Pineapple

Privacy Policy

We, Pineapple Builder (hereinafter "Pineapple Builder" or "we") would like to use this privacy policy to inform Pineapple Builder users and visitors to our website www.pineapplebuilder.com about the purpose, nature and extent of the processing of personal data.

The Controller
The party responsible for data processing on this website within the meaning of the General Data Protection Regulation (GDPR) and the UK's Data Protection Act (DPA) is:

Aurity Ltd trading as "Pineapple Builder"
Kemp House, 152 City Road,
London EC1V 2NX
VAT: GB206025750
Company Registration No: 09428494

Email: support@aurity.co
Web: www.pineapplebuilder.com

Our websites and services are constantly being revised and further developed. This also means that this privacy policy is regularly revised and updated. This applies in particular with regard to the procedures we use for usage analysis, for measuring the effectiveness of advertising methods and comparable services, in particular from third-party providers. The current status can be found in this privacy policy at any time.

A few words in advance regarding the use of service providers outside the European Union: Pineapple Builder is a service that is offered internationally. It therefore does not only extend to the United Kingdom or the European Union. We operate worldwide, and our customers are spread across the planet. Generally, we prefer to use UK or EU based service providers for certain services if they can provide the required services for us in an equally good and comparably priced manner. However, we want to be honest. For many services we use, there are currently no providers or the existing providers do not represent an acceptable alternative. We therefore use a whole range of service providers from outside the European Union and in particular from the USA. We ensure that all measures are taken that are required under UK or European data protection law to guarantee an appropriate level of data protection.

Use of personal data
We collect, process and use personal data in order to provide our services. This includes promoting our products and informing prospective customers and Pineapple Builder users about features. The extent to which personal data is processed depends firstly on whether one of our websites is merely "visited" or whether websites are used as Pineapple Builder users or registration as a user takes place.

Privacy of children
Our websites are generally accessible websites and are not intended for children. We do not knowingly collect personal data from users who are considered children under their respective national laws.

Processing of personal data

The purposes of the processing
Pineapple Builder uses the Pineapple Builder User's personal data in order to fulfil and perform the contract with the Pineapple Builder User and to provide our services (Art. 6(1)(b) GDPR), to comply with our legal obligation (Art. 6(1)(c) GDPR) or to protect the vital interests of the Pineapple Builder User (Art. 6(1)(d) GDPR). This includes the following cases:

- to provide access to and use of our Services (including billing), in particular to publish advertisements and other content of the User, and
- to measure and improve the quality and success of our Services,
- to keep our Services secure and operational, and

- to adapt the content of the website and Services to what the Pineapple Builder User might like based on the actions taken by the Pineapple Builder User;
- to contact the Pineapple Builder user regarding his or her account by email, or live chat;
- to resolve problems with the account, to resolve disputes, to enforce claims for fees; or
- to provide other necessary customer services;
- to detect, prevent and investigate fraud, security breaches or other potentially prohibited or unlawful activities;
- to enforce our terms and conditions, this Privacy Policy or other policies.

We use the Pineapple Builder User's personal data to pursue our legitimate interests, provided that the interests or fundamental rights and freedoms are not overridden (Art. 6 para. 1 lit. f) GDPR). We have implemented control mechanisms to align our interests with the Pineapple Builder user's rights. On this basis, we use the data as follows:

- to improve our services, for example by reviewing information related to blocked or crashed pages so that we can identify and fix problems and provide a better user experience;
- to monitor and improve the information security of our Services;
- for advertising/marketing purposes.

Our interest in addressing advertising in a needs-based manner is to be regarded as legitimate within the meaning of the aforementioned provisions:

- to personalise, measure and improve our advertising based on what the Pineapple Builder User might like;
- for the purpose of direct marketing, to contact the Pineapple Builder User by email or post to the extent permitted by applicable law, to offer coupons, discounts and special promotions,
- to solicit the Pineapple Builder User's opinion through surveys or questionnaires and to inform the Pineapple Builder User about our services;
- to provide the Pineapple Builder User with targeted marketing, service updates and promotional offers that the Pineapple Builder User may like;
- to review the quality and success of our email marketing campaigns (e.g., by analysing open and click-through rates);

With the Pineapple Builder user's consent (Article 6(1)(a) of the GDPR), we may also use their personal data:

- to provide advertising by email;
- to provide advertising from third parties;

We limit the amount of personal data we share to what is directly relevant and necessary to achieve the stated purpose.

