

# Privacy Policy

**Effective Date:** January 1, 2025

**Last Updated:** January 1, 2025

AtCoeur ("we," "us," or "our") operates atcoeur.pro (the "Site") and provides AI-powered voice receptionist services for roofing companies (the "Service"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our Site or use our Service.

Please read this Privacy Policy carefully. By accessing or using our Site or Service, you acknowledge that you have read, understood, and agree to be bound by all the terms of this Privacy Policy. If you do not agree with this Privacy Policy, please do not access the Site or use the Service.

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## 1. Information We Collect

### 1.1 Personal Information You Provide

We collect information that you voluntarily provide to us when you:

- Book a demo or consultation through our website
- Sign up for our Service
- Complete onboarding forms
- Contact us via email or phone
- Subscribe to our communications

This information may include:

- **Contact Information:** Name, business name, email address, phone number, physical address
- **Business Information:** Company details, service areas, pricing information, scheduling preferences, calendar access
- **Payment Information:** Billing details, payment method (processed through secure third-party payment processors)
- **Communication Data:** Any information you provide when communicating with our support team

## 1.2 Information Collected Automatically

When you visit our Site, we automatically collect certain information about your device and browsing behavior, including:

- **Usage Data:** IP address, browser type, device type, operating system, pages visited, time and date of visit, time spent on pages, referring website
- **Analytics Data:** We use Google Analytics to collect and analyze website traffic and usage patterns

## 1.3 Call Data (For Service Users)

When your business uses our AI receptionist Service, we collect and process:

- **Call Audio:** Voice recordings of calls handled by the AI assistant
- **Call Transcripts:** Text transcriptions of conversations
- **Call Metadata:** Caller phone number, call duration, timestamp, call outcome (appointment booked, lead qualified, etc.)
- **Customer Information:** Information provided by callers during conversations (names, addresses, contact details, service requests)

This data is processed through our third-party service provider, Vapi AI, and is used solely to deliver the Service to you and your customers.

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## 2. How We Use Your Information

We use the information we collect for the following purposes:

### 2.1 To Provide and Maintain the Service

- Set up and configure your AI receptionist
- Process phone calls on behalf of your business
- Schedule appointments and send confirmations
- Qualify leads and route urgent calls
- Generate call logs, transcripts, and reports

## **2.2 To Communicate With You**

- Respond to your inquiries and support requests
- Send service-related notifications and updates
- Provide onboarding assistance and training
- Send billing invoices and payment confirmations

## **2.3 To Improve Our Service**

- Analyze usage patterns and Service performance
- Optimize AI responses and call handling
- Develop new features and functionality
- Conduct research and analytics

## **2.4 To Market Our Services**

- Send promotional emails and newsletters (with your consent)
- Display relevant information about our Service
- Measure the effectiveness of our marketing campaigns

## **2.5 For Legal and Security Purposes**

- Comply with legal obligations and regulations
- Protect against fraudulent or illegal activity
- Enforce our Terms of Service
- Resolve disputes and troubleshoot problems

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## **3. How We Share Your Information**

We do not sell, rent, or trade your personal information. We may share your information in the following circumstances:

### **3.1 With Service Providers**

We use trusted third-party service providers to help us deliver the Service:

- **Vapi AI (Superpowered Labs Inc.):** Our voice AI platform provider that processes call audio, generates transcripts, and handles AI interactions. Vapi maintains SOC 2 Type II certification and complies with GDPR, HIPAA (when enabled), and PCI DSS standards.
- **Payment Processors:** Stripe or PayPal for processing payments securely
- **Google Analytics:** For website analytics and performance monitoring
- **Calendar Services:** Google Calendar or similar services for appointment scheduling
- **SMS Services:** For sending appointment confirmations and reminders
- **Cloud Storage:** For secure data storage and backup

All third-party service providers are contractually obligated to protect your information and use it only for the purposes we specify.

