

# Privacy Policy

**Effective Date:** September 23, 2026

**Last Updated:** September 23, 2026

AceRank (“AceRank,” “we,” “us,” or “our”) is a technology platform operated by **Ace Reputations Inc.** This Privacy Policy explains how we collect, use, disclose, retain, and protect information when you access or use AceRank, our websites, dashboards, applications, APIs, and related services (collectively, the “Services”).

By using the Services, you acknowledge the practices described in this Privacy Policy.

## 1. Information We Collect

Depending on how you use AceRank, we may collect the following categories of information.

### A. Account Information

When you create or manage an AceRank account, we may collect information such as:

- Name
- Email address
- Company or organization name
- Account credentials and authentication information
- Account preferences
- Team and workspace information
- Subscription and plan information

### B. Billing and Transaction Information

When you purchase a paid AceRank subscription, payments are processed by third-party payment processors such as Stripe.

We may receive information relating to your transaction, including:

- Customer identifier
- Subscription identifier
- Subscription plan
- Payment status
- Billing period
- Invoice information
- Limited payment-method information, such as card brand and last four digits, where provided by the payment processor

AceRank does not intend to directly store complete payment-card numbers or card security codes when payment information is collected and processed by Stripe or another authorized payment processor.

### **C. Information You Submit to AceRank**

You may provide information to AceRank when using our monitoring, analysis, and intelligence tools, including:

- Brand names
- Company names
- Competitor names
- Products and services
- Keywords and topics
- Search prompts
- URLs
- Domains
- Public profiles
- Brand descriptions
- Market or category information
- Other content submitted for analysis

### **D. AI Visibility and Analysis Data**

AceRank analyzes information relating to how brands, companies, products, topics, and competitors appear across supported artificial intelligence and search environments.

Depending on the features you use, we may process:

- Prompts and queries
- AI-generated responses
- Brand mentions
- Competitor mentions
- Citation information
- Source URLs
- Visibility measurements
- Position and ranking information
- Sentiment signals
- Keyword information
- Historical measurements
- AI visibility opportunities
- Other analytical results generated through the Services

### **E. Publicly Available Information**

Certain AceRank features may analyze information that is publicly available on the internet or made available through third-party data providers, APIs, search services, social platforms, forums, websites, or other public sources.

This may include information relating to companies, brands, competitors, online discussions, citations, websites, Reddit discussions, and other publicly accessible material.

## **F. Usage and Technical Information**

When you access AceRank, we may automatically collect technical and usage information such as:

- IP address
- Browser type
- Device information
- Operating system
- Login activity
- Pages and features accessed
- Dates and times of access
- Session information
- Application events
- Error and diagnostic information
- Security and fraud-prevention information

We may use cookies, local storage, and similar technologies where appropriate.

## **G. Communications**

If you contact us, request support, communicate with our team, or participate in surveys or product feedback, we may retain those communications and related contact information.

# **2. How We Use Information**

We may use information to:

- Create and maintain AceRank accounts
- Authenticate users
- Provide the Services
- Process subscriptions and billing
- Track AI visibility
- Analyze prompts and AI-generated responses
- Generate visibility scores and intelligence
- Analyze citations and source pages
- Analyze sentiment
- Conduct keyword intelligence
- Analyze competitors
- provide Reddit and public-web intelligence
- Generate reports, dashboards, recommendations, and opportunities
- Maintain historical analytics
- Improve product functionality and reliability
- Provide customer support
- Detect fraud, abuse, and unauthorized access

- Protect the security and integrity of AceRank
- Monitor system performance
- Enforce our Terms of Service
- Comply with legal obligations
- Communicate important account, billing, security, and service information
- Send marketing communications where permitted by law and subject to applicable opt-out rights

We may also create aggregated or de-identified information for analytics, research, product development, benchmarking, and service improvement, where permitted by law.

### **3. AI and Third-Party Processing**

AceRank uses third-party technology and service providers to deliver portions of the Services.

Information submitted through AceRank may be transmitted to service providers that assist with functions such as:

- Artificial intelligence processing
- Search and information retrieval
- Keyword and market intelligence
- Public-web and social-platform analysis
- Cloud infrastructure
- Hosting
- Authentication
- Email delivery
- Analytics
- Error monitoring
- Security
- Payment processing

For example, when a user requests analysis of a prompt, keyword, brand, competitor, or other subject, relevant information may be transmitted to one or more third-party providers as necessary to generate the requested analysis.

Third-party providers process information under their own applicable terms, policies, contractual obligations, and technical controls.

Users should not submit highly sensitive personal information, confidential credentials, payment-card information, government identification numbers, protected health information, or other information that is unnecessary for the intended use of AceRank.

### **4. Payment Processing**

AceRank uses third-party payment processors, including Stripe, to process subscription payments.

Payment information submitted through Stripe is processed by Stripe in accordance with Stripe's applicable terms and privacy practices.

AceRank receives information necessary to administer subscriptions, such as customer identifiers, subscription status, payment status, invoice information, and limited payment-method details.

