

# Product Copilot Website – Privacy Policy

Effective date: May 05<sup>th</sup> 2026

## 1 Introduction

With the following privacy information, we, as the controller within the meaning of the General Data Protection Regulation (GDPR), explain which personal data we process when you use our website. We reserve the right to occasionally update this privacy information to keep it in line with current legal requirements or to reflect changes to our services.

### **Controller**

Prio 0 GmbH  
Kaitzer Straße 36  
01187 Dresden

Email: [info@prio0.com](mailto:info@prio0.com)

### **Data Protection Officer**

Dresdner Institut für Datenschutz  
Hospitalstraße 4  
01097 Dresden

Email: [zentrale@dids.de](mailto:zentrale@dids.de)

## 2 Accessing the Website, Logging, and Creation of Log Files

Accessing our website requires the technical processing of your IP address and other access information for the duration of the session. In addition, access information is logged and stored in the server's log files. This includes IP address, browser type and version, operating system used, referrer URL, hostname of the accessing device, as well as the date, time, and scope of the request.

The processing of personal data is carried out to provide the website (Art. 6(1)(1)(b) GDPR) and to ensure the security of our information technology systems (Art. 6(1)(1)(c) GDPR in conjunction with Art. 32 GDPR). Log files are deleted no later than seven days after creation.

The website is hosted by Hetzner Online GmbH; a required data processing agreement has been concluded for this purpose.

Prio 0 GmbH  
Kaitzer Straße 36  
01187 Dresden

Geschäftsführer:  
Dr. Mirko Seifert

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## 3 Contact

Our website includes contact forms that can be used for electronic communication. Additionally, you can contact us via email using the contact details provided in our imprint. When you contact us, we process the personal data you provide to clarify your inquiry, in particular your name, email address, and the content of your message.

The processing of this personal data is based on our legitimate interest in satisfactorily responding to inquiries and requests pursuant to Art. 6(1)(1)(f) GDPR, or, in the case of quote requests and contractual matters, on the basis of the contract or pre-contractual measures pursuant to Art. 6(1)(1)(b) GDPR.

The personal data you provide will be treated confidentially, used solely for processing your inquiry, and will not be shared with third parties unless required by the nature of your inquiry in individual cases. Personal data will be deleted once your inquiry has been fully resolved or upon your objection. The deletion periods stated here apply only insofar as no statutory retention obligations prevent deletion (e.g., the statutory retention period of generally six years for business correspondence).

## 4 Online Webinars and Calls

To schedule, organize and conduct online webinars and calls, we use Google Workspace. In this context, we process information about participants (e.g., first and last name, email address), metadata of the online event (e.g., title, date and time, description, IP addresses of participants, hardware information, access times, and aggregated survey results), in the event of dial-in by telephone the respective dial-in data (e.g., information on incoming and outgoing call numbers, country name, and start and end time), and depending on the scope of use, content data (e.g., text, audio, and video data). When using the chat function, depending on current settings, messages may be visible to all participants of the online event and may be logged for the purpose of following up on the event. We process personal data for the purpose of contract performance pursuant to Art. 6(1)(1)(b) GDPR. If no contractual relationship exists, we process personal data on the basis of legitimate interest pursuant to Art. 6(1)(1)(f) GDPR. Our legitimate interest lies in the effective conduct of our online events.

Personal data processed in connection with participation in our online events will generally not be shared with third parties, unless they are specifically intended for sharing. In the context of conducting online events, our service provider, Google, necessarily becomes aware of the aforementioned data to the extent provided for under the present data processing agreement. A corresponding data processing agreement has been concluded with Google.

We process personal data for the purpose of conducting the online webinars and calls for as long as necessary for the aforementioned purposes, in particular contractual and statutory obligations. Once the data are no longer needed for the fulfillment of those purposes, they will be regularly deleted, unless their limited continued processing is necessary, for example due to statutory retention periods. Personal usage data processed in the course of online webinars and calls will be regularly deleted one month after the online webinars and calls has been conducted.

## 5 Newsletter

We offer the possibility to subscribe to our newsletter, through which we inform you about news, updates, and offers related to our services. To subscribe, we require your email address. The processing of your email address is carried out on the basis of your explicit consent pursuant to Art. 6(1)(1)(a) GDPR.

You may unsubscribe from our newsletter at any time by clicking the unsubscribe link in any newsletter email or by contacting us using the contact information provided in this Privacy Policy.

