

PlanCrAI Inc.

MOBILE APPLICATION PRIVACY POLICY

PlanCrAI

Effective Date	September 14, 2026
Last Updated	September 14, 2026
Privacy Contact	info@plancrai.com

Introduction

PlanCrAI Inc. (“**Company**,” “**we**,” “**us**,” or “**our**”) respect your privacy and are committed to protecting it through our compliance with this policy. This policy describes:

- The types of information we may collect or that you may provide when you purchase, download, install, create an account on, access, or use the PlanCrAI (the “**App**”).
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.
- The choices and rights that may be available to you regarding your personal information.

This policy applies to information we collect in this App PlanCrAI websites that link to this Policy, account registration and subscription services, customer support, demonstrations, integrations, and email, text, and other electronic communications sent through or in connection with the App (collectively, the “**Services**”).

This policy DOES NOT apply to information processed solely by a third party under that third party’s own privacy policy, including Apple’s App Store or a customer-selected integration, except to the extent we receive or otherwise process the information. Third parties may have their own privacy policies, which we encourage you to review.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. This Policy explains our privacy practices and is not intended to serve as the principal contract governing your use of PlanCrAI. The PlanCrAI Terms of Use govern your access to and use of the Services. Capitalized terms not defined herein have the meanings ascribed in the Terms of Use. Where applicable law requires consent for a particular processing activity, we will request that consent separately.

If you do not agree with this Privacy Policy, do not download, create an account on, or use the App. We may update this Policy from time to time as described under Changes to Our Privacy Policy.

Information We Process on Behalf of Business Customers

PlanCrAI is primarily a business platform used by contractors, remodeling businesses, and other project-based service providers. A subscribing business may submit personal information concerning its employees, representatives, prospects, customers, property owners, occupants, subcontractors, suppliers, installers, and other persons.

When we process personal information solely to provide the Services to a business customer, that customer generally determines why and how the information is processed and is responsible for providing required notices, obtaining required permissions or consents, and responding to privacy requests. We will process that information under the customer's instructions, the Terms of Use, and any applicable Data Processing Addendum.

If your information was submitted by a PlanCrAI business customer, you should ordinarily direct your privacy request to that business. We may refer your request to the applicable customer or assist that customer in responding.

Children Under the Age of 18

The App is not intended for children under 18 years of age. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this App or through any of its features, create an account on the App, make any purchases through the Website, use any of the interactive or public comment features of this Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at info@plancrai.com.

Residents of certain states under 13, 16, or 18 years of age may have additional rights regarding the collection and sale of their personal information. Please see [Your State Privacy Rights](#) for more information.

Information We Collect and How We Collect It

We collect information from and about users of our Services:

- Directly from you, an Authorized User on your account, an account administrator, or another representative of a subscribing business.

- From business customers that use PlanCrAI to manage prospects, customers, properties, projects, and personnel.
- Automatically when you access or use the Services.
- From files, photographs, drawings, measurements, spreadsheets, and other records submitted or imported into PlanCrAI.
- From Apple, payment processors, customer-selected integrations, and other third parties used in connection with the Services.

Information You Provide to Us

When you download, create an account, or use this App, we may ask you provide information by which you or another person may be identified or contacted, such as a name, business name, title, postal address, email address, telephone number, username, or other identifier (“**personal information**”).

This information provided through the Services may include:

- Account and identity information, including login information, role, permissions, company assignment, and account status.
- Subscription and commercial information, including selected plan, Authorized Users, billing or renewal status, transaction identifiers, promotional eligibility, and company settings.
- Prospect and customer information, including names, contact information, property addresses, lead sources, appointments, follow-up records, and communication preferences.
- Project and property information, including rooms, drawings, LiDAR results, measurements, photographs, floor plans, project conditions, product selections, price-book inputs, estimates, proposals, installation information, warranties, completion information, and project status.
- Electronic transaction information, including proposal versions, delivery records, acceptances, signatures, acknowledgments, timestamps, deposits, payment references, and related audit records.
- Communications, including templates, reminders, emails, text messages if offered, support correspondence, recipients, delivery status, and opt-out information.
- Financial, accounting, and inventory information, including invoices, payment references, expenses, inventory quantities, costs, values, accounting identifiers, synchronization status, and error messages.

- Information submitted to or generated by AI-assisted features, including labeled photographs, measurements, drawings, prompts, summaries, proposed language, output status, and review or approval information.
- Records and copies of correspondence if you contact us or report a problem with the Services.

