BotGal Privacy Policy

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This policy explains how BotGal LLC, doing business as BotGal ("BotGal," "we," "us"), collects, uses and shares personal information when you visit botgal.ai, call our demo line, request an AI answering setup or contact us. It also describes records we keep for past training purchases. See service information and past training terms.

1. What we collect

Name, business name and email

Where it comes from
: You, when you contact us or submit an inquiry

Why we collect it
: To answer you, review your request, discuss a quote and send service messages

How long we keep it
: 3 years after our last contact with you

Answering setup details and information from earlier inquiries

Where it comes from
: You, during setup discussions or by email; earlier inquiry forms also collected setup details

Why we collect it
: To assess compatibility, define the proposed setup and prepare a quote

How long we keep it
: 3 years after our last contact with you

Payment information

Where it comes from
: You, through Stripe. We see only the card type, last four digits and payment status

Why we collect it
: To take payment and answer billing questions

How long we keep it
: 7 years, for tax records

Purchase acceptance and past records

Where it comes from
: Our purchase page and Stripe checkout, or past trial form submissions

Why we collect it
: To show what you agreed to: checkbox acknowledgments, document versions, server receipt time and reference, plus the contact and payment details Stripe collects; past trial records may include name, business and email

How long we keep it
: 5 years for acceptance and payment records, subject to the legal-retention exceptions below

Business details you share for training, such as services, hours, prices and scripts

Where it comes from
: You, during your session or by email

Why we collect it
: To guide your setup and answer support questions

How long we keep it
: 3 years after our last contact with you

Support emails, calls and notes

Where it comes from
: You

Why we collect it
: To support you

How long we keep it
: 3 years after our last contact with you

Demo-line calls: your phone number, the call recording, transcript and summary, and anything you say

Where it comes from
: You, when you call our demo line at (762) 278-8228

Why we collect it
: To run the demo and fix problems with it

Website use: pages viewed, device, browser, approximate location from your IP address

Where it comes from
: Cookies and Google Analytics (Section 4)

Why we collect it
: To run the site and see how it is used

How long we keep it
: 14 months

We may keep information longer only when we need it for a legal claim, a dispute or a legal request.

AI answering setup purchases. Our purchase page records your five checkbox acknowledgments, the document versions presented, a server receipt time and a reference with your Stripe checkout session. Stripe collects your contact, billing and payment details under its own privacy policy; we receive payment status and the details needed to provide the service, not your full card number. Past trial requests were sent to our Namecheap Private Email mailbox at support@botgal.ai. Do not send customer records, passwords, API keys or sensitive information. Data handling and any authorized access needed for setup will be agreed before work begins; a purchase does not grant account access.

Customer-owned accounts and setup access

You own and control your provider accounts, including billing, permissions and retention settings available to you. BotGal performs the agreed setup with your authorization. Before setup begins, the written scope must specify the access method, data needed for testing, each party's responsibilities and when setup access ends. Use fictional or redacted examples for an initial answering setup review; do not send credentials or customer records through the inquiry form.

You are responsible for having authority to use the data and for required notices and consents for your AI answering service. Providers process information under their own terms, privacy policies and account settings. These responsibilities do not excuse BotGal from its own privacy, security or legal obligations, and account ownership does not determine all legal responsibilities for data processing.

Demo line. Calls to (762) 278-8228 are answered by AI and recorded, and the greeting tells you so before the conversation starts. Please don't share card numbers, health details or other sensitive information on a demo call.

Training sessions. During your session you share your screen, so we may see your accounts, business details and test calls. We don't record sessions, and we don't copy, download or keep what we see.

Your callers. Calls handled by your own assistant are between your business and your callers. BotGal does not receive or retain those recordings, transcripts or caller details. You control them in your own accounts, subject to your providers' terms and applicable law. You are responsible for your callers' privacy, including required notices, consent, retention and deletion. This is separate from calls to BotGal's demo line described above.

