

Heyoo.ai Privacy Policy

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Welcome to Heyoo.ai (the "Site"), hosted by Heyoo HR B.V. ("Heyoo.ai", "Heyoo", "we", "us", and/or "our"). Heyoo provides an AI-powered employee advocacy platform designed to help companies amplify their brand presence through authentic employee-generated content. We value your privacy and are dedicated to protecting your personal data. This Privacy Policy covers how we collect, handle, and disclose personal data on our Platform.

We use your data to provide and improve our Service. By using our Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, the terms used in this Privacy Policy have the same meanings as in our Terms and Conditions.

Our Terms and Conditions ("Terms") govern all use of our Service and together with the Privacy Policy constitutes your agreement with us ("agreement").

1. Definitions

Below is a list of definitions for the terms used in this Privacy Policy:

Term	Definition
Service	The heyoo.ai website and platform operated by Heyoo, including all features that support campaign creation, AI content generation, and employee engagement workflows.

Personal Data	Data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).
Usage Data	Data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, session duration or interaction with campaign content).
Cookies	Small files stored on your computer or mobile device.
Data Controller	A natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal data are, or are to be, processed. For individual users (e.g. during a trial), Heyoo may act as the Data Controller. For company accounts, Heyoo acts as a Data Processor on behalf of the Customer (typically the employer).
Data Processors (or Service Providers)	Any natural or legal person who processes the data on behalf of the Data Controller. We may use the services of various Service Providers in order to process your data more effectively.
Data Subject	Any living individual who is the subject of Personal Data.
Campaign	A structured set of content created by the Customer for distribution to employees within the Heyoo platform.

Customer	The organization or company that enters into an agreement with Heyoo to use the platform and manages campaigns and users within it.
User	The individual using our Service. The User corresponds to the Data Subject, who is the subject of Personal Data.

2. Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Name
- Email address
- IP address
- LinkedIn profile data (including public information like name, job title, and profile photo)
- Demographic details such as age and role
- Employment information
- Interests and other profile attributes if combined with identifiable data
- Profile picture (if provided)
- Other optional information you choose to provide, such as personal bios or custom profile fields, if it can reasonably be linked to you.

Usage Data

We may also collect information that your browser sends whenever you visit our Service, whether on a computer or mobile device (“Usage Data”). This may include details such as your device’s IP address, browser type and version, operating system, the type of device and browser, unique device identifiers, the pages you visit, the time and date of your visit, time spent on pages, and other diagnostic data.

Cookies

We use various first-party cookies to operate our Service.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device.

Examples of Cookies we use:

Term	Description
Session Cookies	We use Session Cookies to operate our Service and to improve user experience.
Preference Cookies	We use Preference Cookies to remember your preferences and various settings.
Security Cookies	We use Security Cookies for security purposes.

3. Use of Data

We use the collected data for various purposes:

A. To provide and operate the Service

- To provide and maintain our Service;
- To allow you to participate in features when you choose to;
- To provide customer support;
- To notify you about changes to our Service;
- To fulfill any other purpose for which you provide the data.

B. To personalize and improve your experience

- To generate AI-powered post suggestions based on user profiles and preferences;
- To provide customers with insights and analytics on campaign engagement;
- To gather analysis or valuable information to improve our Service;
- To monitor usage and detect, prevent, and address technical issues.

C. For communication and account management

- To send you account- or subscription-related notices;
- To provide you with news, updates, offers, and other information related to the Service;
- To contact you with marketing or promotional materials (if you've opted in).

D. For legal and compliance purposes

- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- To comply with legal obligations;
- To resolve disputes;

4. Retention of Data

We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to:

- Comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws);
- Resolve disputes;
- Enforce our legal agreements and policies;

We will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period, except when this data is used to strengthen the security or to improve the functionality of our Service, or when we are legally obligated to retain this data for longer time periods. For trial accounts or newsletter subscribers, we retain your data for up to 12 months unless you request deletion sooner. For paying customers, data is deleted within 30 days after contract termination, as outlined in our DPA.

5. Transfer of Data

Your information, including Personal Data, may be transferred to – and maintained on – servers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.

We host all data within the European Union and apply appropriate technical and organizational measures in accordance with Article 32 GDPR to protect your data.

If you are located outside the Netherlands and choose to provide information to us, please note that we transfer the data, including Personal Data, to the Netherlands and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Heyoo will take all the steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy, and no transfer of your Personal Data will take place

to an organisation or a country unless there are adequate controls in place, including the security of your data and other personal information.

6. Disclosure of Data

We may disclose personal information that we collect, or you provide:

Disclosure for Law Enforcement

Under certain circumstances, we may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities.

Business Transaction

If we or our subsidiaries are involved in a merger, acquisition or asset sale, your Personal Data may be transferred.