Payment-card information may be processed directly by Apple or another payment provider. We may receive transaction identifiers, subscription status, and related billing information without receiving your complete payment-card number.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with the Services, we may use automatic data collection technologies to collect certain information about your device and your use of the Services, including:

- **Usage Details.** When you access and use the Services, we may automatically collect certain details of your access to and use of the Services, including location data, logs, and other communication data and the resources that you access and use on or through the App.
- **Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Stored Information and Files.** The Services also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.
- **Diagnostic and Security Information.** We may collect information for diagnostic and security purposes, including authentication events, errors, crashes, performance data, suspected misuse, fraud indicators, and security events.
- **Integration Information.** We may collection relating to integration with other apps and services, including third-party account identifiers, permissions, data mappings, synchronization status, transfer timestamps, and error information.

The App may request access to device resources such as the camera, photo library, microphone, contacts, location, or notifications when needed for a feature. The App will request the applicable device permission before accessing those resources. You may control permissions through your device settings, but disabling a permission may prevent the associated feature from functioning.

The technologies we use for automatic information collection may include:

- **Cookies (or mobile cookies).** A cookie is a small file placed on your smartphone, tablet, or computer. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your device. However, if you select this setting you may be unable to access certain parts of our App. We do not use identifiable property scans, floor plans, project photographs, proposals, customer records, or estimates for cross-context behavioral advertising.
- **Web Beacons.** Pages of the App and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related app statistics (for example, recording the popularity of certain app content and verifying system and server integrity).

Artificial Intelligence and Automated Processing

PlanCrAI may use artificial intelligence, machine learning, and automated processing to assist with project-photo summaries, descriptions, proposals, customer communications, executive summaries, data organization, measurement-related workflows, pricing-related workflows, and other features. When a user requests an AI-assisted feature, we may transmit the minimum information reasonably necessary to an approved AI service provider. Depending on the feature, that information may include labeled photographs, measurements, drawings, project details, product selections, proposal information, or user instructions.

We may record the requesting company and user, project, feature, prompt version, model identifier, request time, usage measurements, output, status, and review or approval information for operation, security, quality assurance, cost management, troubleshooting, and audit purposes.

AI-generated content is intended for human review and may be incomplete, inaccurate, outdated, or unsuitable for the intended purpose. Users should verify and approve AI-generated summaries, proposals, estimates, descriptions, and communications before delivery or reliance.

We will not use identifiable Customer Data, including identifiable property scans, floor plans, photographs, customer records, proposals, communications, or estimates, to train a model made generally available to other customers unless the applicable business customer expressly opts in or an executed agreement expressly authorizes that use. We may use usage information, feedback, and lawfully de-identified or aggregated information to evaluate and improve the Services.

Third-Party Information Collection

Certain third parties may collect or receive information in connection with the Services, including Apple and other Mobile Marketplaces; cloud-hosting, authentication, storage, document-management, AI-processing, payment, accounting, calendar, communications, analytics,

customer-support, and security providers; device and operating-system providers; and customer-selected integrations.

If a business customer or Authorized User enables an integration, we may exchange information with the applicable provider at the customer's direction. Once information is transmitted to a customer-selected provider, that provider's own terms and privacy practices govern its processing. Disabling an integration may prevent future exchanges but may not delete information previously transferred to or retained by that provider.

A current list of material subprocessors is available [here](#).

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about this, you should contact the responsible provider directly.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with the App and its contents, and any other information, products, or services that you request from us.
- Create and administer accounts, Authorized Users, roles, permissions, subscriptions, and entitlements.
- Manage customer, appointment, project, property, measurement, photograph, proposal, signature, inventory, and operational records.
- Generate estimates, proposals, reports, communications, summaries, and other user-requested outputs.
- Provide AI-assisted features and other automated processing requested by users.
- Process purchases, administer subscriptions, calculate usage, collect Fees, and provide you notices about your account or subscription, including expiration and renewal notices.
- Enable collaboration, sharing, exports, and customer-selected integrations.
- Provide support, troubleshooting, training, and service communications.
- Detect, investigate, prevent, and remediate fraud, abuse, security threats, errors, and technical problems.
- Analyze and improve performance, reliability, usability, accuracy, features, and customer experience.

- Create and use aggregated or de-identified information.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you when App updates are available and of changes to any products or services we offer or provide through it.
- Fulfill the purpose for which the information was provided or another purpose disclosed when it was collected.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please adjust your user preferences in your account profile. You may still receive transactional, security, billing, legal, or other service-related communications. For more information, see [Choices About How We Use and Disclose Your Information](#).

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. In addition, we may disclose personal information that we collect or you provide:

- To our Affiliates.
- To contractors, service providers, subprocessors, and other third parties we use to support our business and who are bound by applicable contractual and legal restrictions.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of PlanCrAI Inc.'s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by PlanCrAI Inc. about our App users is among the assets transferred.
- To Apple, payment providers, and other Mobile Marketplaces in connection with app distribution, purchases, subscriptions, and entitlement administration.
- To fulfill the purpose for which you provide it, with authorization or as otherwise disclosed when the information is collected.
- With your consent or for any other purpose disclosed by us when you provide the information.

