

PRIVACY POLICY

Effective Date: March 31, 2026

This Privacy Policy explains what personal information Cape Metrics LLC collects, how we use it, who we share it with, and your rights regarding that information. Additional terms and disclosures applicable to residents of certain jurisdictions, including California, the European Economic Area, the United Kingdom, and Nevada, are set forth in our applicable Privacy Addendum, which forms part of this Privacy Policy, and is available at capemetrics.com/privacy-addendum.

1. Who We Are and How to Contact Us

Cape Metrics LLC ("Cape Metrics," "we," "us," or "our") is a New York limited liability company. We are the data controller for personal information collected through our website at capemetrics.com and our Platform.

2. What This Policy Covers

This Privacy Policy covers personal information collected through:

- The Cape Metrics website at capemetrics.com and any associated subdomains;
- Our waitlist and contact forms;
- Our Platform, including any account or subscription features; and
- Our marketing and communications activities.

If you engage Cape Metrics under a Master Services Agreement, the handling of personal data processed as part of that engagement is governed by our Data Processing Addendum (DPA), not this Privacy Policy. This Policy covers Cape Metrics' own data collection activities as a data controller.

3. What Information We Collect and How We Use It

The table below summarizes the categories of personal information we collect, what we collect within each category, and how we use it.

Category	What We Collect	How We Use It
Contact & Identity Data	Name Email address LinkedIn profile URL Company name and role	Responding to inquiries Managing the client relationship Sending service updates and marketing communications
Account & Authentication Data	Username Email address used for login Hashed password or magic link token	Account creation and authentication Security and fraud prevention
Service Request Data	Details submitted via contact or waitlist forms Information about your project or needs	Scoping and responding to service enquiries Matching you with the right service offering
Communications Data	Emails exchanged with Cape Metrics Support ticket content	Providing customer support Maintaining records of our engagement
Usage & Technical Data	IP address Browser type and version Device type and operating system Pages visited and actions taken Referring URL Session timestamps	Improving Site performance and user experience Security monitoring and fraud prevention Analytics, aggregated and, where feasible, de-identified or anonymized
Cookie & Session Data	Session cookie, temporary, expires when browser closes Analytics cookies, if applicable	Maintaining your session on the Site Understanding how visitors use the Site
Billing & Operations Data	Invoice and payment metadata Payment status and history Note: card and bank details are handled by Stripe, not stored by Cape Metrics	Processing invoices and tracking payments Maintaining financial records as required by law
Marketing Interaction Data	Email open and click data Referral source on how you heard about us	Improving our marketing and outreach Understanding acquisition channels

We do not collect payment card numbers or bank account details directly. Payment processing is handled by Stripe, which has its own privacy policy and security certifications. We receive only metadata such as payment status and invoice amounts.

4. How We Collect Your Information

4.1 Directly From You

We collect information you provide when you:

- Submit a contact or waitlist form on the Site;
- Create an account or log in to the Platform;
- Correspond with us by email or through team communication tools;
- Sign up for newsletters or marketing communications; or
- Engage us for services under a signed agreement.

4.2 Automatically

When you visit the Site, we automatically collect certain technical and usage data through cookies and similar technologies. This includes your IP address, browser type, device information, pages visited, and session duration. See Section 8 for more information about cookies.

4.3 From Third Parties

We may receive information about you from third-party services connected to our Platform, such as authentication providers or analytics tools, to the extent permitted by those services' terms and your settings.

