Privacy Policy

Effective Date: Jan 1, 2025

At **AID Edge Inc. ("AID Edge", "we", "our", or "us")**, we value your trust and take your privacy seriously. This Privacy Policy explains how we collect, use, and safeguard your personal information when you visit our websites, interact with our platform, or use our Edge AI and data analytics services.

By using or accessing our Services, you acknowledge that you have read and understood this Privacy Policy, and you consent to the collection, use, and disclosure of your information as described below.
Your use of our Services is also subject to our **Terms of Use**, which incorporate this Privacy Policy.

We may update this Privacy Policy periodically to reflect changes in our technology, data practices, or applicable laws. Any material updates will be posted on our website and, where appropriate, notified to you by email. Continued use of our Services after such updates constitutes your acceptance of the revised terms.

1. Scope

This Privacy Policy applies to all websites, applications, and platforms operated by **AID Edge Inc.**, including any associated sub-brands, SDKs, or partner integrations.
It covers how we handle personally identifiable information ("Personal Data") and other related information obtained through your interaction with our Services.

2. Information We Collect

We collect Personal Data and technical information that helps us deliver, improve, and secure our Services. This includes:

Category	Examples	Purpose of Collection
Contact & Profile Data	Name, email, company, title, LinkedIn handle	Account setup, communication, support
Technical Data	IP address, device type, OS version, browser logs	Security, platform optimization
Usage Data	Interaction logs, session duration, feature usage	Product improvement, analytics
Payment Data	Billing name, address, last 4 digits of card	Subscription and invoicing (via Stripe)
Uploaded / Input Data	Files, sensor logs, AI inputs	Edge analytics and telecom AI processing
Geolocation Data	Approximate location via IP	Edge network optimization and analytics
Cookies & Web Analytics	Browser cookies, heatmaps, engagement metrics	Usage tracking and personalization

3. How We Use Your Information

We use collected data for the following business and operational purposes:

- To **provide and maintain** our Edge AI, analytics, and IoT optimization services
- To **analyze and improve** our systems and predictive models
- To **communicate** with you about updates, features, and support requests
- To **secure** our systems and prevent fraud or misuse
- To **comply with legal requirements** and enforce agreements
- To **personalize experiences** based on user behavior and preferences

We never sell your data, and we use it strictly within the scope of legitimate business interests.

4. How We Share Information

We disclose Personal Data only as needed to operate or protect our business:

Recipient Type	Purpose
Cloud Infrastructure Providers (e.g., AWS, GCP, Azure)	Hosting, secure data processing
Payment Processors (e.g., Stripe)	Transaction management
Analytics & Monitoring Partners (e.g., Google Analytics, Prometheus)	Product performance insights
Security Partners	Threat detection and system audits
Legal/Compliance Entities	As required by applicable law or government authority

In the event of a **merger, acquisition, or reorganization**, your data may be transferred under the same privacy protections and obligations.

5. Cookies and Tracking Technologies

We use cookies, beacons, and similar technologies to enhance user experience, analyze trends, and ensure platform reliability.

Types of Cookies we use:

- **Essential Cookies:** Required for login and core functionality
- **Functional Cookies:** Remember user settings and preferences
- **Analytics Cookies:** Help us understand how users interact with the site

You can adjust cookie preferences in your browser settings or opt out of analytics using: 🔗 https://tools.google.com/dlpage/gaoptout/

6. Data Retention and Security

We retain Personal Data only for as long as necessary to deliver our Services, meet legal obligations, and maintain security and auditability.

Security Measures Include:

- AES-256 encryption for sensitive data
- Role-based access control (RBAC)
- Network segmentation and DDoS protection
- Monitoring via Prometheus and custom AEI observability stack

While we apply industry-standard safeguards, no system is completely immune from risk. Users are encouraged to protect their credentials and devices.

7. Data Storage and Transfers

AID Edge Inc. operates in Canada and may process data through secure cloud providers in Canada, the U.S., or the EU.

We comply with **PIPEDA**, **GDPR principles**, and relevant North American data protection standards for all cross-border transfers.

8. Children's Privacy

Our Services are not intended for children under 13. We do not knowingly collect data from minors. If such data is discovered, we will promptly delete it.

9. Your Rights

Depending on your jurisdiction, you may have the right to:

- Access or request a copy of your personal information
- Request correction or deletion of inaccurate data
- Withdraw consent for optional data processing
- Opt out of marketing communications at any time

To exercise these rights, email us at **privacy@aidedgeinc.com** with the subject "Data Request."

10. Changes to This Policy

We may revise this Privacy Policy as our products and regulatory landscape evolve. The latest version will always be available at **www.aidedges.com/privacy-policy** with the effective date clearly noted.

11. Contact Us

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

AID Edge Inc.
Toronto, Ontario, Canada
📧 **privacy@aidedgeinc.com**
🌐 **www.aidedgeinc.com**