

Privacy Notice

Last updated · April 25, 2025 ■ Blockit AI, Inc. security@blockit.com

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SUMMARY

Blockit's privacy principles

A high-level summary of our approach. The full legal Privacy Notice follows below and governs.

At Blockit, we take your privacy seriously and strive to align with high global privacy and data protection standards. Protecting your sensitive data, communications, and contacts is central to how we design and deliver our services. We have built our infrastructure, applications, and tools with privacy and trust as foundational principles.

01 **Blockit does not access your inbox**

Not in email, Slack, text messages, or any other integrated messaging platform. We only access content you explicitly choose to share by adding Blockit to your messages. We do not retrieve or store any other messages or communications that you haven't explicitly shared with Blockit.

02 **We collect and use only what is essential**

When Blockit connects to your calendar or other systems, we request only necessary information at specific points in time to perform core functionality. We do not retrieve or store full copies of your calendar or connected systems unless explicitly required or disclosed.

03 **You retain ownership of your data**

Your personal information remains yours. We protect it under the terms of this Privacy Notice and in accordance with applicable laws and regulations. We will only use your personal information as we describe in our Privacy Notice.

Questions or concerns? Contact us at security@blockit.com.

Privacy Notice

This Privacy Notice applies to the processing of personal information by Blockit AI, Inc. ("**Blockit**," "**we**," "**us**," or "**our**") including on our website available at <https://www.blockit.com/> and our other online or offline offerings which link to, or are otherwise subject to, this Privacy Notice (collectively, the "**Services**").

Disclosure regarding Customer Data. This Privacy Notice does not apply to the personal information that we process on behalf of our customers pursuant to a written agreement we have entered into with such customers ("**Customer Data**"). Our customers' respective privacy notices or policies govern their collection and use of Customer Data. Our processing of Customer Data is governed by the contracts that we have in place with our customers, not this Privacy Notice. Any questions or requests relating to Customer Data should be directed to our customer.

Disclosure regarding the use of the Google API Services. If you choose to sign into your Blockit account using your Google account, then Blockit will obtain access to your Google calendar information via the Google API Services to provide you with the Services (e.g. scheduling and calendar management services). For clarity, Blockit will not use the Google API Services to access the body or content of your Google emails. Blockit will only access

your emails if you copy Blockit on an email thread. Blockit's receipt, use and transfer to any other application of your Google user calendar received from the Google APIs will adhere to the [Google API Services User Data Policy](#), including the Limited Use requirements, as described in further detail in the "Limits on use of your User Calendar Data" section below.

01

Updates to this Privacy Notice

We may update this Privacy Notice from time to time in our sole discretion. If we do, we'll let you know by posting the updated Privacy Notice on our website, and/or we may also send other communications.

Personal information we collect

We collect personal information that you provide to us, personal information we collect automatically when you use the Services, and personal information from third-party sources, as described below.

2.1 Personal information you provide to us directly

- **Account information.** We may collect personal information in connection with the creation or administration of your account. This may include, but is not limited to, your name, email address, phone number, company name, LinkedIn profile and other information you choose to store with your account.
- **User Calendar Data.** When you connect your Google and Microsoft accounts to our Services, we will access your calendar data ("**User Calendar Data**"). You have control over what User Calendar Data you permit us to access. For example, Google Calendar permissions we request include to view, create, change, edit and delete your calendars and events. You can revoke our access at any time. Please note that your withdrawal will only take effect for future processing and will not affect the lawfulness of processing before the withdrawal.
- **User Email and Messaging Data.** When Blockit is copied on an email thread, Slack channel or other connected messaging service, Blockit will access the body or content of your emails or messages to provide the scheduling Services. You can revoke our access at any time by removing Blockit from the applicable thread. Your withdrawal will only take effect for future processing, and removing Blockit from a thread may negatively impact its scheduling ability.
- **Calendar events.** When you create a calendar event using our Services, we may collect the meeting name, attendee details, meeting time, meeting description and other meeting details.
- **Purchases.** We may collect personal information and details associated with your purchases, including payment information. Any payments made via our

Services are processed by third-party payment processors. We do not directly collect or store any payment card information entered through our Services, but we may receive information associated with it (e.g., your billing details).