5. Legal Basis for Processing

We process personal information on the following legal bases under applicable law:

Processing Activity	Legal Basis	Details
Responding to enquiries and managing client relationships	Legitimate interests / Contract	Necessary to operate our business and fulfil service enquiries
Account creation and authentication	Contract	Necessary to provide access to the Platform
Marketing communications	Consent (where required) or legitimate interests (for existing business relationships, where permitted by law)	You may unsubscribe at any time.
Analytics and Site improvement	Legitimate interests	We have a legitimate interest in understanding how our Site is used to improve it. Data is aggregated where possible.
Security and fraud prevention	Legitimate interests / Legal obligation	Necessary to protect Cape Metrics and our clients from harm
Financial record keeping	Legal obligation	Required by applicable tax and accounting laws

Where we rely on legitimate interests, we have considered the potential impact on your interests and rights and believe our legitimate interests are not overridden. You have the right to object to processing based on legitimate interests (see Section 10).

6. Who We Share Your Information With

6.1 Service Providers

We share personal information with trusted third-party service providers who process it on our behalf to help us operate our business. These providers are contractually required to protect your information and may only use it to perform services for us. Our key service providers include:

- Amazon Web Services (AWS)
- Stripe
- Amplitude
- Twilio

An up-to-date list of our subprocessors is maintained at capemetrics.com/subprocessors.

6.2 Professional Advisors

We may share information with our attorneys, accountants, and insurers where necessary for legitimate business purposes, subject to professional confidentiality obligations.

6.3 Legal Requirements

We may disclose your information where required by law, legal process, or government request, or where we believe in good faith that disclosure is necessary to: protect the rights, property, or safety of Cape Metrics, our clients, or others; enforce our Terms of Service; or detect, prevent, or address fraud or security issues.

6.4 Business Transfers

If Cape Metrics is involved in a merger, acquisition, or sale of all or substantially all of its assets, your information may be transferred as part of that transaction. We will notify you of any such transfer and any resulting changes to this Privacy Policy.

6.5 What We Do Not Do

We do not sell your personal information to third parties for monetary value. We do not share your personal information with advertisers or use it for cross-site advertising or retargeting.

7. How Long We Keep Your Information

We retain personal information for as long as necessary for the purposes for which it was collected, or as required by law. The table below summarizes our standard retention periods.

Data Category	Retention Period	Basis
Contact and identity data (clients)	Duration of relationship + 3 years	Legitimate business record-keeping
Contact and identity data (leads — on request)	Until opt-out or deletion request	Consent-based; deleted upon request
Account and authentication data	Duration of account + 1 year after closure	Security and fraud prevention
Communications and support data	3 years from last interaction	Legitimate interests; dispute resolution
Usage and technical / log data	6 months (active); then deleted or cold-archived encrypted	Security monitoring; redacted before storage
Billing and financial data	7 years	Legal obligation (tax and accounting)
Marketing interaction data	Until opt-out or 2 years of inactivity	Legitimate interests; consent
Client-supplied data (processed under DPA)	End of engagement or 5 years, whichever sooner	Per Data Processing Addendum

When data is no longer needed, we delete it securely or anonymize it so it can no longer be linked to you.

8. Cookies and Tracking Technologies

8.1 What We Use

The Site uses the following types of cookies and tracking technologies:

- Session cookies: Temporary cookies that expire when you close your browser. Used to maintain your session while you navigate the Site and to support authentication.
- Analytics cookies: Used to understand how visitors interact with the Site, such as which pages are visited most frequently. We use privacy-respecting, open-source analytics tooling where possible. Data is collected in aggregate and anonymized where feasible.

8.2 What We Do Not Use

We do not use advertising cookies, retargeting pixels, cross-site tracking technologies, or third-party social media tracking tags (such as Meta Pixel or LinkedIn Insight Tag).

8.3 Your Choices

Where required by applicable law, we obtain your consent before placing non-essential cookies. A cookie notice is displayed on your first visit to the Site. You can also control cookies through your browser settings. Most browsers allow you to refuse or delete cookies. Note that disabling session cookies will prevent you from logging in to the Platform. Disabling analytics cookies will not affect your use of the Site.

9. How We Protect Your Information

We implement and maintain reasonable technical and organizational security measures to protect personal information against unauthorized access, disclosure, alteration, or destruction. These measures include:

- Encryption of personal data in transit (TLS) and at rest;
- Access controls and the principle of least privilege;
- Multi-factor authentication on systems holding personal data;
- Regular review of access permissions;
- Secure handling and disposal of data when no longer needed.