## **5. How We Disclose Information**

We may disclose information to:

### **Service Providers**

Vendors and contractors that help us operate AceRank, including providers of infrastructure, hosting, artificial intelligence, analytics, communications, security, search, data intelligence, and payment processing.

### **Business Customers and Authorized Users**

If you use AceRank through an organization or team account, certain account information, activity, and results may be accessible to authorized administrators or team members associated with that account.

### **Legal and Compliance Purposes**

We may disclose information where we reasonably believe disclosure is necessary to:

- Comply with applicable law or valid legal process
- Respond to lawful requests from authorities
- Protect our rights or property
- Protect users or third parties
- Investigate fraud, abuse, or security incidents
- Enforce our agreements

### **Corporate Transactions**

Information may be disclosed or transferred as part of a merger, acquisition, financing, restructuring, sale of assets, bankruptcy, or similar corporate transaction, subject to applicable law.

## **6. Sale and Sharing of Personal Information**

AceRank does not sell personal information for monetary consideration as part of its ordinary business model.

If our practices constitute “sale” or “sharing” under an applicable privacy law, we will provide any notices and choices required by that law.

We may use third-party analytics, advertising, or similar technologies where permitted by law. Applicable opt-out mechanisms will be provided where legally required.

## 7. Data Retention

We retain information for as long as reasonably necessary to:

- Provide the Services
- Maintain accounts and subscriptions
- Preserve requested historical analytics
- Meet contractual obligations
- Resolve disputes
- Prevent fraud and abuse
- Maintain security
- Comply with tax, accounting, legal, and regulatory obligations
- Establish, exercise, or defend legal claims

Retention periods may vary depending on the type of information and the reason it was collected.

Information may be deleted, anonymized, or aggregated when it is no longer reasonably required, subject to applicable legal obligations and legitimate business needs.

## 8. Data Security

We maintain administrative, technical, and organizational safeguards designed to protect information against unauthorized access, alteration, disclosure, loss, or destruction.

These measures may include, where appropriate:

- Encryption in transit
- Access controls
- Authentication controls
- Restricted administrative access
- Infrastructure security measures
- Monitoring and logging
- Secure third-party payment processing
- Security updates and vulnerability management

No method of electronic transmission or storage is completely secure. Accordingly, we cannot guarantee absolute security.

## 9. Your Privacy Choices and Rights

Depending on where you live and applicable law, you may have rights relating to your personal information, including rights to:

- Request access to personal information
- Request correction of inaccurate information
- Request deletion of certain information
- Request information about how personal information is used or disclosed

- Obtain a copy of certain information
- Object to or restrict certain processing
- Opt out of certain sales, sharing, targeted advertising, or profiling where applicable
- Withdraw consent where processing is based on consent
- Appeal certain privacy-request decisions where applicable
- Exercise applicable privacy rights without unlawful discrimination

These rights are subject to applicable legal exceptions and verification requirements.

Requests may be submitted using the contact information provided below.

We may need to verify your identity before completing certain requests.

## **10. California Privacy Rights**

California residents may have additional rights under California privacy laws, including rights to know, access, correct, or delete certain personal information and, where applicable, to opt out of the sale or sharing of personal information and limit certain uses of sensitive personal information.

The availability of particular rights depends on whether the relevant law applies to AceRank and the circumstances of the processing.

Where required, we will honor legally recognized opt-out preference signals, including Global Privacy Control, for processing to which such signals legally apply.

We will not unlawfully discriminate against a user for exercising applicable privacy rights.

## **11. Cookies and Similar Technologies**

AceRank may use cookies and similar technologies for purposes including:

- Authentication
- Maintaining sessions
- Security
- Remembering preferences
- Analytics
- Product performance
- Fraud prevention

Where legally required, we will request consent or provide controls relating to non-essential cookies and similar technologies.

## **12. International Users and Data Transfers**

AceRank is operated from the United States.

If you access the Services from another jurisdiction, your information may be transferred to, stored in, or processed in the United States and other countries where our service providers operate.

Where required by applicable law, we will use appropriate mechanisms for international transfers of personal information.

## **13. Children's Privacy**

AceRank is intended for business and professional use and is not directed to children under 13.

We do not knowingly collect personal information from children under 13 through the Services. If we learn that such information has been collected in circumstances prohibited by applicable law, we will take appropriate steps to delete it.

## **14. Third-Party Services and Links**

AceRank may contain links to or integrations with third-party websites, platforms, APIs, or services.

We are not responsible for the privacy practices, security, availability, or content of independent third parties. Users should review the applicable policies of those services.

## **15. Changes to This Privacy Policy**

We may update this Privacy Policy periodically to reflect changes to the Services, our practices, technologies, or applicable law.

When we make material changes, we will provide notice where required by law.

The “Last Updated” date at the top identifies when this Privacy Policy was most recently revised.

## **16. Contact Us**

For privacy questions, requests, or concerns, contact:

**Ace Reputations Inc.**

AceRank

San Jose, California, United States

Email: [\*\*legal@acereputations.com\*\*](mailto:legal@acereputations.com)