If you unsubscribe, your email address will be deleted from the active newsletter mailing list without undue delay. To ensure that no further newsletter emails are sent to you after your withdrawal, we may store your email address in a suppression list (blocklist). The legal basis for this processing is our legitimate interest pursuant to Art. 6(1)(1)(f) GDPR in complying with your withdrawal and preventing further mailings. Data in the suppression list is used exclusively for this purpose and not for marketing. It will be deleted when no longer required for this purpose.

Upon unsubscription, your email address will be deleted from our newsletter mailing list. However, we may retain your data for legitimate business purposes or as required by law.

Newsletter data is processed through our email service provider Google Workspace. A data processing agreement is in place with this provider. Your data will not be shared with third parties except as necessary for the delivery and administration of the newsletter.

## 6 Cookies and Tracking Technologies

We use cookies and similar tracking technologies to track activity on our website and store certain information. Cookies are small data files which may include an anonymous unique identifier. They are sent to your browser from a website and stored on your device. We may also use other tracking technologies such as beacons, tags, and scripts to collect and track information and to improve and analyze our website.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our website.

We use the following types of cookies:

- Session Cookies: We use Session Cookies to operate our website.
- Preference Cookies: We use Preference Cookies to remember your preferences and various settings.
- Security Cookies: We use Security Cookies for security purposes.

We use marketing tracking technologies only with your prior consent. This includes the Meta Pixel to measure the effectiveness of our marketing campaigns and conversions (for example, page views, leads, and completed sign-ups). The legal basis is your consent pursuant to Art. 6(1)(a) GDPR and, where applicable, Section 25(1) TTDSG for storing or accessing information on your device. You can withdraw your consent at any time with effect for the future via our cookie settings. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

## 7 Meta Pixel (Facebook Pixel)

To measure the effectiveness of our marketing campaigns, we use the Meta on our website.

When enabled, Meta Pixel may process the following data:

- information about your interaction with our website (for example, page views and conversion events),
- technical data (for example, IP address, browser information, timestamp, and referrer/URL),
- cookie identifiers.

Meta Pixel is activated only after your consent. Without consent, Meta Pixel is not loaded.

Recipient: Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland.

Depending on the processing activity, data may also be transferred to Meta Platforms, Inc. in the United States. Any such transfer is carried out in accordance with applicable data transfer requirements under GDPR.

We use this processing solely for campaign measurement and conversion attribution. We do not intentionally send special categories of personal data through Meta Pixel.

You may withdraw your consent at any time via our cookie settings.

## 8 Service Providers

We may engage third-party companies and individuals (service providers) to facilitate our website and services, to provide services on our behalf, to perform service-related tasks, or to assist us in analyzing how our website is used. These service providers have access to your personal data

only to perform these tasks on our behalf and are contractually obligated not to disclose or use it for any other purpose.

We currently work with the following service providers:

**Hetzner Online GmbH** - Website hosting (Germany). A data processing agreement is in place.

**OpenAI Ireland Ltd** . AI infrastructure used to power AI-based features on this website (e.g., Ticket Roast and Interactive Surveys). User inputs submitted through these features are processed only to generate the requested output. A data processing agreement is in place. Entered data is not used persisted by OpenAI or used for model training.

**Google Ireland Limited** - Google Workspace for online webinars and calls and newsletters. A data processing agreement is in place. Participant data is processed in accordance with GDPR requirements.

**Meta Platforms Ireland Limited** - Conversion measurement and campaign analytics via Meta Pixel. Processing is based on user consent. Data processing terms are in place where required.

## 9 Data Subject Rights and Right to Lodge a Complaint

Data subjects may at any time request information about their personal data and, subject to the statutory requirements, exercise the right to rectification, erasure, restriction of processing, or data portability. Where processing is based on the legal basis of legitimate interest, the right to object also applies. Furthermore, where data processing is carried out on the basis of consent, this consent may be withdrawn at any time with effect for the future. To exercise your rights, please contact us using the contact information provided above.

You also have, pursuant to Art. 77 GDPR, the right to lodge a complaint with a data protection supervisory authority if you suspect that the processing of your personal data is being carried out unlawfully.

## 10 Contact Us

If you have any questions about this Privacy Policy, please contact us by email: [info@product-copilot.ai](mailto:info@product-copilot.ai)