No method of transmission over the internet or electronic storage is completely secure. While we take reasonable precautions, we cannot guarantee absolute security. If you believe your information has been compromised, please contact us immediately at support@capemetrics.com.

10. Your Rights

10.1 Rights Available to You

Depending on where you are located and applicable law, you may have the following rights with respect to your personal information:

- Access: Request a copy of the personal information we hold about you.
- Correction: Request that we correct inaccurate or incomplete information.
- Deletion: Request that we delete your personal information, subject to our legal obligations to retain certain data.
- Objection: Object to processing based on legitimate interests, including marketing.
- Restriction: Request that we restrict processing of your information in certain circumstances.
- Portability: Request a copy of your information in a structured, commonly used format.
- Withdraw consent: Where processing is based on consent, you may withdraw it at any time without affecting the lawfulness of prior processing.

10.2 How to Exercise Your Rights

To exercise any of these rights, contact us at support@capemetrics.com with the subject line "Privacy Request." We will respond within thirty (30) days. We may ask you to verify your identity before processing your request.

10.3 Marketing Opt-Out

You may opt out of marketing emails at any time by clicking the unsubscribe link in any marketing email or by contacting support@capemetrics.com. We will process your request promptly. Note that opting out of marketing does not affect transactional or account-related communications.

10.4 California Residents (CCPA / CPRA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA), including the right to know, delete, correct, and opt out of the sale or sharing of personal information. As noted above, Cape Metrics does not sell personal information. To exercise your California rights, contact us at support@capemetrics.com. We will not discriminate against you for exercising your privacy rights.

10.5 EU and UK Residents

If you are located in the European Union or United Kingdom, you have rights under the GDPR or UK GDPR, including the right to lodge a complaint with a supervisory authority. The primary supervisory authority for Cape Metrics is in the United States; however, you may contact your local data protection authority. For EU/UK clients engaging Cape Metrics under a services agreement, data processing activities are governed by the applicable Data Processing Addendum.

11. International Data Transfers

Cape Metrics is based in the United States. If you access our Site or Platform from outside the United States, your information may be transferred to and processed in the United States, where data protection laws may differ from those in your country.

Where we transfer personal information internationally, we take steps to ensure appropriate safeguards are in place, consistent with applicable law. For EU and UK personal data, we rely on applicable transfer mechanisms including Standard Contractual Clauses where required. Contact us at support@capemetrics.com for more information about the safeguards applicable to your situation.

12. Children's Privacy

Our Site, Platform, and services are directed exclusively at business users and are not intended for individuals under the age of 18. We do not knowingly collect personal information from anyone under 18. If we become aware that we have collected personal information from a minor, we will delete it promptly. If you believe we have inadvertently collected information from a minor, please contact us at support@capemetrics.com.

13. Third-Party Links

The Site may contain links to third-party websites. This Privacy Policy does not apply to those websites, and we are not responsible for their privacy practices. We encourage you to review the privacy policies of any third-party sites you visit.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or services. When we make material changes, we will update the effective date at the top of this page and, where required by law or where appropriate, notify you by email.

The current version of this Privacy Policy will always be available at capemetrics.com/privacy. Your continued use of the Site or Platform after any update constitutes your acceptance of the revised Policy.

15. Questions and Complaints

If you have any questions, concerns, or complaints about this Privacy Policy or our data practices, please contact us:

Email: support@capemetrics.com

Subject line: Privacy Request

Address: Cape Metrics LLC, 539 Atlantic Avenue #170081, Brooklyn, NY 11217 United States

We take privacy concerns seriously and will respond to your inquiry within thirty (30) days. If you are not satisfied with our response, you may have the right to lodge a complaint with the relevant data protection authority in your jurisdiction.