



# QuestMeUP

**Do Your Quest and Be Your Best**

## Privacy Policy

*Effective Date: April 28, 2025*

Welcome to QuestMeUp! Your privacy matters to us. This Privacy Policy explains how we collect, use, and share your personal data when you engage with our Platform, which provides AI-enhanced coaching, goal-setting, and self-development tools.

This Policy applies to all users of our Platform—including individuals, visitors to our website and coaches. If you're accessing QuestMeUp via a coach or third-party organization, this Policy also covers how we handle data shared by or with those parties.

For jurisdiction-specific rights (e.g., under the GDPR or California privacy laws), please see the Your Rights and Choices section.

### 1. Definitions

- **"QuestMeUp," "we," "us," or "our"** refers to QuestMeUp LLC.
- **"User"** refers to anyone using the QuestMeUp Platform for coaching, learning, or personal development.
- **"Visitor"** means someone browsing our website without registering.
- **"Coach"** refers to individuals contracted to provide coaching or mentoring through QuestMeUp.
- **"Personal Data"** means any information relating to an identifiable individual.

### 2. Data We Collect

When you interact with QuestMeUp, we collect the following categories of data:

#### 2.1 Data You Provide

- Account details (e.g., name, email, gender)
- Coaching preferences, goals, and assessment responses
- Messages and feedback from AI-powered reflections or sessions
- Technical support inquiries and session ratings

## 2.2 Data Collected Automatically

- Device, browser, IP address, time zone, and OS
- Platform usage details (e.g., pages visited, time spent)
- Cookie data (see our Cookie Policy for more)

## 2.3 AI Session Data

- Content of your AI interactions, timestamps, and metadata

We may also collect limited health-related information you voluntarily share (e.g., insights from coaching or wellness activities). This data is treated as sensitive and protected with enhanced safeguards. We never sell or disclose it except as needed to provide our services.

## 3. How We Use Your Data

We process your Personal Data based on one or more of the following legal bases: your consent; the performance of a contract; compliance with a legal obligation; and/or our legitimate interests, including improving our services and protecting users.

We use your data to:

- Provide and improve the QuestMeUp Platform
- Personalize your experience and AI-driven insights
- Communicate with you about your account or support needs
- Share product updates, promotions, or events
- Analyze anonymized or aggregated data for research and marketing

All data use is guided by principles of privacy, necessity, and transparency. We may de-identify your data and combine it with others' to generate insights, enhance services, or support internal research.

## 4. How We Share Your Data

We **do not sell** your personal data. We only share data:

- With trusted vendors and service providers under strict confidentiality. Third-party service providers may include hosting platforms, analytics tools, customer support systems, and email providers. These vendors are bound by strict confidentiality and data protection agreements
- As required by law or legal requests
- To protect our rights, security, and users
- During business transactions (e.g., mergers or acquisitions)
- With your consent or as clearly disclosed when you provide the data

We may share anonymized, non-identifiable data for business or research purposes.

## **5. Your Rights and Choices**

You have rights over your personal data, which may include:

- Accessing, correcting, or deleting your data
- Requesting data portability
- Restricting or objecting to data use
- Withdrawing consent at any time

### *For EU/EEA/UK Residents*

You can exercise your rights as described above. We may process your data in countries with different privacy protections. By using QuestMeUp, you consent to this transfer.

Where your data is transferred outside the EU/EEA/UK, we implement safeguards such as Standard Contractual Clauses or equivalent protections to ensure your rights remain protected.

### *For California Residents*

You have the right to know what data we collect, who we share it with, and to request deletion or restriction of data use. Exercising these rights will not affect your access to our Platform.

To make a request, contact us. We may verify your identity before fulfilling your request.

### *Marketing Preferences*

You can unsubscribe from promotional emails by clicking the link in any message or contacting us directly. We may still send you transactional or account-related communications.

## **6. AI-Driven Data Collection and Use in Questmeup**

When you engage with AI features in Questmeup, we collect and process certain Personal Data specifically to power and enhance your AI-based experience. This includes information you provide during your interactions with our AI tools, as well as relevant data from elsewhere in the Platform—such as your goals, motivations, or assessment results—that help inform and personalize AI-generated outputs.

In the context of AI functionality, we may use your Personal Data to:

- Prompt generative AI models to create personalized messages, responses, and reflections;

- Analyze your interactions with the AI to infer relevant recommendations, development paths, or resources that align with your personal goals;
- Generate tailored insights to support your growth and well-being;
- Maintain conversational context to continue meaningful AI interactions over time;
- Improve AI accuracy and relevance through de-identified analysis of conversation patterns and feedback;
- Continuously refine and develop Questmeup's AI technologies, always in alignment with our commitment to user privacy, safety, and transparency.

Questmeup does not use AI interactions to train third-party models, and we never sell your personal data.

## **7. Other Important Information**

### *Security and Data Retention*

We implement strong security controls to protect your data. We retain personal data only as long as necessary and securely delete or anonymize it when no longer needed.

### *Children's Privacy*

QuestMeUp is intended for users 18 and older. We do not knowingly collect data from minors. If you believe a child has provided personal data, please contact us so we can delete it.

### *Policy Updates*

We may update this Privacy Policy periodically. If changes are significant, we'll notify you through our Platform or via email. Please review this policy regularly to stay informed.

## **Contact Us**

If you have questions or requests regarding this Policy or your data, please contact us:

**Email:** [support@questmeup.com](mailto:support@questmeup.com)

**Mail:** QuestMeUp LLC, 13401 Sutton Park Dr S, Suite 828 Jacksonville, FL 32224