

# Privacy statement

Last updated: 2026-04-05

This statement explains how GrowthHub processes personal data when you use growthhub.io and related services. For legal terms of use, see our terms and conditions.

## 1. Data controller

The controller responsible for personal data processed in connection with GrowthHub is GrowthHub, established at Disketteweg 14, 1033 NW Amsterdam, the Netherlands.

Contact: [privacy@growthhub.io](mailto:privacy@growthhub.io)

## 2. What we collect

Account and identity data: for example name, email, and profile information from your authentication provider when you sign up.

Service content: answers, text you type, transcripts of voice recordings, generated drafts, and related metadata needed to run the product.

Technical data: IP address, device and browser type, approximate location derived from IP, timestamps, and diagnostic logs.

Support and billing: messages you send us and transaction references from our payment provider (we do not store full card numbers on our servers).

## 3. Why we use data

To provide and secure the service, authenticate users, store your GrowthHubative inputs and outputs, and improve reliability.

To communicate about the product, billing, and important changes.

To comply with law, respond to lawful requests, and enforce our terms.

To analyse aggregate usage and improve features, including through AI-assisted processing of your content to generate personalised drafts.

## 4. Legal bases (GDPR / UK GDPR)

Contract: processing necessary to deliver the service you request.

Legitimate interests: securing the service, limited analytics, product improvement, and fraud prevention, balanced against your rights.

Consent: where required (for example certain cookies or marketing), obtained separately and withdrawable.

Legal obligation: where we must retain or disclose information by law.

## 5. Retention

We keep personal data only as long as needed for the purposes above, including any legal, accounting, or reporting requirements. You may request deletion subject to exceptions (for example unresolved disputes or legal holds).

## 6. Recipients and subprocessors

We use trusted providers for hosting, authentication, databases, email, analytics, AI inference, and payments. They process data on our instructions and under appropriate agreements. A current list may be provided on request or on the website.

## 7. International transfers

If data is transferred outside the EEA or UK, we rely on appropriate safeguards such as the EU Commission

standard contractual clauses or equivalent mechanisms, unless another legal basis applies.

## **8. Your rights**

Depending on your location, you may have rights to access, rectify, erase, restrict, or port your data, and to object to certain processing. You may lodge a complaint with your supervisory authority.

To exercise rights, email [privacy@growthhub.io](mailto:privacy@growthhub.io). We may need to verify your identity.

## **9. Security**

We implement technical and organisational measures appropriate to the risk, including access controls and encryption in transit where supported. No online service is completely secure.

## **10. Children**

The service is not directed at children under 16. We do not knowingly collect their personal data.

## **11. Cookies and similar technologies**

We use cookies and similar technologies where needed for essential functions, security, and preferences. Additional cookies, if any, are described in a cookie notice or banner where required.

## **12. Changes**

We may update this statement. We will revise the “Last updated” date and post the new version. Material changes may be communicated by email or in-product.