What information is stored, and how is it used?

Information provided by the user when opening a customer account and for contract processing:
When registering for a Pineapple Builder website, it is necessary to provide an email address and password and to create a customer account. The username can be published as part of the subdomain or web address generated by the system. The email address is used, among other things, to send notifications about the Pineapple Builder Page to the Pineapple Builder user. This includes, for example, access data, announcements, information, etc. For certain service packages and/or certain functions, such as the Shop, it is necessary to enter further contact data and payment information.

Pursuant to Art. 6 para. 1 lit. b GDPR, personal data will continue to be collected and processed if the user provides it to us for the performance of a contract or when opening a customer account. Which data is collected can be seen from the respective input forms.

Deletion of the customer account is possible at any time and can be effected by sending a message to the address of the responsible party (Pineapple Builder) given above. We store and use the data provided by the Pineapple Builder user for the purpose of processing the contract. After complete execution of the contract or deletion of the customer account, the data will be blocked with regard to retention periods under tax and commercial law and deleted after

expiry of these periods, unless the Pineapple Builder user has expressly consented to further use of his or her data or a legally permitted further use of data has been reserved on our part, about which we inform the user accordingly below.

Login with GitHub and Google+
If a user has a profile on GitHub/Google+, he or she can log in to our website to create a customer account or register using the social plugin, GitHub or Google+, as part of the so-called Single Sign On technology.

When the site visitor calls up a page of our website that contains such a plugin, his or her browser establishes a direct connection to the servers of the respective service. The content of the plugin is transmitted by GitHub or Google directly to the browser and integrated into the page. Through this integration, GitHub or Google receives the information that the browser has called up the corresponding page of our website, even if the visitor/user does not have a GitHub or Google+ profile or is not currently logged in to the respective service. This information (including the IP address) is transmitted by the browser directly to a Facebook or Google server in the USA and stored there.

These data processing operations are carried out in accordance with Art. 6 (1) f GDPR on the basis of Facebook/Google's legitimate interest in displaying personalised advertising based on browsing behaviour.

Exclusively if the user gives his or her express consent prior to the registration process on the basis of a corresponding notice about the exchange of data with GitHub or Google+, we receive the general and publicly accessible information stored in the respective profile when using the GitHub or Google+ button, depending on the privacy settings personally made with the respective service. This information includes the user ID, name, profile picture and age. The data transmitted by GitHub is stored and processed by us in order to create a user account with the necessary data, if this has been released by the user on GitHub for this purpose (title, first name, last name, address data, country, and e-mail address). Conversely, data (e.g., information on surfing or purchasing behaviour) may be transferred from us to the corresponding GitHub profile on the basis of consent.

GitHub Inc. and Google LLC are based in the USA. The purpose and scope of the data collection and the further processing and use of the data by Facebook or Google as well as the related rights and setting options for the protection of privacy can be found in the respective privacy policies of GitHub or Google.

If the user does not want GitHub or Google to assign the data collected via our website directly to his or her GitHub or Google profile, he must log out of GitHub before visiting our website. The visitor can also completely prevent the loading of the Facebook plugins with add-ons for the browser, e.g., with "Adblock Plus".

Use of payment service providers
As part of the ordering process, the information provided by the Pineapple Builder User together with information about the order (name, address, account number, bank routing number, credit card number (if applicable), invoice amount, currency and transaction number) will be passed on to the payment service provider chosen by the Pineapple Builder User in accordance with Art. 6 (1) lit. b GDPR. The data will be passed on solely for the purpose of processing payment with the payment service provider and only to the extent necessary for this purpose. The processing of the data can be objected to at any time by sending a message to the payment service provider.

Information (log information) about the use of a Pineapple Builder website
The Pineapple Builder server automatically records data about the way Pineapple Builder is used by Pineapple Builder users who are logged on to a website in a so-called activity log. This includes information about the activity (including storage space used, number of logins, etc.) as well as statistical data (such as browser, date, and time of access, cookie ID and referrer URL) and the IP address of the Pineapple Builder user. The processing is carried out in accordance with Art. 6 (1) f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data is not passed on or used in any other way. However, we reserve the right to check the server log files retrospectively if there are concrete indications of illegal use. However, Pineapple Builder does not record when and at what point on the website content was created, modified or deleted.