### **3.2 For Legal Reasons**

We may disclose your information if required to do so by law or in response to:

- Valid legal processes (subpoenas, court orders, government requests)
- Enforcement of our Terms of Service
- Protection of our rights, property, or safety
- Protection of the rights, property, or safety of others

### **3.3 Business Transfers**

In the event of a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of that transaction. You will be notified via email and/or a prominent notice on our Site of any such change in ownership.

### **3.4 With Your Consent**

We may share your information for any other purpose with your explicit consent.

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## 4. Data Retention

### 4.1 Service Data

We retain your personal information and call data for as long as necessary to provide the Service and fulfill the purposes outlined in this Privacy Policy. Specifically:

- **Account Information:** Retained for the duration of your active subscription and for up to 90 days after cancellation
- **Call Recordings and Transcripts:** Retained according to your Service configuration (default: 90 days, customizable)
- **Billing Records:** Retained for 7 years to comply with tax and accounting regulations
- **Support Communications:** Retained for 2 years for quality assurance and dispute resolution

### 4.2 Website Visitor Data

- **Google Analytics Data:** Retained for 26 months as per Google's default settings
- **Cookie Data:** Retained according to the specific cookie's purpose (see Cookie Policy)

### 4.3 Data Deletion

You may request deletion of your personal information at any time by contacting us at [support@atcoeur.pro](mailto:support@atcoeur.pro). We will delete your information within 30 days, except where we are required by law to retain it.

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## 5. Data Security

We implement appropriate technical and organizational security measures to protect your information against unauthorized access, alteration, disclosure, or destruction. These measures include:

- **Encryption:** All data is encrypted in transit (TLS/SSL) and at rest
- **Access Controls:** Strict access controls and authentication mechanisms
- **Secure Infrastructure:** Use of industry-standard secure servers and cloud infrastructure
- **Regular Audits:** Periodic security assessments and vulnerability testing
- **Employee Training:** All team members are trained on data privacy and security best practices

However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security.

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## **6. Your Data Rights**

Depending on your location, you may have certain rights regarding your personal information:

### **6.1 Access and Portability**

You have the right to request access to the personal information we hold about you and to receive a copy in a structured, commonly used format.

### **6.2 Rectification**

You have the right to request that we correct any inaccurate or incomplete personal information.

### **6.3 Erasure (Right to be Forgotten)**

You have the right to request deletion of your personal information under certain circumstances.

### **6.4 Restriction of Processing**

You have the right to request that we restrict the processing of your personal information under certain circumstances.

### **6.5 Objection**

You have the right to object to our processing of your personal information for direct marketing purposes or when processing is based on legitimate interests.

### **6.6 Withdrawal of Consent**

Where we rely on your consent to process your information, you have the right to withdraw that consent at any time.

To exercise any of these rights, please contact us at [support@atcoeur.pro](mailto:support@atcoeur.pro). We will respond to your request within 30 days.

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## 7. Cookie Policy

Our Site uses cookies and similar tracking technologies to enhance your browsing experience and collect usage information.

### 7.1 Types of Cookies We Use

- **Essential Cookies:** Required for the Site to function properly
- **Analytics Cookies:** Used by Google Analytics to understand how visitors use our Site
- **Functional Cookies:** Remember your preferences and settings

### 7.2 Managing Cookies

You can control and manage cookies through your browser settings. Most browsers allow you to refuse cookies or delete cookies. Please note that disabling cookies may affect the functionality of our Site.

### 7.3 Do Not Track Signals

We honor Do Not Track (DNT) signals. If you enable DNT in your browser, we will not track your browsing behavior or use advertising cookies.

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## 8. Third-Party Links

Our Site may contain links to third-party websites, products, or services that are not owned or controlled by AtCoeur. We are not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party sites you visit.

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## 9. Children's Privacy

Our Service is not intended for individuals under the age of 18. We do not knowingly collect personal information from children under 18. If you become aware that a child has provided us with personal information, please contact us at [support@atcoeur.pro](mailto:support@atcoeur.pro), and we will take steps to delete such information.

