



CherryBotz
Powering customer engagement with AI

Privacy Policy

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CherryBotz ("we", "us", "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard your information when you visit our website (the "Website") or use our AI-powered services ("Services"). By accessing and using our Website and Services, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We collect information from you in several ways, including:

a. Personal Information

When you create an account, sign up for our services, or contact us, we may collect personal details such as:

- Name
- Email address
- Phone number
- Business name
- Billing and payment information

b. Usage Data

We may collect information about how you access and interact with our website, including:

- IP address
- Browser type and version
- Device information
- Pages visited on our website
- Time spent on each page
- Referring URL

c. AI Interaction Data

When you or your customers interact with our AI-powered chatbots and voice bots, we may collect:

- Chatbot conversation transcripts and logs
- Voice bot call recordings and transcriptions
- User inputs, queries, and responses provided to AI systems
- Appointment booking details captured through AI assistants
- Lead information collected via AI-powered forms and conversations
- Behavioural data related to chatbot engagement and interaction patterns

d. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to collect data on user interactions with our website. These technologies allow us to remember your preferences and improve your user experience. You can control cookies through your browser settings.

2. How We Use Your Information

We use the information we collect in the following ways:

- **To Provide Services:** To process your requests, manage your account, deploy and maintain AI chatbots, and deliver the Services you have signed up for.
- **To Improve AI Performance:** To train, refine, and improve our AI chatbot models, conversational flows, and automation systems for better accuracy and user experience.
- **To Communicate:** To send transactional emails, such as account confirmations, updates about our Services, and customer support responses.
- **To Generate Reports:** To provide you with performance analytics, chatbot engagement metrics, lead conversion data, and other insights related to your AI services.
- **To Improve Our Website and Services:** To analyse usage trends, optimise the functionality of the Website, and personalise your experience.
- **For Marketing and Promotions:** To send you promotional material, updates, or offers that may be of interest to you. You can opt out of marketing communications at any time by following the unsubscribe instructions in our emails.

3. How We Share Your Information

We do not sell or rent your personal information to third parties. However, we may share your information with third parties in the following circumstances:

- **Service Providers:** We may share your information with trusted third-party vendors who assist in providing our Services, including CRM platforms, telephony providers, AI processing services, payment processors, and customer support platforms.
- **AI Platform Providers:** Certain data may be processed by third-party AI and machine learning platforms that power our chatbot and voice bot services. We ensure appropriate data processing agreements are in place with these providers.
- **Legal Requirements:** We may disclose your information if required by law or in response to legal processes (e.g., court orders, subpoenas).
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal information may be transferred as part of the transaction.

4. Data Security

We take appropriate technical and organisational measures to protect your personal information from unauthorised access, disclosure, alteration, or destruction. This includes encryption of data in transit, secure storage of conversation logs, and access controls for AI system administration. However, no method of transmission over the Internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

5. AI-Specific Data Practices

In relation to our AI-powered services, the following data practices apply:

- **Conversation Data:** Chatbot and voice bot conversations may be recorded and stored for quality assurance, service improvement, and dispute resolution purposes.
- **AI Training:** Anonymised and aggregated interaction data may be used to improve our AI models and conversational capabilities. Personal identifiers are removed before any data is used for training purposes.
- **Data Retention:** AI interaction data is retained for the duration of your service agreement plus a reasonable period thereafter, unless you request earlier deletion.
- **End-User Disclosure:** You are responsible for notifying your customers and end users that they may be interacting with an AI-powered system and that their interactions may be recorded.

6. Your Data Protection Rights

Depending on your location and applicable data protection laws, you may have the following rights:

- **Access:** You have the right to request access to the personal information we hold about you.
- **Correction:** You can request corrections to any inaccuracies in your personal information.
- **Deletion:** You may request that we delete your personal information, subject to certain legal obligations.
- **Opt-Out of Marketing Communications:** You can opt-out of receiving promotional communications by following the unsubscribe link in emails or contacting us directly.
- **Data Portability:** In some cases, you may request to receive a copy of your data in a machine-readable format.
- **AI Interaction Data:** You may request access to, or deletion of chatbot conversation logs and AI interaction data associated with your account.

To exercise your rights, please contact us using the details below.

7. Children's Privacy

Our Website and Services are not intended for individuals under the age of 18, and we do not knowingly collect personal information from children. If we learn that we have inadvertently collected personal information from a child, we will take steps to delete that information as soon as possible.

8. International Data Transfers

As a company based in Australia, your personal information may be transferred to and stored in servers located outside of your country. This includes AI processing services and cloud infrastructure that may operate in jurisdictions with different data protection laws. By using our Services, you consent to the transfer of your data to these locations.

9. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy from time to time. Any changes will be posted on this page with the updated date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your personal information, please contact us at:

CherryBotz

Website: cherrybotz.com.au

Email: julie@cherrybotz.com.au

By using our Website and Services, you acknowledge that you have read and understood this Privacy Policy and agree to the collection and use of your information as described.

IMPORTANT DISCLAIMER

This Privacy Policy document has been provided by CherryBotz as a sample template for educational and reference purposes only, made available through the AI Agency Institute course portal.

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