

Privacy Policy

Silverside AI, Inc. ("Silverside", "we", "us", or "our") understands that protecting your personal information is important. This Privacy Policy explains how we collect, use, and share your personal information, as well as the choices you have regarding your privacy. This Privacy Policy applies to the personal information we collect from users of Silverside's platform, including our website at <https://silverside.ai> and Hypnovels (collectively, the "Platform").

Personal Information We Collect

We collect personal information in the following ways:

1. Information You Provide to Us:
 - **Contact Information:** When you create an account or interact with us, we collect your name, email, and other similar details.
 - **Payment and Transaction Information:** We collect payment details, such as your payment card information and billing information, when you make a purchase. Payment processing is handled by our third-party providers, and we do not have access to your credit card information.
 - **Feedback and Correspondence:** We collect information you provide when you contact us with questions, feedback, or for product reviews.
 - **Marketing Information:** We collect your preferences for receiving communications and details about your interactions with our communications.
2. Information We Obtain from Third Parties:
 - **Social Media:** If you interact with our social media pages (e.g., Facebook, LinkedIn), the platform may share information with us, subject to their privacy policies.
 - **Other Sources:** We may receive personal information from marketing partners, data providers, and publicly available sources.
3. Automatically Collected Data:
 - **Device Data:** Information about your device, such as operating system, IP address, device type, and browser type.
 - **Online Activity Data:** Data about your interaction with our platform, such as pages viewed, time spent on the site, browsing paths, and interactions with emails.

4. Cookies and Similar Technologies:

- We use cookies, web beacons, and local storage technologies to collect data and improve user experience, including for advertising purposes. For more information on managing cookies, refer to the "Cookies" section below.

How We Use Your Personal Information

We use your personal information for the following purposes:

- **To Operate the Platform:** Provide, maintain, secure, and improve our services, including processing payments and fulfilling requests.
- **Communication:** Send you updates, support messages, and administrative notifications about your account or our services.
- **Marketing and Advertising:** We may send you promotional communications about our services, events, and special offers, as permitted by law. You can opt out of these communications at any time.
- **Compliance and Safety:** We use your information to comply with legal obligations, protect our rights, and prevent fraud or security incidents.
- **Research and Development:** We may analyze usage trends and create aggregated, anonymized data to improve our services and develop new features.

Legal Bases for Processing (for UK and EEA Individuals)

If you are located in the UK or the European Economic Area (EEA), we process your personal information under the following legal bases:

- **Contract Performance:** To provide the services and fulfill our obligations.
- **Legitimate Interests:** For marketing, research, and fraud prevention, provided these interests are not overridden by your rights.
- **Consent:** Where required, we will request your consent, and you have the right to withdraw it at any time.
- **Legal Obligation:** To comply with applicable laws and regulations.

How We Share Your Personal Information

We may share your personal information in the following circumstances:

- **Service Providers:** With third-party providers who help us operate the Platform (e.g., payment processing, hosting, marketing).

- **Professional Advisors:** With lawyers, bankers, auditors, and insurers in the course of their professional services.
- **Business Transfers:** In connection with a merger, acquisition, reorganization, or sale of assets, we may transfer personal information to the relevant parties.
- **Compliance and Safety:** If required by law or to protect our rights and prevent fraud or security incidents.

Your Rights and Choices

Depending on your location, you may have the following rights:

- **Access:** The right to know what personal information we hold about you.
- **Correction:** The right to correct inaccurate personal information.
- **Deletion:** The right to request the deletion of your personal information.
- **Objection:** The right to object to certain processing activities.
- **Data Portability:** The right to receive a copy of your data in a structured format.

To exercise any of these rights, you can contact us at support@silverside.ai. We may request proof of identity before fulfilling your request.

Cookies and Tracking Technologies

We use cookies, web beacons, and similar tracking technologies to improve your experience on our website. You can manage cookies through your browser settings or opt out of specific cookies used for marketing by visiting the following opt-out links:

- [Digital Advertising Alliance](#)
- [Network Advertising Initiative](#)
- [Google Analytics Opt-Out](#)

Data Retention

We retain your personal information for as long as necessary to fulfill the purposes for which we collected it, including for legal, accounting, or fraud prevention purposes. Retention periods are determined based on the nature of the data, its sensitivity, and legal requirements.

Cross-Border Data Transfers

As Silverside is headquartered in the United States, your personal information may be transferred to and processed in the U.S. or other jurisdictions. We implement appropriate safeguards to ensure that your personal information is protected according to applicable laws.

Security

We use technical, organizational, and administrative measures to protect your personal information. However, no system can be guaranteed to be fully secure, and we encourage you to take steps to protect your personal information when using the internet.

Children's Privacy

The Platform is not intended for individuals under the age of 18. If we learn that we have collected personal information from a child under 18, we will delete it in accordance with applicable laws.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If any material changes are made, we will notify you by posting the updated policy on our website or sending you a notification.

Contact Us

If you have any questions or requests regarding this Privacy Policy, please contact us at:

Silverside AI, Inc.

Email: support@silverside.ai