automation, collaboration, or related workflows, SafetyKit generally acts as a processor or service provider on that customer's behalf and processes that data under the customer's instructions and our agreement with that customer. If you believe one of our customers has submitted your personal data to the Services, you should contact that customer first.

2. Personal Data We Collect

Information you provide directly may include:

- name, work email address, company, title or role, use case details, newsletter preferences, and other information you choose to provide through forms, emails, calls, or meetings;
- account and organization information such as name, email address, username, authentication details, organization membership, role, and support requests; and
- content or files that you or your organization upload, create, or submit through the Services.

Information we collect automatically may include:

- IP address, browser and device information, operating system, referral information, pages viewed, timestamps, feature usage, error and performance data, and similar usage telemetry; and
- cookie data, local storage data, and similar identifiers used for preferences, analytics, security, lead attribution, and marketing measurement, including identifiers such as Google click IDs where applicable.

Information from third parties may include:

- information from authentication providers, CRM or marketing tools, analytics providers, and business customers or administrators who provision or administer accounts.

3. How We Use Personal Data and Our Lawful Bases

Depending on the context, we rely on one or more of the following lawful bases: your consent, steps taken at your request before entering into a contract, performance of a contract, compliance with a legal obligation, and our legitimate interests in operating, securing, improving, and marketing the Services.

Processing activity	Examples of personal data	Lawful basis
Operate and secure our website and core business systems	IP address, browser and device data, referral information, pages viewed, and security logs	Legitimate interests in operating, securing, and improving our website and preventing misuse
Respond to inquiries, schedule demos, evaluate business needs, and take steps requested before entering into a commercial relationship	Name, work email, company, role, use case details, and correspondence	Performance of a contract or steps taken at your request before entering into a contract, plus legitimate interests in managing business inquiries and relationships
Send newsletters, updates, and other marketing communications	Contact information, preferences, and engagement data	Consent where required by law; otherwise legitimate interests in marketing our Services. You may unsubscribe or object at any time.
Measure campaign performance and attribute marketing leads, including through cookies, tags, and identifiers such as GCLID	Cookie or local storage data, referral URLs, page interactions, and marketing identifiers	Consent where required for non-essential cookies or advertising technologies; otherwise legitimate interests in measuring and improving marketing performance
Create and administer accounts, authenticate users, manage organizations, and provide customer support	Name, email address, username, authentication details, organization membership, role, and support records	Performance of a contract, plus legitimate interests in account administration, support, and security
Provide, secure, troubleshoot, analyze, and improve the Services, including analytics, monitoring, diagnostics, collaboration features, and service support	Usage telemetry, interaction data, diagnostics, support communications, and content associated with the account	Performance of a contract, plus legitimate interests in maintaining, securing, and improving the Services
Process customer-submitted service data, including content, files, messages, images, videos, reports, and related metadata, through automated systems, machine learning models, human review tools, and workflow automation features	Personal data included in customer-submitted service data	SafetyKit generally acts as a processor or service provider for this data and processes it under customer instructions and our contract with the customer. The customer's lawful basis applies to that processing.
Comply with applicable law, respond to legal requests, protect rights and safety, prevent fraud or misuse, and establish, exercise, or defend legal claims	Any relevant personal data necessary for the specific purpose	Compliance with a legal obligation and legitimate interests

We generally do not request special category or other sensitive personal data through our public website or marketing forms. If such data is submitted to the Services by or for a business customer, SafetyKit processes it only as necessary to provide the Services, subject to customer instructions, contractual terms, and applicable safeguards.

4. Cookies and Similar Technologies

We use cookies, tags, pixels, local storage, and similar technologies to operate our website, remember preferences, support security, measure traffic and campaign performance, understand whether a visitor later requests a demo or subscribes to our newsletter, and improve the Services. Depending on the Service used, this may include tools and providers such as Webflow, HubSpot, Google Ads, Google Tag Manager, Vercel Analytics, Datadog, and similar services.

You can control cookies through your browser settings and, where provided, our consent tools. Disabling certain technologies may affect the availability or functionality of parts of the website or Services.

