

BE UNAVOIDABLE

Privacy Policy

Effective Date: March 25, 2026

Be Unavoidable, LLC ("Company," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you use the Be Unavoidable platform at beunavoidable.com ("Platform"). By creating an account or using the Platform, you agree to the practices described in this Privacy Policy.

This Privacy Policy is incorporated into and made part of our Terms and Conditions.

1. Information We Collect

1.1 Information You Provide Directly

When you register or use the Platform, we collect information you voluntarily provide, including:

- Name and email address (during account registration)
- Password (stored in encrypted/hashed form — we never store plain-text passwords)
- Profile information you choose to enter
- Responses to AI-powered coaching sessions, assessments, and roleplay exercises
- Communications you send to us (such as support requests or feedback)
- Payment information (processed and stored by Stripe — we do not store full payment card data on our servers)

1.2 Information Collected Automatically

When you access the Platform, we may automatically collect certain technical information, including:

- IP address and approximate geographic location
- Browser type and version
- Device type and operating system
- Pages visited and time spent on those pages
- Referring URL and exit pages
- Session identifiers and authentication tokens

This information is collected to operate the Platform, troubleshoot issues, improve user experience, and maintain security.

1.3 Assessment and Coaching Data

The Platform collects data generated during your use of our AI-powered tools, including:

- Personality assessment responses and results

- Career coaching session transcripts and progress data
- Sales roleplay and self-advocacy session data
- Training module completion status

This data is used to power your personalized experience on the Platform and to improve our AI engines and methodologies. During the current beta phase, some assessment data may be stored temporarily in your browser's local storage as a known technical state.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To create and manage your account
- To provide, operate, and improve Platform features and AI tools
- To personalize your experience and deliver content relevant to your career situation
- To process payments and manage subscriptions
- To send administrative communications, including account confirmations, password reset emails, and service updates
- To respond to your inquiries and provide customer support
- To analyze usage patterns and improve Platform performance and user experience
- To detect, investigate, and prevent fraudulent or unauthorized activity
- To comply with applicable legal obligations

We do not use your personal information for automated decision-making that produces legal or similarly significant effects without human review.

3. How We Share Your Information

3.1 Service Providers

We share information with trusted third-party service providers who assist us in operating the Platform, subject to confidentiality obligations. Current service providers include:

- Stripe — payment processing
- Neon (neon.tech) — database hosting and storage
- Vercel — Platform hosting and deployment
- Anthropic — AI language model API services
- Google — authentication services (Google OAuth)

These providers are contractually restricted from using your information for purposes other than providing services to us.

3.2 Legal Requirements

We may disclose your information if required to do so by law, court order, or government regulation, or if we believe disclosure is necessary to protect the rights, property, or safety of the Company, our users, or the public.

3.3 Business Transfers

In the event of a merger, acquisition, reorganization, or sale of all or a portion of our assets, your information may be transferred as part of that transaction. We will notify you via email or a

prominent notice on the Platform if your information becomes subject to a different privacy policy.

3.4 With Your Consent

We may share your information with third parties for other purposes when you have given us your explicit consent to do so.

3.5 We Do Not Sell Your Data

We do not sell, rent, or trade your personal information to third parties for their own marketing or commercial purposes.

4. Data Retention

We retain your personal information for as long as your account is active or as needed to provide Platform services. We also retain data as necessary to comply with legal obligations, resolve disputes, and enforce our agreements.

If you request account deletion (see Section 7), we will delete or anonymize your personal information within thirty (30) days, except where retention is required by law or legitimate business necessity (such as fraud prevention records or financial transaction records required under applicable law).

5. Data Security

We implement industry-standard technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These measures include:

- Encrypted connections (HTTPS/TLS) for all Platform communications
- Password hashing using secure cryptographic algorithms
- Access controls limiting data access to authorized personnel only
- Regular security reviews and dependency updates

While we take data security seriously, no system is completely secure. We cannot guarantee absolute security of your information and are not responsible for unauthorized access resulting from circumstances beyond our reasonable control. In the event of a data breach affecting your personal information, we will notify you as required by applicable law.

6. Cookies and Tracking Technologies

The Platform uses cookies and similar technologies (such as session tokens and local storage) to operate core features, including authentication and session management. We do not currently use advertising cookies or third-party tracking pixels.

Essential cookies required for Platform operation cannot be disabled without impairing Platform functionality. If you disable cookies in your browser settings, some features may not function correctly.

7. Your Rights and Choices

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

- Access — the right to request a copy of the personal information we hold about you
- Correction — the right to request that we correct inaccurate or incomplete information
- Deletion — the right to request that we delete your personal information (subject to legal retention requirements)
- Portability — the right to receive your personal information in a structured, commonly used format
- Restriction — the right to request that we restrict processing of your information in certain circumstances
- Objection — the right to object to certain types of processing

To exercise any of these rights, please contact us at support@beunavoidable.com. We will respond to your request within thirty (30) days. We may need to verify your identity before processing your request.

You may update your account information at any time by logging into your account and visiting your profile settings.

8. Children's Privacy

The Platform is intended for users who are 18 years of age or older. We do not knowingly collect personal information from individuals under 18. If we become aware that we have collected personal information from a minor, we will take steps to delete that information as promptly as possible. If you believe we have inadvertently collected information from a minor, please contact us at support@beunavoidable.com.

9. California Privacy Rights (CCPA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA), including the right to know what personal information we collect, the right to deletion, and the right to opt out of the sale of personal information. As noted above, we do not sell personal information. To exercise your CCPA rights, contact us at support@beunavoidable.com. We will not discriminate against you for exercising your privacy rights.

10. International Users

The Platform is operated from the United States. If you access the Platform from outside the United States, your information will be transferred to and processed in the United States. By using the Platform, you consent to this transfer. We apply appropriate safeguards to cross-border data transfers as required by applicable law.

11. Third-Party Links and Services

The Platform may contain links to third-party websites or services. This Privacy Policy does not apply to those third-party sites. We encourage you to review the privacy policies of any third-party services you access through the Platform.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. When we make material changes, we will notify you by email or by posting a prominent notice on the Platform at least fourteen (14) days before the changes take effect. The updated Privacy Policy will include a new effective date. Your continued use of the Platform after that date constitutes your acceptance of the revised Privacy Policy.

13. Contact Us

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

Be Unavoidable, LLC

Email: support@beunavoidable.com

Website: www.beunavoidable.com

Eden Prairie, Minnesota