

FireBreak Privacy Policy

Effective Date: 1st September 2024

About us

FireBreak services are provided by, and you are contracting with:

InsightsDriven.io Ltd

A company limited by guarantee and registered in England (Company No. 13815015)

1. Introduction

InsightsDriven.io Ltd, hereafter referred to as "we," "us," or "our," is committed to protecting your privacy and ensuring that your personal data is handled in accordance with the General Data Protection Regulation (GDPR) and other applicable data protection laws.

This notice applies to your use of FireBreak.

FireBreak refers to the FireBreak website (www.firebreak.ai) as well as FireBreak products and services.

Any reference to Data Protection Law we make in this document refers to the EU General Data Protection Regulation (EU) 2016/679) and the UK Data Protection Bill 2018, which came into effect in the UK on 25th May 2018.

This Privacy Policy outlines how we collect, use, disclose, and store your data as part of your use of FireBreak.

By using FireBreak, you consent to the practices described in this Privacy Policy. If you do not agree with the terms outlined herein, please do not use our service.

2. Data Collection

We collect and process personal data for the purpose of providing and marketing our project productivity product, FireBreak. The following types of data may be collected:

- **Leaving Feedback:** Any feedback, comments, or suggestions you provide to us about the service may be collected and associated with your email address if the feedback was emailed using the contact us email. If the feedback is provided using the feedback survey then feedback, comments, or suggestions you provide to us about the service will be anonymous.
- **Using FireBreak:** As you hold a conversation with FireBreak we will be storing the details of the conversation. Should those details include personal information, then this will be stored as part of the conversation.
- **Usage Information (analytics):** We collect data related to your use of our service, including but not limited to search queries, interactions with the platform, and error reports.

3. Data Usage

We use the collected data for the following purposes:

- To provide and improve the FireBreak service.
- To communicate with you, including responding to your enquiries
- To analyse and monitor usage patterns and improve the user experience.
- To perform research and gather insights to enhance our service.
- To comply with legal obligations and enforce our Terms of Service.
- To analyse user behaviours to help the Solution Providers that we recommend to improve the services they offer
- To contact you to market FireBreak and no other product or service

4. Data Sharing

We will share your personal data with third parties under the following circumstances:

- **Service Providers:** We will engage the following third-party service providers to assist with data processing and analytics. These providers are bound by contractual obligations to handle your data securely and in accordance with data protection laws.

Use	Service Provider	Purpose
When you hold a conversation with FireBreak	OpenAI	To understand your intent. Also to convert speech to text.
When you use FireBreak	Google Analytics	To help us understand how you are using FireBreak to assist us in improving the quality of the service.
When you use FireBreak	Google Cloud Platform	To provide the user interface and related functionality of FireBreak
When you hold a spoken conversation with FireBreak	Deepgram	To transcribe speech to text

- **Legal Compliance:** We may disclose personal data when required by law or to protect our rights, privacy, safety, or property, as well as that of our users.

We will not share your data with any third party for the purposes of market research or marketing.

5. Data Security

We employ security measures to protect your personal data from unauthorised access and disclosure. However, no method of data transmission, processing or storage is entirely secure, and we cannot guarantee absolute security.

We work hard to protect your information and keep it safe from unauthorised disclosure, alteration or destruction. Some of the measures we use include:

- using a reputable, accredited data centre to store your data
- making sure our staff and contractors are vetted
- encrypting our services and data
- reviewing our processes and activities regularly
- restricting access only to authorised employees and contractors
- regularly assessing our system to identify potential vulnerabilities
- having our service checked regularly by an independent security company

6. Your Rights

Under GDPR, you have specific rights regarding your personal data, including the right to access, rectify, or erase your data. You may also object to or restrict certain processing activities. To exercise these rights, or if you have any privacy-related concerns, please contact us using the contact information provided in Section 8.

7. Data Retention

The data in the conversational user interface is removed after 15 minutes of inactivity. This is to allow you time to return to the conversation to continue your search or download the conversation. After this time the conversation will no longer be available and the conversation data cleared from the user interface.

We retain your data in our data centres for as long as necessary to fulfil the purposes outlined in this Privacy Policy, or as required by applicable laws. If you wish to have your data removed, please contact us as described in Section 8.

8. Contact Us

If you have any questions or concerns about this Privacy Policy, our data practices or would like to make a GDPR request, please contact us at the following email address:

contact@InsightsDriven.io

9. Changes to this Policy

We may update this Privacy Policy to reflect changes in our data handling practices. When we make significant changes, we will notify you via email or through a notice on our website. We encourage you to periodically review this Privacy Policy to stay informed about how we are protecting your data.

This Privacy Policy was last updated on 1st September 2024.

By using FireBreak, you acknowledge that you have read and understood this Privacy Policy and agree to its terms.