5. How We Disclose Personal Data

We may disclose personal data:

Where third parties process personal data on our behalf, we require written agreements that include confidentiality, security, and privacy commitments appropriate to the services they provide and the applicable law.

- to vendors and service providers that support hosting and infrastructure, authentication, analytics and monitoring, website forms and CRM or marketing, collaboration tools, customer support, and other business operations. Depending on the Service used, this may include providers such as Amazon Web Services, Webflow, HubSpot, PropelAuth, Vercel, Datadog, Google, and Velt;
- to our business customers and to users or administrators acting on behalf of those customers;
- to professional advisors, auditors, insurers, and transaction counterparties;
- when required by law or when necessary to protect rights, safety, or the Services; and
- in connection with a merger, acquisition, financing, reorganization, or sale of assets.

6. International Data Transfers

SafetyKit is based in the United States and may process personal data in the United States and other countries where we or our service providers operate. Where required by applicable law, we use appropriate safeguards for cross-border transfers, such as contractual safeguards or other valid transfer mechanisms, and you may contact us for more information about those safeguards.

7. Data Retention

We retain personal data for as long as necessary for the purposes described in this Privacy Policy, including to provide the Services, maintain our business relationship, comply with law, resolve disputes, and enforce agreements. In general:

- website lead, demo, and marketing data is retained for as long as reasonably necessary to manage the request, relationship, or marketing record, unless you opt out or applicable law requires otherwise;
- account and service data is retained while an account is active and for a reasonable period afterward as needed for security, backup, legal, or contractual purposes;
- customer-submitted data is retained in accordance with our customer agreements and customer instructions; and
- usage, telemetry, and security logs are retained for shorter periods unless longer retention is needed for security, troubleshooting, or legal reasons.

8. GDPR and Other International Privacy Frameworks

If you are located in the European Economic Area, the United Kingdom, Switzerland, or another jurisdiction with similar privacy rights, and subject to applicable law and our role for the relevant data, you may have the right to:

When SafetyKit acts only as a processor or service provider for a business customer, we may need to direct your request to that customer or ask you to contact the customer first.

- request access to the personal data we hold about you;
- request correction of inaccurate or incomplete personal data;
- request erasure of personal data;
- request restriction of processing;
- withdraw consent at any time where consent is the lawful basis for processing;
- object to processing based on legitimate interests, including profiling based on those interests;
- receive personal data you provided to us in a structured, commonly used, and machine-readable format where the right to data portability applies; and
- lodge a complaint with your local supervisory authority or other competent regulator.

9. How to Exercise Your Right to Object or Your Right to Data Portability

To submit a privacy request, email contact@safetykit.com and steven@safetykit.com with the subject line "Privacy Request" and describe the request, the email address or account involved, and the Service or customer organization at issue. We may take reasonable steps to verify your identity and authority before acting on your request.

For objections to processing:

- you may object at any time to processing based on our legitimate interests if you have grounds relating to your particular situation; and
- you may object at any time to direct marketing, and we will stop using your personal data for direct marketing after your request is processed.

For data portability requests:

- the right applies to personal data you provided to us where the processing is based on consent or contract and carried out by automated means; and
- you may request a copy in a structured, commonly used, machine-readable format and, where technically feasible, ask us to transmit it directly to another controller.

We may deny or limit a request where permitted by applicable law, including where doing so would adversely affect the rights and freedoms of others or where we do not have sufficient information to verify the request.

10. Data Protection Officer

SafetyKit's Data Protection Officer is Steven Guichard, CTO.

You can contact the Data Protection Officer at steven@safetykit.com. You may also send general privacy questions or requests to contact@safetykit.com.

11. Security

We use reasonable administrative, technical, and organizational measures designed to protect personal data. However, no method of transmission over the Internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

12. Children's Privacy

Our website and marketing activities are not directed to children, and we do not knowingly collect personal data directly from children through those channels. If a business customer submits data relating to children or minors to the Services, SafetyKit processes that data only on the customer's behalf and under customer instructions. If you believe a child has provided personal data to us directly, please contact us so we can review the request.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will post the updated version and update the effective date above. If required by law, we will also provide additional notice.

14. Contact Us

If you have questions about this Privacy Policy or our privacy practices, contact us at contact@safetykit.com.