When you visit a Pineapple Builder website (www.pineapplebuilder.com, your own Pineapple Builder website or the pages of other Pineapple Builder users), the Pineapple Builder servers automatically store the information that

the browser sends when this page is visited. The information includes the request, the IP address, browser type and language, and the date and time of the request.

The information is used to analyse and maintain the technical operation of our servers and network as well as to combat abuse and is automatically deleted after 7 days. The processing is carried out in accordance with Art. 6 para. 1 lit. f GDPR on the basis of our legitimate interest in improving the stability and functionality of our websites. The data is not passed on or used in any other way. However, we reserve the right to check the server log files retrospectively if there are concrete indications of illegal use.

Third-party services and tools

Storage of cookies on the end device:
Cookies are small text files that are usually stored in the browser of the Pineapple Builder user's terminal device for the duration of the current session, i.e., until the browser is closed, but in some cases even longer. A more comprehensive overview of the cookies we use and the option to object to data processing through cookies ("opt-out") can be found in the list in the Pineapple Builder Cookie Policy.

The Pineapple Builder user can also object to the use of cookies by third-party providers on the following website of the Digital Advertising Alliance: https://www.aboutads.info/choices.

Deactivating cookies may lead to functional limitations of the Pineapple Builder website.

Web analysis
On the basis of our legitimate interests (i.e,. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 (1) lit. f. GDPR), we use web analytics services. In addition to third-party analysis services, we also use a web analysis tool developed by ourselves ("Pineapple Builder Tracking"). With these measures, we want to ensure a needs-based design and the ongoing optimisation of our website. These interests are to be regarded as legitimate.

Google Universal Analytics and Google Optimise
Pineapple Builder uses Google Analytics for its own websites and, in some cases, also for websites of our users, e.g. when activating the statistics function. The web analysis and optimisation service "Google Optimise" is also used on our website. Both Google Analytics and Google Optimise are web analytics services provided by Google Ireland Ltd. In this context, cookies are stored on the end device of the visitor or Pineapple Builder user that enable an analysis of the use of the website. The information generated by the cookie is transmitted to a Google server in the USA and stored there. We use the IP anonymisation option so that the IP address is generally shortened by Google within member states of the European Union and in other contracting states to the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google Analytics will use this information on our behalf for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google Optimise will use this information on our behalf to improve the attractiveness, content and functionality of our website by enabling us to offer new features and content to a percentage of our users and to statistically evaluate the change in usage. The IP address transmitted by the browser as part of Google Analytics or Google Optimise will not be merged with other Google data. The setting of cookies can be prevented by a corresponding setting in the browser; however, we would like to point out that in this case not all functions of this website can be used to their full extent. The collection and storage of the IP address and the data generated by cookies can be objected to at any time with effect for the future. The corresponding plugin for your browser can be found here: https://tools.google.com/dlpage/gaoptout.

Retargeting / Remarketing / Referral Advertising / Conversion Tracking / Online Marketing
Based on our legitimate interests, i.e. interest in the optimal marketing of our website, as well as in the analysis of user behaviour in order to optimise both the Pineapple Builder website and Pineapple Builder advertising, and where applicable based on the express consent of the site visitor, Pineapple Builder uses the following online marketing services on www.www.pineapplebuilder.com websites.

Facebook Custom Audience via the pixel process

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On www.www.pineapplebuilder.com websites, Pineapple Builder uses the "Facebook Pixel" of Facebook Inc.

In the case of explicit consent, this allows the behaviour of users to be tracked after they have seen or clicked on a Facebook ad. This procedure is used to evaluate the effectiveness of Facebook ads for statistical and market research purposes and can help to optimise future advertising measures.

The data collected is anonymous for us, so it does not allow us to draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes in accordance with the Facebook data usage policy.

The site visitor can also deactivate the use of cookies by third-party providers such as Facebook on the following website of the Digital Advertising Alliance: https://www.aboutads.info/choices.

Google AdWords and Google AdWords Remarketing
The Pineapple Builder website www.www.pineapplebuilder.com uses Google AdWords, an analytics service provided by Google, and, as part of Google AdWords, conversion tracking and Google AdWords remarketing.

Google AdWords places a cookie for conversion tracking on the computer's hard drive (a so-called "conversion cookie") when the site visitor clicks on an ad placed by Google. These cookies lose their validity after 30 days and are not used for personal identification. If certain pages on our website are visited, Google and we can recognise that the site visitor has clicked on the advertisement and been redirected to this page.