What we don't collect. Your passwords or API keys, full card numbers, voiceprints, or Social Security, government ID or health information.

2. How we use it

We use the information in Section 1 to:

- review AI answering requests, assess fit, discuss scope and prepare quotes;
- schedule and deliver the Training, and support you;
- take payment and keep tax, purchase and checkout records;
- run and improve our website, demo line and Training;
- protect against fraud, abuse and security threats; and
- comply with the law and enforce our terms.

We send service emails, such as receipts, scheduling messages and changes to our terms. We send marketing emails only if you agree, and you can stop them at any time with the unsubscribe link.

We don't sell your personal information or share it for targeted advertising. We don't share it with others for their own marketing. We don't use your information or demo calls to train AI models, we don't opt in to any provider program that would, and we don't create voiceprints.

3. Who we share it with

BotGal LLC provides the setup service and supports past training customers. xAI is an independent third-party AI provider, not BotGal LLC. When you use xAI or other providers in your own accounts, their handling of information is governed by their terms, privacy policies and applicable account settings. Review those policies before submitting business or caller information.

- Service providers that help us run BotGal, only for that work: Cloudflare for website hosting and checkout processing, Stripe for payments and checkout records, Namecheap Private Email for business email and past trial acceptance records, Google Analytics for website analytics, and providers for scheduling, video calls, and the AI voice and phone services that run our demo line. Our website and email providers process the entries and connection information needed to operate these services under their own policies. Earlier inquiry forms used FormSubmit.
- When the law requires it, such as a court order or lawful request, or to protect the rights, safety or property of BotGal, our customers or others.
- If our business changes, to a company we form or control, such as a limited liability company, or to a buyer of our business. They must follow this policy for the information they receive.

4. Cookies and analytics

We use cookies that the site needs to work, and Google Analytics to see how visitors use our site, with Google signals and ads personalization turned off. Google Analytics uses cookies to collect information about your use of our site over time, such as the pages you view, your device and your approximate location. See how Google uses information from sites that use its services.

You can opt out with the Google Analytics opt-out browser add-on, or by blocking or deleting cookies in your browser.

We don't use advertising pixels, session-replay tools or chat widgets.

Do Not Track. Our site doesn't respond to Do Not Track signals. We don't sell or share personal information for advertising, so a Global Privacy Control signal has nothing to opt you out of.

5. Your choices and rights

This Privacy Policy is not a release or hold-harmless agreement. The Setup Agreement 1.0 contains a limited release, liability limits and indemnity for separate acceptance on our purchase page. It does not waive nonwaivable privacy rights, limits remedies that cannot lawfully be limited or removes BotGal's own data-protection obligations. Reading this policy or sending an ordinary inquiry is not acceptance of those agreements.

Access, copy, correction and deletion. You can ask us what personal information we have about you, and ask us to give you a copy, correct it or delete it. Email support@botgal.ai. We will confirm the request comes from you, usually by replying to the email we have on file, and respond within 30 days. We may keep records the law requires, such as tax and checkout records.

Marketing. You can stop marketing emails at any time with the unsubscribe link or by emailing us.

No penalty. We won't treat you differently for making a request.

Authorized agents. Someone you authorize may make a request for you. We will ask for proof of that authorization.

California residents. You may also ask which categories of personal information we collect and share; Sections 1 and 3 list them. We don't share personal information with third parties for their direct marketing.

6. Security

We protect information with encrypted connections, two-factor sign-in on our accounts, and access limited to people who need it. No method is perfectly secure. If a breach affects your personal information, we will notify you as the law requires.

7. Age and location

Our site and services are for U.S. businesses and adults. We don't knowingly collect information from anyone under 18; if we learn that we have, we delete it. BotGal is based in the United States, and your information is processed in the United States and wherever our service providers operate.

8. Changes to this policy

We post changes here with a new "Last updated" date. If a change is significant, we will email our customers before it takes effect.

9. Contact

BotGal LLC, doing business as BotGal

support@botgal.ai · (415) 496-5436