- **Your communications with us.** We, and our service providers, will collect the information you communicate to us, such as when you fill out our sign-up questions or contact us for support.
- **Surveys, sweepstakes and contests.** We may contact you to participate in surveys, and we may collect personal information you provide for any sweepstakes or contests that we offer. In some jurisdictions, we are required to publicly share information of sweepstakes and contest winners.
- **Events, partnerships and job applications.** We may collect personal information when we attend or host conferences, trade shows, and other events; from individuals and third parties to assess and pursue potential business opportunities; and from you if you apply for a job with us, such as your contact information and CV.

2.2 Personal information collected automatically

- **Device information.** Such as your Internet protocol (IP) address, user settings, cookie identifiers, other unique identifiers, browser or device information, Internet service provider, and location information (including, as applicable, approximate location derived from IP address and precise geo-location information).
- **Usage information.** Such as the pages that you visit, items that you search for, the types of content you interact with, information about the links you click, the frequency and duration of your activities, and other information about how you use the Services.
- **Cookies and other technologies.** We, as well as third parties, may use cookies, pixel tags, and other technologies to automatically collect personal information through your use of the Services. Cookies are small text files stored in device browsers. A pixel tag (also known as a web beacon) is a piece of code embedded in the Services that collects information about use

of or engagement with the Services — for example, that a user visited a particular web page or clicked a particular advertisement. We may also include web beacons in e-mails to understand whether messages have been opened, acted on, or forwarded.

2.3 Personal information collected from third-party sources

We may collect personal information about you or the contacts you schedule meetings with from third-party sources, such as data enrichment and marketing companies. For example, if other users schedule an event with you using our Services, we may collect your name, email address, phone number, and LinkedIn profile and share it with users prior to your scheduled meeting.

How we use personal information

We use personal information for a variety of business purposes, including to provide the Services, to improve the Services, to develop new products and services, to operate our business, and to provide you with marketing materials, as described below.

3.1 Provide the Services

We use personal information to fulfill our contract with you and provide the Services, such as: communicating with you; answering requests; providing you with access to certain areas, functionalities, and features of the Services and third-party websites, applications, services, products, and technology, such as Google and Microsoft, that integrate with our Services (each a "**Third-Party Service**"); sharing personal information with third parties as needed to provide the Services; processing your financial information and other payment methods; and ensuring internal quality control and safety.

Limits on use of your User Calendar Data

To the extent that any User Calendar Data to which you provide us access constitutes personal information under this Privacy Notice, it will be subject to the provisions of this Privacy Notice. Notwithstanding anything else in this Privacy Notice, if you provide us with access to User Calendar Data, our use of that data will be subject to these additional restrictions:

- It will be used only to provide or improve user-facing features that are prominent in our user interface.
- It will be transferred to others only as necessary to provide and improve these user-facing features, comply with applicable law, or as part of a merger, acquisition, or sale of assets.
- It will not be used for serving advertisements.

- It will be read by humans only in the following cases: as part of the user interface, as controlled by your Blockit privacy settings; as necessary for quality assurance purposes if we are alerted of a system error; if we obtain your affirmative agreement to view specific data from your account; if it is necessary for security purposes (such as investigating a bug or abuse); if it is necessary to comply with applicable law; and as necessary for internal operations, provided that the data has been aggregated and anonymized.

3.2 Improve the Services and develop new products

We may use personal information included in your user content (such as scheduling messages to Blockit) to improve, fine-tune, upgrade, or enhance the Services, our AI-powered features and algorithms, and to develop new products and services. We use third-party AI model providers to power our AI features. Under our contractual terms with these providers, your user data cannot be used to train their AI models.