The information obtained using the conversion cookies is used to create statistics for AdWords customers who use conversion tracking. Through these statistics, we learn the total number of users who clicked on the ad placed by Google and accessed a page tagged with a conversion tracking tag. Further information on the terms of use and data protection in the context of Google AdWords can be found here.

With Google Remarketing, Google sets a cookie in the browser of the end device, which automatically enables interest-based advertising by means of a pseudonymous cookie ID and on the basis of the pages visited by the Pineapple Builder user/page visitor. Any further data processing will only take place if the site visitor has consented to Google linking their internet and app browsing history to their Google account and allowing information from their Google account to be used to personalise advertisements. In this case, if the page visitor is logged in to Google while visiting the Pineapple Builder website, Google will use his or her data together with Google Analytics data and Google Adwords data to create and define target group lists for cross-device remarketing. For this purpose, the personal data of the site visitor will be temporarily linked by Google with Google Analytics and Google Adwords data in order to form target groups.

The site visitor can permanently deactivate the setting of cookies for advertising preferences by installing the browser plug-in available at the following link: https://www.google.com/settings/ads/onweb/.

Google AdWords and Google DoubleClick
Pineapple Builder also uses the cross-device features of Google AdWords and Google DoubleClick. The provider is Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland.

This function makes it possible to link the advertising target groups created with Google Analytics Remarketing with the cross-device functions of Google AdWords and Google DoubleClick. In this way, interest-based, personalised advertising messages that have been adapted to the respective user depending on their previous usage and surfing behaviour on one end device (e.g., mobile phone) can also be displayed on another end device (e.g., tablet or PC) of the user. If the user has given the corresponding consent, Google will link the web and app browsing history with the corresponding Google account for this purpose. In this way, the same personalised advertising messages can be displayed on every end device on which the user logs in with their Google account.

To support this feature, Google Analytics collects Google-authenticated IDs of users, which are temporarily linked to our Google Analytics data to define and create target groups for cross-device ad advertising.

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The site visitor can permanently object to cross-device remarketing/targeting by deactivating personalised advertising in their Google account: https://www.google.com/settings/ads/onweb/.If the site visitor wishes to object to Google's participation in the general tracking process, the cookies for conversion tracking can be deactivated by setting the browser to block cookies from the domain www.googleadservices.com: https://www.google.de/settings/ads.

The aggregation of the collected data in the Google account of the site visitor takes place exclusively on the basis of his consent, which he gives to Google or can revoke (Art. 6 para. 1 lit. a GDPR). In the case of data collection processes that are not merged in his Google account (e.g., because he does not have a Google account or has objected to the merging), the collection of the data is based on Art. 6 (1) lit. f GDPR. The legitimate interest results from the fact that the website operator has an interest in the anonymised analysis of website visitors for advertising purposes.

Further information and the privacy policy can be found in Google's privacy policy at: https://www.google.com/policies/technologies/ads/.

LinkedIn Conversion Tracking
On our website, we use the retargeting, analysis and conversion tracking technology of the LinkedIn platform. With the aforementioned technology from LinkedIn, site visitors can be shown more relevant advertisements based on their interests.

We also receive aggregated and anonymous reports from LinkedIn of ad activity and information about how the site visitor interacts with our website. Further information on LinkedIn's data protection can be found on the LinkedIn website: https://www.linkedin.com/legal/privacy-policy.

The site visitor can object to the analysis of his usage behaviour by LinkedIn as well as the display of interest-based recommendations ("Opt-Out"); to do so, he clicks on the field "Refuse on LinkedIn" (for LinkedIn members) or "Refuse" (for other users) at the following link: https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out.

Personalised advertising by Pineapple Builder
Pineapple Builder uses the Site Visitor's (as well as the Pineapple Builder User's) data to provide the Site Visitor with targeted marketing, service updates, and promotional offers that the Site Visitor may like; as well as to design Personalised Advertisements and perform pseudonymised usage analysis.

If the site visitor does not wish to receive personalised advertisements or does not want us to collect pseudonymised data in relation to their visit to our website and use of our services, applications and tools, they may object or withdraw their consent by following the instructions in the relevant advertisement or in our Cookie Policy.