Other Disclosures

We may disclose your information also:

- To our subsidiaries and affiliates;
- To contractors, service providers, and other third parties we use to support our business;
- To selected partners who support or collaborate with us in providing or improving the Heyoo service, under strict confidentiality and data protection agreements;
- To fulfill the purpose for which you provide it;
- For the purpose of including your company's logo on our website (if applicable);
- For any other purpose disclosed by us when you provide the information;
- With your consent in any other cases;
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Heyoo, our customers, or others.

7. Security of Data

The security of your data is important to us. We use commercially acceptable technical and organizational measures to protect your Personal Data, including encryption, access controls, and regular monitoring.

However, no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to protect your Personal Data, we cannot guarantee its absolute security.

8. Your Data Protection Rights Under General Data Protection Regulation (GDPR)

If you are a resident of the European Union (EU) or European Economic Area (EEA), you have certain data protection rights under the GDPR.

You have the right to:

- Access, update or delete the information we hold about you;
- Rectify inaccurate or incomplete information;
- Object to or restrict our processing of your Personal Data;
- Request a copy of your data in a structured, machine-readable format (data portability);
- Withdraw your consent at any time, where applicable.

To exercise any of these rights, please contact us at privacy@heyoo.ai. We may ask you to verify your identity before responding to your request.

You also have the right to lodge a complaint with a Data Protection Authority regarding our collection and use of your Personal Data. For more information, contact your local data protection authority in the EEA.

Legal Basis for Processing (GDPR)

- We process your Personal Data on the following bases:
- Contractual necessity, to provide you access to our platform and services;
- Legitimate interest, such as improving our product or communicating relevant updates;
- Consent, for marketing communications or optional profile fields;
- Legal obligation, where required by applicable law.

You may withdraw consent at any time by contacting us at privacy@heyoo.ai.

9. Your Data Protection Rights under the California Privacy Protection Act (CalOPPA)

In accordance with CalOPPA:

- Users can visit our site anonymously;
- Our Privacy Policy link includes the word "Privacy" and is easily found on our homepage;
- Users will be notified of any Privacy Policy changes on our Privacy Policy page;
- Users can change their personal information by emailing us at privacy@heyoo.ai.

Our Policy on “Do Not Track” Signals:

We honor Do Not Track signals. We do not track, plant cookies, or use advertising when a Do Not Track browser mechanism is in place.

10. Your Data Protection Rights under the California Consumer Privacy Act (CCPA)

If you are a California resident, you may request:

- What personal information we have collected about you in the past 12 months;
- The categories of sources from which we collect it;
- The purpose for collecting or sharing it;
- The categories of third parties with whom we share it;
- The specific pieces of personal information we have collected about you.

You may also:

- Request deletion of your personal information;
- Request that we do not sell your personal information (we don't);
- Not be discriminated against for exercising your rights.

To make such requests, email us at privacy@heyoo.ai.

11. Service Providers (Subprocessors)

We may employ third-party companies and individuals to help us operate the Service (“Subprocessors”), such as hosting providers, analytics services, or support tools.

These subprocessors have access to your Personal Data only to perform tasks on our behalf and are contractually obligated to protect and use it only for the specific purpose.

Some features of our platform, such as AI-generated post suggestions, rely on third-party AI infrastructure to deliver this functionality.

While certain profile attributes, such as job title, role, age range, or employer context, may be shared to enable accurate content generation, we do not intentionally share directly identifiable personal data, such as names, email addresses, or social profile links, with these providers.

Users may have the option to enter custom information into their profile. While we take steps to minimize the data sent to AI tools and encourage responsible use, we cannot fully control the content entered by users into free-text fields. Where possible, data shared with AI providers is pseudonymized or minimized to reduce the risk of identification.

We maintain an up-to-date list of subprocessors on our website.

12. Referrals

If someone refers you to Heyoo via a referral link or campaign, we may collect your name and email address for the purpose of sending the invitation and tracking the referral. We will not use this data for any other purpose.

13. External Links

Our Service may contain links to external websites. If you click a third-party link, you will be directed to that site. We strongly recommend reviewing their privacy policy.

We have no control over and are not responsible for the content, privacy policies, or practices of third-party sites.

14. Data Processing Agreement (DPA)

To help our customers meet their data protection obligations under the General Data Protection Regulation (GDPR), a Data Processing Agreement (DPA) is available for download within each customer's Heyoo account in the Company section.

15. Children's Privacy

Our Service is not intended for use by anyone under the age of 18 ("Children"). We do not knowingly collect Personal Data from children. If you believe a child has provided us with Personal Data, please contact us immediately at privacy@heyoo.ai so we can delete the information without delay.

16. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website. We will notify you via email and/or a prominent notice on our Service before the change takes effect, and we will update the "effective date" at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when published.

17. Contact Information

If you have any questions about this Privacy Policy, or if you have any privacy-related request, including exercising your rights under GDPR or CCPA, contact privacy@heyoo.ai.