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request; enforce our rights; collect amounts due and owing to us; or respond to security incidents.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of PlanCrAI Inc., our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and establishing and defending legal claims.

We may disclose aggregated or de-identified information that does not reasonably identify a person, business customer, property owner or occupant, or specific residence. We maintain reasonable measures designed to prevent such information from being re-associated with an identifiable person or specific property. We do not sell identifiable Customer Data to data brokers, advertisers, property marketers, or lead-generation services for their independent marketing purposes. If our practices change to include an activity treated as a sale, sharing, targeted advertising, or profiling under applicable privacy law, we will update this Policy and provide applicable notices and choices.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of over your information.

- **Device Permissions.** You may control App permissions through your device settings. If you disable camera, photo, location, microphone, contacts, notification, or other permissions requested for a feature, that feature may be unavailable or may not function properly.
- **Account and Integration Settings.** Account owners and administrators may control certain roles, permissions, integrations, and communication settings. Users should contact the applicable business customer if they need access or permissions changed. Disabling an integration generally stops future transfers but may not delete information previously transmitted to the third party.
- **Marketing Communications.** If you do not want us to use your email address or other contact information to promote our own or third parties' products or services, you can opt-out following the unsubscribe instructions in the message or contacting info@plancrai.com. Where text-message marketing is offered, the applicable message will provide opt-out instructions. Opting out of marketing does not stop transactional or service-related communications.

Accessing and Correcting Your Personal Information

You can review and change your personal information by logging into the App and visiting your account profile page. You may also send us an email at info@plancrai.com to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If we process your information on behalf of a PlanCrAI enterprise customer, we may direct your request to that customer. Account owners and administrators may disable a user's access without deleting company records associated with the user.

We may deny or limit a request where permitted by law, including where retention is necessary to complete a transaction, provide the Services to a business customer, maintain security, prevent fraud, preserve an executed agreement or transaction record, comply with law, resolve a dispute, or establish or defend legal claims.

If you delete your User Contributions from the App, copies of your User Contributions may remain viewable in cached and archived pages or might have been copied or stored by other App users. Proper access and use of information provided on the App, including User Contributions, is governed by our Terms of Use, available [here](#).

Data Retention

We will retain personal information for as long as reasonably necessary to provide the Services, maintain the applicable business account, complete transactions, support projects, maintain security and audit records, comply with legal and contractual obligations, resolve disputes, and enforce agreements. Retention periods vary depending on the nature of the information and the purpose of processing. Relevant factors include account status, customer instructions, operational needs, legal requirements, limitation periods, security and fraud-prevention needs, and whether information is maintained in active systems, archives, or backups.

After an account or subscription ends, information may remain available during the retrieval period stated in the Terms of Use. We may then delete, de-identify, aggregate, archive, or render information inaccessible from the active account, subject to applicable law, customer instructions, and contractual requirements. Information may remain in routine backups until overwritten in the ordinary course. Deletion from an active PlanCrAI account does not delete copies previously exported, downloaded, or disclosed to a business customer, recipient, Mobile Marketplace, or customer-selected Third-Party Service.

Your State Privacy Rights

State consumer privacy laws may provide their residents with additional rights regarding our use of their personal information. Many states, including California, Colorado, Connecticut,

Delaware, Florida, Indiana, Iowa, Montana, Oregon, Tennessee, Texas, Utah, and Virginia provide (now or in the future) their state residents with rights to:

- Confirm whether we process their personal information.
- Access and delete certain personal information.
- Correct inaccuracies in their personal information, taking into account the information's nature processing purpose (excluding Iowa and Utah).
- Data portability.
- Opt-out of personal data processing for:
 - targeted advertising (excluding Iowa);
 - sales; or
 - profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah).
- Either limit (opt-out of) or require consent to process sensitive personal data or process personal data of minors under 18, 17, or 16 years old.

The exact scope of these rights may vary by state. To exercise any of these rights please email info@plancrai.com.

Data Security

We have implemented commercially reasonable measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our App. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures included through the App.

More information about data security practices can be found in our Terms of Use, accessible here: <https://plancrai.com/legal/terms>

Data Location and International Processing

PlanCrAI Inc. and its service providers may process personal information in the United States and other countries where they operate. Those countries may have privacy laws different from the

laws where you reside. Where applicable law requires a recognized transfer mechanism, we will use an appropriate mechanism. A specific data-residency commitment applies only if stated in an executed Order Form or Data Processing Addendum.

Changes to Our Privacy Policy

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal information, it is our policy to notify you as required by applicable law, which may include an email to the primary email address specified in your account or through a notice on the App's home page.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically visiting this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

PlanCrAI Inc.

980 N. Michigan Ave. Ste 1090

Chicago, Illinois 60611, US

Privacy email: info@plancrai.com

Telephone: 618-670-6904

Security reports: info@plancrai.com

Support: info@plancrai.com