Information on the display of usage-based online advertising on our and third-party websites and on how the site visitor can deactivate this can be found in the respective third-party provider's privacy policy, which is linked in the listing at the end of this privacy policy. The consequence of an objection or deactivation is that the site visitor will no longer receive personalised advertising, but personal data may still be collected as described in this privacy policy. Without explicit consent, we do not allow third parties to track or collect the site visitor's personal data on our websites for their own advertising purposes.

Use of social media

Facebook, LinkedIn, Twitter and Instagram
Our website www.www.pineapplebuilder.com uses social plugins ("plugins") of the social networks Facebook, LinkedIn, Twitter and Instagram, which is operated by Facebook, Inc., LinkedIn Corp., Twitter Inc., and Instagram, LLC, respectively.

When a website of our website is accessed that contains such a plugin, the browser establishes a direct connection with the servers of the respective social media service. The content of the plugin is transmitted directly to the browser by the service and integrated into the website by the browser. By integrating the plugins, the provider of the social media service receives the information that the corresponding page of our website has been accessed by the

respective visitor or Pineapple Builder user. If the visitor has his or her own profile with the respective service, the provider can assign the visit to the account of the visitor or Pineapple Builder user by storing cookies and using JavaScript. If the plugins are interacted with, for example the "Like" button is clicked or a comment is made, the corresponding information is transmitted from the browser directly to the provider and stored there. This can be prevented with suitable browser plugins; in this case, the social plugins may no longer function as a result.

The described data processing operations are carried out in accordance with Art. 6 (1) f GDPR on the basis of the legitimate interests of Facebook, LinkedIn, Twitter and Instagram in displaying personalised advertising in order to inform other users of the social network about relevant activities on our website and for the needs-based design of the service.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, LinkedIn, Twitter and Instagram as well as the related rights and setting options for the protection of privacy can be found in the privacy policies of Facebook, LinkedIn, Twitter and Instagram.

Google reCAPTCHA
On this website we also use the reCAPTCHA function from Google. This function is primarily used to distinguish whether an entry is made by a natural person or improperly by machine and automated processing. The service involves sending the IP address and any other data required by Google for the reCAPTCHA service to Google.

Further information on Google reCAPTCHA and Google's privacy policy can be found at: https://policies.google.com/privacy.

Your communication with Pineapple Builder

Customer Support
A site visitor or Pineapple Builder user can contact us at any time with questions via email, via a private message in the administration area of the website or on social media platforms via our support team. We store the request in a ticket system in order to process this request and to make the service traceable and improve it. Personal details are only used to process the enquiry. The legal basis for the processing of the data is our legitimate interest in answering customer queries and improving our support service, in accordance with Art. 6 (1) lit. f GDPR. If the contact is aimed at concluding a contract, the additional legal basis for the processing is Art. 6 (1) lit. b GDPR. The data will be deleted as soon as it is no longer necessary to achieve the respective purpose, i.e. there is no longer a legitimate interest, and we are also no longer obliged to keep records that may contain personal data.

Newsletter and Newsletter Performance Measurement
Our newsletter regularly informs Pineapple Builder users about Pineapple Builder's products, services and promotions, surveys, competitions, blog articles and other similar content. The legal basis for sending the newsletter in connection with a sale of Pineapple Builder's goods or services is your consent (Art. 6 para. 1 lit. a GDPR).

The Pineapple Builder User may at any time object to the storage and use of his or her data for the purpose of sending the newsletter with effect for the future or revoke his or her consent thereto, without this requiring any justification, without incurring any disadvantages and without incurring any costs other than the transmission costs according to the basic rates. This can be done by clicking on the unsubscribe link at the end of each newsletter. Alternatively, the Pineapple Builder User may uncheck the "Newsletter" box in his or her customer account.

This will also terminate the consent to the statistical analyses. Unfortunately, a separate revocation against the statistical analysis in our newsletter is not possible. The legality of the data processing operations already carried out remains unaffected by the revocation. In the event of a revocation, the personal data used for this data processing will be anonymised or deleted. Data stored by us for other purposes (e.g. email addresses for the member area) will remain unaffected.

Rights of the data subjects
Pursuant to the relevant legislation and the GDPR, the Pineapple Builder user (or site visitor, hereinafter collectively referred to as the "Pineapple Builder User"), as well as the Pineapple Builder site visitor, if applicable, has certain rights with respect to his or her personal data. In particular, he has the right to information, correction, data

portability or deletion of his or her data and a right to data portability. The Pineapple Builder user also has the right to object to certain processing of his or her data.