3.3 Operate our business

We use personal information to operate our business, such as: pursuing our legitimate interests such as direct marketing, research and development (including marketing research), network and information security, and fraud prevention; carrying out data analytics; creating de-identified and/or aggregated information; processing applications if you apply for a job we post on our Services; allowing you to register for events; enforcing our agreements and policies; defending, enforcing and protecting our rights and interests and those of third parties; and carrying out activities that are required to comply with our legal obligations.

3.4 Marketing

We may use personal information to tailor and provide you with marketing and other content regarding Blockit or the Services. We do not use the content of

your User Calendar Data or User Email and Messaging Data to serve you any marketing content, but we may use statistics derived from this data (such as usage patterns or scheduling frequency) to inform our marketing efforts. We may provide you with these materials as permitted by applicable law. If you have any questions about our marketing practices, you may contact us at any time as set forth in "Contact us" below.

3.5 With your consent or direction

We may use personal information for other purposes that are clearly disclosed to you at the time you provide personal information, with your consent, or as otherwise directed by you.

How we disclose personal information

We disclose personal information to third parties for a variety of business purposes, including to provide the Services, to protect us or others, or in the event of a major business transaction such as a merger, sale, or asset transfer, as described below.

4.1 Disclosures to provide the Services

- **Service providers.** We work with trusted third-party partners who help us deliver and support the Services — for example, companies that provide hosting, customer support, analytics, marketing tools, and IT services. In some cases, we may also share limited personal information or chat content with these partners if it's needed to support specific features. We diligence our third-party partners to ensure that they protect your personal information appropriately. We also use third-party AI model providers to power our AI features; under our contractual terms with these providers, your user data cannot be used to train their AI models.
- **Third-Party Services you share or interact with.** The Services may link to or allow you to interface, interact, share information with, direct us to share information with, access and/or use Third-Party Services. Any personal information shared with a Third-Party Service will be subject to that service's privacy policy. We are not responsible for the processing of personal information by Third-Party Services.
- **Business partners.** We may share your personal information with business partners to provide you with a product or service you have requested, or with whom we jointly offer products or services. Once shared, it will also be subject to our business partner's privacy policy. We are not responsible for the processing of personal information by our business partners.
- **Blockit customers (authorized users only).** In cases where you use our Services as an employee, contractor, or other authorized user of a Blockit customer, that customer may access information associated with your use of the Services including usage data and the contents of the communications

and files associated with your account. Your personal information may also be subject to the Blockit customer's privacy policy.

- **Affiliates.** We may share your personal information with our corporate affiliates.
- **Advertising partners.** We may share certain personal information with third-party advertising partners, such as your device information, IP address, and browsing activity on our website. For clarity and emphasis: we do not share your User Calendar Data or User Email and Messaging Data with third-party advertising partners. These partners may set technologies and other tracking tools on our Services to collect information regarding your activities and your device, and may use it for interest-based, personalized, or targeted advertising.

4.2 Disclosures to protect us or others

We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to: comply with law enforcement or national security requests and legal process, such as a court order or subpoena; protect your, our, or others' rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity.

4.3 Disclosure in the event of merger, sale, or other asset transfers

If we are involved in a merger, acquisition, financing, reorganization, bankruptcy, receivership, purchase or sale of assets, transition of service to another provider, or other similar corporate transaction in which a third party will assume control of our business, your personal information may be disclosed, sold, or transferred as part of such a transaction.

Your privacy choices and rights

Your privacy choices

- **Email communications.** If you receive an unwanted marketing email from us, you can use the unsubscribe functionality found at the bottom of the email to opt out of receiving future emails. Note that you will continue to receive transaction-related emails, and certain non-promotional communications regarding us and the Services that you cannot opt out of.
- **Text messages.** If you receive an unwanted marketing text message from us, you may opt out of receiving future text messages by following the instructions in the message or by otherwise contacting us as set forth in "Contact us" below.
- **"Do Not Track."** Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. Please note that we do not respond to or honor DNT signals or similar mechanisms transmitted by web browsers.
- **Cookies.** You may stop or restrict the placement of technologies on your device or remove them by adjusting your preferences as your browser or device permits. However, if you adjust your preferences, the Services may not work properly. Cookie-based opt-outs are not effective on mobile applications, though you may opt out of certain tracking on some mobile applications by following the instructions provided by Android, iOS, and others. The online advertising industry also provides opt-out mechanisms through the Network Advertising Initiative, the Digital Advertising Alliance, and the European Digital Advertising Alliance. Please note you must separately opt out in each browser and on each device.