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## 10. International Data Transfers

Your information may be transferred to and processed in the United States or other countries where our

service providers operate. These countries may have data protection laws that differ from your country of residence.

By using our Service, you consent to the transfer of your information to the United States and other countries. We ensure that all international transfers comply with applicable data protection laws through:

- Standard contractual clauses approved by regulatory authorities
- Data processing agreements with all service providers
- Adherence to EU-U.S. Data Privacy Framework principles (where applicable)

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## **11. California Privacy Rights (CCPA)**

If you are a California resident, you have specific rights under the California Consumer Privacy Act (CCPA):

### **11.1 Right to Know**

You have the right to request information about the categories and specific pieces of personal information we have collected about you, as well as the categories of sources, purposes for collection, and categories of third parties with whom we share your information.

### **11.2 Right to Delete**

You have the right to request deletion of your personal information, subject to certain exceptions.

### **11.3 Right to Opt-Out**

You have the right to opt-out of the sale of your personal information. **Note: We do not sell personal information.**

### **11.4 Non-Discrimination**

We will not discriminate against you for exercising any of your CCPA rights.

To exercise your CCPA rights, contact us at [support@atcoeur.pro](mailto:support@atcoeur.pro) or call us at the number listed on our website.

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## 12. European Privacy Rights (GDPR)

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, you have rights under the General Data Protection Regulation (GDPR):

### 12.1 Legal Basis for Processing

We process your personal information based on the following legal grounds:

- **Contract Performance:** To provide the Service you have requested
- **Consent:** Where you have given explicit consent
- **Legitimate Interests:** To improve our Service and communicate with you
- **Legal Obligations:** To comply with applicable laws and regulations

### 12.2 Data Protection Officer

For GDPR-related inquiries, you may contact our data protection contact at [support@atcoeur.pro](mailto:support@atcoeur.pro).

### 12.3 Right to Lodge a Complaint

You have the right to lodge a complaint with your local data protection authority if you believe we have not complied with applicable data protection laws.

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## 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make changes, we will:

- Update the "Last Updated" date at the top of this Privacy Policy
- Notify you via email (if you have provided your email address)
- Post a prominent notice on our Site

We encourage you to review this Privacy Policy periodically. Your continued use of our Site or Service after changes have been made constitutes your acceptance of the updated Privacy Policy.

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## 14. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

## **AtCoeur**

Email: [support@atcoeur.pro](mailto:support@atcoeur.pro)

Website: <https://atcoeur.pro/>

For data privacy inquiries, please include "Privacy Request" in the subject line.

We will respond to all requests within 30 days.

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## **15. Vapi AI Data Processing**

Our Service utilizes Vapi AI (operated by Superpowered Labs Inc.) as our voice AI platform provider. Key information about Vapi's data handling:

### **15.1 Data Processing Agreement**

Vapi acts as a data processor on our behalf and processes call data according to our instructions and applicable data protection laws.

### **15.2 Security and Compliance**

Vapi maintains:

- SOC 2 Type II certification
- GDPR compliance
- HIPAA compliance options (when enabled)
- PCI DSS Level 1 compliance for payment card data
- Data encryption in transit and at rest

### **15.3 Data Retention Controls**

We configure Vapi's data retention settings based on your business needs:

- **Standard Configuration:** Call recordings and transcripts are retained for 90 days
- **HIPAA-Enabled:** No call recordings or transcripts are stored when HIPAA mode is enabled

- **Custom Retention:** You may request custom retention periods

## 15.4 Data Location

Vapi's services are hosted in the United States, and data may be processed and stored on servers located in the U.S.

For more information about Vapi's privacy practices, please visit:

- Vapi Privacy Policy: <https://vapi.ai/privacy>
- Vapi Security: <https://security.vapi.ai>
- Vapi GDPR Compliance: <https://docs.vapi.ai/security-and-privacy/GDPR>

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**By using AtCoeur's services, you acknowledge that you have read and understood this Privacy Policy.**