In some cases, once content has been published on the Pineapple Builder website, it is no longer possible to modify or remove it. Upon receipt of a request to do so, Pineapple Builder may close the relevant Pineapple Builder account and remove the offending personal data from public areas as soon as practicable based on the account activity and in accordance with applicable law. This does not affect the legal right to access, correct or delete the personal data.

Information and Access
Pineapple Builder users can usually access, review and edit their personal data in their Pineapple Builder account by logging in and updating or deleting the information directly.

We will be happy to inform the user which personal data we have stored about him or her and what fees, if any, are applicable under applicable law. The information will be processed by us immediately and is usually sent by e-mail (or by post on request). In order to receive detailed information, please state, if possible, the type of personal data for which information is requested. In order to ensure that the person requesting information is also the person he or she claims to be, we require proof of identity. This can be a copy of an official identification document. Please black out or make unrecognisable any serial numbers, passport numbers or similar. We will only use this copy for identification purposes and to process the enquiry.

Right of objection
If the personal data of the Pineapple Builder user or visitor is processed on the basis of legitimate interests pursuant to Article 6 (1) sentence 1 lit. f GDPR, the data subject has the right to object to the processing of his or her personal data pursuant to Article 21 GDPR, provided that there are grounds for doing so which arise from the particular situation of the data subject. In particular, the objection may be made to processing for direct marketing purposes by the Pineapple Builder user using the "unsubscribe link" at the end of such communications. In the case of processing for direct marketing purposes, the data subject has a general right to object, which will be implemented by us without specifying a particular situation.

If the Pineapple Builder user exercises his or her right to object, we will stop processing the data concerned. However, we reserve the right to continue processing if we can demonstrate compelling legitimate grounds for the processing that override the interests, fundamental rights and freedoms of the Pineapple Builder User, or if the processing serves to assert, exercise or defend legal claims.

The Pineapple Builder User also has the right to object, on grounds relating to his or her particular situation, to the processing of personal data concerning him or her which is carried out for statistical purposes pursuant to Article 89(1) of the GDPR. If the data subject wishes to exercise his or her right of withdrawal or objection, a corresponding e-mail to support@aurity.co will suffice.

Data portability
In certain cases, which are listed in detail in Article 20 of the GDPR, the site visitor or Pineapple Builder user has the right to receive the personal data concerning him or her in a structured, common and machine-readable format or to request the transfer of such data to a third party.

Exercise of rights
In order to exercise these and other data subject rights, as well as to find out about any fees that may be charged for doing so under applicable law, a data subject may contact us at any time at the contact address provided below. If the Pineapple Builder user makes a legal claim for access, correction, data portability or deletion of his or her personal data, Pineapple Builder may, in certain circumstances, refuse to provide such access or refuse to correct or delete the personal data in accordance with applicable law. However, Pineapple Builder will provide the reasons in such cases.

Right to complain
Without prejudice to any other administrative or judicial remedy, the Pineapple Builder User has the right to lodge a complaint pursuant to Article 77 of the GDPR with a supervisory authority, in particular in the Member State of his or her place of residence, place of work or place of the alleged infringement, if the Pineapple Builder User considers that the processing of personal data concerning him or her infringes the GDPR.

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Data Security
The Pineapple Builder User's data is protected by technical and organisational security measures in order to minimise risks in connection with its loss, misuse, unauthorised access and unauthorised disclosure and modification. To this end, we use, for example, firewalls and data encryption, as well as physical access restrictions for our data centres and authorisation controls for data access.

Duration of storage of personal data
The data we process will be deleted or its processing restricted in accordance with Articles 17 and 18 of the GDPR. Unless expressly stated in this privacy policy, the data stored by us will be deleted as soon as it is no longer required for its intended purpose and the deletion does not conflict with any statutory retention obligations and/or there is no legitimate interest on our part in continuing to store it. If the data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. i.e. the data will be blocked and not processed for other purposes. This applies, for example, to data that must be retained for reasons of commercial or tax law.

Disclosure of data
Pineapple Builder users' data will not be sold to third parties. We will not disclose any personal data without consent unless:

- we are required to do so by law.
- to perform contractual services for Pineapple Builder users and/or to enforce rights and obligations arising from our Terms and Conditions or the contractual relationship between the Pineapple Builder user and Pineapple Builder.