Your privacy rights

In accordance with applicable law, you may have the right to: confirm whether we are processing your personal information; request access to or portability of your personal information; request correction of your personal information; request deletion of your personal information; request restriction of or object to

our processing of your personal information; request to opt out of certain processing activities, including "targeted advertising", the "sale" of your personal information, or "profiling" in furtherance of certain decisions that produce legal or similarly significant effects concerning you (as such terms are defined by applicable privacy laws); and withdraw your consent to our processing of your personal information.

You can remove your User Calendar Data and User Email and Messaging Data by emailing security@blockit.com with the subject line "Delete My Data". You should know that in certain instances, some of this data may not be completely removed and copies may continue to exist on the Services. Any withdrawal of consent will only take effect for future processing and will not affect the lawfulness of processing before the withdrawal; we may continue to process and retain certain limited personal information if required to fulfill services requested by other users, or if another lawful basis applies.

If you would like to exercise any of these rights, please contact us as set forth in "Contact us" below. We will process such requests in accordance with applicable laws. If your personal information is subject to the applicable data protection laws of the European Economic Area or the United Kingdom, you have the right to lodge a complaint with the competent supervisory authority if you believe our processing violates applicable law.

International transfers of personal information

All personal information processed by us may be transferred, processed, and stored anywhere in the world, including, but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live. These countries may or may not have adequate data protection laws as defined by the data protection authority in your country.

If we transfer personal information from the European Economic Area, Switzerland, and/or the United Kingdom to a country that does not provide an adequate level of protection under applicable data protection laws, one of the safeguards we may use to support such transfer is the EU Standard Contractual Clauses. For more information about the safeguards we use for international transfers of your personal information, please contact us as set forth below.

Retention of personal information

We store the personal information we collect as described in this Privacy Notice for as long as you use the Services, or as necessary to fulfill the purpose(s) for which it was collected, provide the Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

To determine the appropriate retention period for personal information, we may consider applicable legal requirements, the amount, nature, and sensitivity of the personal information, certain risk factors, the purposes for which we process your personal information, and whether we can achieve those purposes through other means.

Supplemental notice for EU / UK GDPR

This supplemental notice only applies to our processing of personal information that is subject to the EU or UK General Data Protection Regulation.

In some cases, providing personal information may be a requirement under applicable law, a contractual requirement, or a requirement necessary to enter into a contract. If you choose not to provide personal information in cases where it is required, we will inform you of the consequences at the time of your refusal to provide the personal information.

Children's personal information

The Services are not directed to children under 18 (or other age as required by local law outside the United States), and we do not knowingly collect personal information from children. If you are a parent or guardian and believe your child has uploaded personal information to the Services in violation of applicable law, you may contact us as described in "Contact us" below.

The right to complain

We will always try to maintain the highest standards and encourage the confidence our customers have in us as an organisation. To achieve this, we request that any complaints be first brought to our attention so we can properly investigate matters. If you wish to file a complaint, please contact us using any of the contact details below. If you would like to complain about Blockit to a regulatory body, you may do so by contacting your local data protection supervisory authority.

Contact us

Blockit is the controller of the personal information we process under this Privacy Notice. If you have any questions about our privacy practices or this Privacy Notice, or to exercise your rights as detailed in this Privacy Notice, please contact us at security@blockit.com.

EU REPRESENTATIVE

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UK REPRESENTATIVE

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Less chronos. More kairos.

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