

Privacy Policy

Binary AI LTD (trading as RevEng.AI)

Effective Date: 17 January 2025 | Last Updated: 16 June 2025

This policy applies to all users of our Services and complies with UK GDPR & the Data Protection Act 2018, EU GDPR, and the California Consumer Privacy Act (CCPA/CPRA). California residents: see Section 7 for additional rights.

1. Who We Are

Binary AI LTD (trading as RevEng.AI, “we”, “us”) is the data controller for personal data collected through our website (reveng.ai) and related services (“Services”). We are registered in England and our Data Protection Officer can be reached at dpo@reveng.ai. Under EU GDPR we will appoint an EU representative where required. Under CCPA/CPRA we are the “business” as defined by that law. By using our Services you confirm you have read this policy.

2. What We Collect & How

We collect the following personal data, either directly from you or automatically via our site:

- **Technical & usage data:** IP address, device and browser type, pages visited, and time on site — collected automatically via cookies and server logs.
- **Contact information:** Name, email, phone number, and company details — provided by you when contacting us or registering.
- **Transaction data:** Purchase history. Payment card data is handled directly by Stripe and never stored by us.
- **Third-party sources:** Business contact enrichment from public sources (e.g., LinkedIn).

We do not collect special category data (health, religion, ethnicity, etc.) or CPRA-defined sensitive personal information. California residents: the above maps to the CCPA categories of identifiers, commercial information, internet activity, and inferences.

3. How & Why We Use Your Data

We only process personal data where we have a lawful basis:

- **Delivering our Services and processing purchases** (contract)
- **Responding to enquiries and support** (contract / legitimate interests)
- **Sending marketing emails where you have opted in** (consent — withdrawable at any time)
- **Improving our Services and fraud prevention** (legitimate interests)
- **Tax, regulatory, and legal compliance** (legal obligation)

4. Sharing Your Data

We share data only where necessary:

- **Stripe:** payment processing (independent controller; see stripe.com/privacy).

- **Service providers:** hosting and analytics (e.g., PostHog), under binding data processing agreements.
- **Authorities:** law enforcement or regulators where legally required.
- **Business transfers:** you will be notified before your data is subject to a new policy following any merger or acquisition.

Where data is transferred outside the UK or EEA we use UK IDTAs, EU Standard Contractual Clauses, or applicable adequacy decisions. We do not sell or share personal information for cross-context behavioural advertising (CCPA/CPRA).

Contact dpo@reveng.ai for details of specific transfer safeguards.

5. Retention & Security

Data is stored on UK-based servers and retained only as long as necessary — for example, transaction records for 7 years (legal obligation) and marketing data until consent is withdrawn. When no longer needed, data is securely deleted or anonymised.

We protect your data with TLS encryption in transit and at rest, role-based access controls, and regular security assessments. In the event of a breach likely to affect your rights, we will notify you and the relevant supervisory authority within 72 hours.

6. Cookies

We use strictly necessary cookies (essential, always on), performance/analytics cookies (e.g., PostHog — consent required), and functionality cookies (preferences). A consent banner appears on your first visit; you can update preferences at any time via your browser or our cookie centre. California residents: analytics cookies may constitute “sharing” under CPRA and can be opted out via the cookie centre.

Our Services are not directed at children under 16. If you believe a child has submitted data to us, contact dpo@reveng.ai and we will delete it promptly.

7. Your Rights

Depending on your location, you have the following rights. Email dpo@reveng.ai to exercise any of them; we respond within 30 days (UK/EU) or 45 days (California).

- **Access:** request a copy of your personal data (UK/EU/CA).
- **Correction:** request correction of inaccurate data (UK/EU/CA).
- **Deletion:** request erasure where there is no overriding reason to retain (UK/EU/CA).
- **Portability:** receive your data in a machine-readable format (UK/EU).
- **Restriction / Objection:** limit or object to processing based on legitimate interests or direct marketing (UK/EU).
- **Opt-out of sale/sharing:** we do not sell or share data, but you may exercise this right at any time (CA).
- **Non-discrimination:** we will never penalise you for exercising your rights (CA).

California residents may submit a verifiable request by emailing dpo@reveng.ai with subject “CCPA Privacy Request”; authorised agents are accepted with proof. If you are unhappy with our response you may complain to the ICO (ico.org.uk) in the UK or your local EU Data Protection Authority (edpb.europa.eu).

We do not make solely automated decisions that significantly affect you.

8. Changes & Contact

We may update this policy from time to time. Material changes will be communicated by email or a prominent notice on our website. Continued use of our Services after an update constitutes acceptance.

For any privacy queries or to exercise your rights, contact us:

- Email: dpo@reveng.ai
- Post: Binary AI LTD, c/o Jump Accounting, 131 Finsbury Pavement, London, England, EC2A 1NT

Last reviewed 16 June 2025. Complies with UK GDPR (Data Protection Act 2018), EU GDPR (Regulation 2016/679), and CCPA/CPRA.