Economic analyses and market research
For business reasons and in order to be able to recognise market trends, wishes of contractual partners and users, we analyse the data we have on business transactions, contracts, inquiries, etc., whereby the group of persons concerned may include contractual partners, interested parties, customers, visitors, and users of our online offer.

The analyses are carried out for the purpose of business evaluations, marketing, and market research (e.g., to determine customer groups with different characteristics). In doing so, we may, if available, take into account the profiles of registered users together with their details, e.g., regarding services used. The analyses serve us alone and are not disclosed externally, unless they are anonymous analyses with summarised, i.e., anonymised values. Furthermore, we take the privacy of users into consideration and process the data for analysis purposes as pseudonymously as possible and, if feasible, anonymously (e.g., as summarised data).

Children Data
Our website is not intended for children, and we do not knowingly collect data relating to children. If you become aware that your Child has provided us with Personal Data, without parental consent, please contact us, and we take the necessary steps to remove that information from our server.

Accuracy
It is important that the data we hold about you is accurate and current, therefore please keep us informed of any changes to your personal data.

Obligation to provide personal data
You are not obliged to provide us with personal data. However, depending on the individual case, the provision of certain personal data may be necessary for the provision of the above services. If you do not provide us with this personal data, we may not be able to provide the service.

Do Not Sell My Personal Information
We do not sell information that directly identifies you, like your name, address, or phone records.

Hosting
The services for hosting and displaying the website are partly provided by our service provider as part of processing on our behalf. Unless otherwise explained in this privacy policy, all access data and all data collected in forms

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provided for this purpose on this website are processed on their servers. If you have any questions about our service providers and the basis of our relationship with them, please contact us.

Content Delivery Network
For the purpose of a shorter loading time, we use a so-called Content Delivery Network (“CDN") for some offers. With this service, content, e.g., large media files, are delivered via regionally distributed servers of external CDN service providers. Therefore, access data is processed on the servers of the service providers. Our service providers work for us within the framework of order processing. If you have any questions about our service providers and the basis of our cooperation with them, please contact us.

Changes to the privacy policy
Pineapple Builder reserves the right to change this privacy policy should this be necessary due to a change in the legal situation or due to additional or changed services used or offered by Pineapple Builder. The current version can be found here. If Pineapple Builder intends to process the Pineapple Builder User's data for purposes other than those for which it was collected, we will notify the Pineapple Builder User in advance in accordance with the applicable legal provisions.

Pineapple integration privacy information

Information used

When you connect Pineapple to ChatGPT or Codex, Pineapple receives the tool requests needed to carry out your instructions. Your selected permissions control which parts of your Pineapple workspace the integration can read or change. Basic access provides workspace and website names and identifiers so you can select a target.

Depending on your request and permissions, the integration can process business details, website text, page and block identifiers, SEO, design settings, services or products, supplied testimonials, images and files, translations, available website analytics, publication information and domain settings. These records can contain personal information. Relevant tool results return to the host you connected so it can respond to you.

Why information is processed and who receives it

Pineapple uses this information to prepare website briefs, provide requested website reviews, save approved changes, generate requested content or translations, and protect and operate the service. Pineapple's hosting, database, file-storage and monitoring providers process information for those purposes. OpenAI processes information used by OpenAI-powered generation and translation. The connected host also processes the information you share with it under its own terms and privacy settings.

Operational records include request identifiers, account identifiers, action status and errors. Some application error reports and AI traces can include request content. This draft does not promise that every log is content-free, that data is anonymous, or that AI providers never use data for model improvement.

OpenAI model-improvement sharing

Pineapple has enabled input/output sharing with OpenAI for its OpenAI-powered features. Eligible information sent to the OpenAI API and the responses it produces may be used by OpenAI to improve its models, including training. Depending on the feature, this can include business descriptions, website text and other content supplied for generation or translation. This setting is separate from your connected ChatGPT account's settings; changing those settings does not change Pineapple's API sharing setting. Share only information you are entitled to provide for these purposes. Contact support@pineapplebuilder.com with questions about this processing.

Temporary records and saved content

Private brief links expire after 24 hours. Approvals for website changes are valid for 10 minutes; their temporary records are configured to expire after 24 hours. Expired-record cleanup is scheduled, so access expiry and physical deletion are different events. Imported drafts and saved website content are separate from these temporary handoff records.

Temporary upload URLs expire after 15 minutes, and unfinished upload cleanup is scheduled every 30 minutes. Final uploaded assets have shareable URLs and do not automatically expire. Do not upload confidential files, credentials or material you are not entitled to share. Uploading a file does not itself insert it into a page or publish a page.

Saved website content, assets, operational logs and backups have separate retention rules. Disconnecting an integration does not delete content already saved in Pineapple. Automated database backups are configured for 30 days; separately retained manual backups are not covered by that automatic window. No fixed complete-deletion deadline is promised in this draft.

Your controls

Choose No access, Read or Write for each available area when connecting. Existing Pineapple account permissions still apply. Brief preparation has its own permission and does not generate or publish automatically. Changes to existing websites use the normal action-review flow; review the target and proposed changes before approving. Publishing and connecting an owned domain require their own explicit requests and approvals.

You can disconnect the integration through the connected host. Use Pineapple's normal product controls to manage saved content. Workspace owners can request workspace deletion through Workspace Settings → General → Delete; active subscriptions or pending checkouts may need to be resolved first. For privacy, access or deletion questions, contact **support@pineapplebuilder.com**. This integration does not itself offer deletion, unpublishing, team management, domain purchases or billing.

Google Search Console

Pineapple Builder privacy information | 17 November 2026

Connecting Google Search Console is optional. If you connect it, Pineapple requests read-only permission to view Search Console data for sites available to your Google account. Pineapple verifies access to the property you select and uses that property to display search performance within your website's Analytics screen.

The report includes clicks, impressions, click-through rate, average position, search queries, page URLs and daily trends. Date and report filters are sent to Google to retrieve the requested results. The connection does not let Pineapple change your Search Console property or website through Google.

Pineapple stores the selected property and an encrypted authorization token on its API service so that the report can load without asking you to sign in to Google each time. The connection is associated with your Pineapple website, verified domain and workspace. Authorized members of that workspace can view its report. Pineapple's hosting and database providers process the connection information to operate this feature.

Pineapple uses Google Search Console data to provide this reporting feature. It does not sell this data or use it for advertising or AI model training. Pineapple's use and transfer of information received from Google APIs adheres to the Google API Services User Data Policy, including its Limited Use requirements.

You can disconnect through Analytics > Google Search > Manage connection > Disconnect. This removes the stored authorization from the active website record and stops the report. You can also revoke Pineapple's access in your Google account connections; this may affect other Pineapple websites connected using the same Google account. Database backups follow the retention practices described in this policy; disconnecting does not immediately erase historical backups.

For questions about your data or requests for access or deletion, contact support@pineapplebuilder.com.

Google API Services User Data Policy: https://developers.google.com/terms/api-services-user-data-policy
Google account connections: https://myaccount.google.com/connections

Google Calendar and Meet for bookings

Pineapple Builder privacy information

Connecting Google Calendar is optional. If you connect it in Pineapple Bookings, Pineapple uses your primary calendar to check when you are busy, read the calendar settings needed for scheduling, and create and manage events for appointments booked through Pineapple. Pineapple checks your availability before showing times and again before confirming or rescheduling an appointment.

When someone books a Google Meet appointment, Pineapple sends Google the booking title, start and end times, the guest's email address, and a private link the guest can use to reschedule or cancel. Google creates the Meet link and sends the calendar invitation. Changes made in Pineapple update or cancel the Google event. Pineapple does not send guest phone numbers or booking notes to Google for this integration.

Pineapple stores the calendar identifier and an encrypted Google authorization token on its API service. These are associated with the connected Pineapple website and workspace. Pineapple stores the event identifier and links for appointments created through the integration. Pineapple's hosting and database providers process the stored information to operate the service.

Pineapple uses Google Calendar information to provide and maintain the booking integration. Pineapple does not sell Google Calendar information or use it for advertising or AI model training. Pineapple's use and transfer of information received from Google APIs adheres to the Google API Services User Data Policy, including its Limited Use requirements.

You can disconnect Google Calendar from the booking settings in Pineapple after any upcoming Google-linked bookings and pending updates are settled. Disconnecting removes the stored authorization from the active connection. You can also revoke Pineapple's access in your Google account connections. Existing booking records and historical backups follow the retention practices in this policy. For questions about your data or requests for access or deletion, contact support@pineapplebuilder.com.

Google API Services User Data Policy

Google Account connections