



Privacy Policy

Effective Date: June 1, 2026

At Actia LLC, doing business as Actia AI (“Actia AI,” “Actia,” “we,” “our,” or “us”), protecting the privacy and security of personal information is an important part of how we design, operate, and support our services. This Privacy Policy explains how we collect, use, disclose, store, and protect personal information when you interact with Actia, including through our websites, applications, AI agents, communications tools, integrations, hosted platform services, and related services (collectively, the “Services”).

This Privacy Policy applies to customers, authorized users, website visitors, business contacts, and other individuals who interact with the Services. It does not apply to personal information relating to Actia employees or job applicants, which is governed by separate policies.

Scope of This Policy

Actia provides a business AI-agent platform that enables companies to configure AI agents to communicate with customers, prospects, staff, and other business contacts, and to support workflows across business applications and communication channels.

In many cases, Actia processes personal information on behalf of a business customer that configures and controls how its Actia agents are used. In those cases, the customer is responsible for determining what information is collected, what purposes the agent supports, what business applications are connected, what instructions the agent follows, and what level of staff review or approval is required. Actia processes that information in accordance with the customer’s instructions, applicable agreements, and applicable law.

For information collected through Actia’s own website, sales, account administration, billing, support, security, and marketing activities, Actia may act as the business or controller responsible for that information.

Information We Collect

We collect personal information in several ways, depending on how you interact with Actia and how a customer configures the Services.

Information You Provide Directly

When you engage directly with us, such as by creating an account, requesting information, subscribing to the Services, communicating with our sales or support teams, or participating in a demonstration, we may collect information such as your name, business contact details, job title, company affiliation, account credentials, billing and payment information, and the contents of your communications with us.

Account and Platform Information

When customers and authorized users access the Actia platform, we may collect account information, user profile information, authentication information, workspace settings, agent

configurations, instructions, permission settings, usage records, support requests, administrative actions, and other information needed to operate and secure the Services.

AI Agent Interaction Data

When AI agents are used through the Services, Actia may process information contained in or generated from agent interactions. This may include voice-processing information, email content, SMS, chat and messaging content, conversation metadata, customer or staff instructions, agent prompts, agent responses, summaries, classifications, routing decisions, task records, approvals, notes, and other records created through agent-supported workflows.

Business Application and Connector Data

Customers may choose to connect Actia agents to business applications, knowledge sources, communication systems, databases, or other third-party services. Depending on the customer's configuration, Actia may process information from those systems to allow agents to retrieve context, answer questions, create or update records, route tasks, notify staff, or support other customer-authorized workflows.

The types of information processed through connectors depend on the applications connected by the customer and may include business contact information, customer records, service requests, sales leads, appointments, support tickets, tasks, notes, documents, knowledge-base content, or other business data.

Information Collected Automatically

We collect certain information automatically when you use our websites or Services. This may include technical and usage information such as IP address, browser type, operating system, device identifiers, pages viewed, features used, error logs, system activity, access times, and other diagnostic or performance information.

Cookies and similar technologies may be used to support functionality, analyze usage trends, remember preferences, improve performance, and maintain the security of our websites and Services. Additional information is provided in our Cookie Notice.

Information from Third Parties

We may receive information from third parties such as customers, authorized users, service providers, identity providers, communication providers, integration partners, public sources, or other business contacts. For example, a customer may provide information about its staff, customers, prospects, vendors, or other contacts so that its Actia agents can perform customer-authorized functions.

How We Use Personal Information

We use personal information to operate, maintain, secure, and improve the Services and to support our business operations.

This includes using personal information to create and manage accounts, authenticate users, provide customer support, process transactions, administer subscriptions, respond to inquiries, communicate about service-related matters, and maintain the availability, integrity, and security of the Services.

We also use personal information to enable AI agents to understand communications, generate responses, summarize interactions, route requests, identify relevant context, create or update

customer-authorized records, notify staff, request approvals, and support workflows configured by customers.

We may use personal information to analyze usage patterns, improve product functionality, develop new features, monitor performance, troubleshoot errors, detect and prevent fraud, abuse, security incidents, or misuse, and enforce applicable agreements.

Where required by law, we process personal information based on appropriate legal grounds. For users in the European Economic Area or the United Kingdom, this may include processing necessary to perform a contract, comply with legal obligations, pursue legitimate business interests such as security and service improvement, or, where applicable, based on consent.

AI Processing and Human Oversight

Actia's Services use artificial intelligence and automation to support business communications and workflows. AI agents may process personal information to interpret messages, produce responses, summarize conversations, classify requests, recommend next steps, create records, update tasks, or assist staff.

Customers are responsible for configuring how their agents operate, including what systems they may access, what instructions they follow, what actions they may take, and when human review or approval is required. Actia encourages customers to use appropriate human oversight for workflows that may materially affect individuals or involve sensitive, regulated, or high-impact decisions.

Actia does not intend the Services to be used as the sole basis for decisions that produce legal or similarly significant effects about individuals unless the customer has implemented all notices, legal bases, safeguards, review procedures, and other protections required by applicable law.

Customers are responsible for determining whether notices or disclosures are required when individuals interact with AI agents configured by the customer. Customers must not use the Services in a manner that is deceptive or misleading and are responsible for ensuring that questions about AI involvement are answered truthfully and appropriately.

Model Improvement and Service Analytics

Actia may use usage data, diagnostic data, telemetry, error logs, aggregated information, and de-identified information to monitor, maintain, secure, and improve the Services.

Actia does not use customer content or business application data to train third-party foundation models unless a customer has expressly authorized such use or the information has been de-identified or aggregated so that it is no longer reasonably associated with an identifiable person or customer.

Actia may process customer content to provide, secure, troubleshoot, test, debug, and support the Services for the applicable customer, in accordance with customer configuration, applicable agreements, customer instructions, and applicable law.

Disclosure of Information

We share personal information only as necessary and consistent with this Privacy Policy.

We may disclose information to trusted service providers that perform services on our behalf, such as cloud hosting, database services, AI model services, voice-processing providers, telephony providers, email and messaging infrastructure, analytics, payment processing, customer support, security monitoring, authentication, and system administration. These

providers are authorized to use personal information only as needed to provide services to Actia and are required to protect it appropriately.

We may share information with business application providers, integration partners, or other third parties when a customer or authorized user connects, enables, or authorizes those services through the Actia platform.

We may disclose information to customers and their authorized users in connection with the Services they have configured. For example, summaries, messages, task records, and agent-generated outputs may be made available within the customer's workspace or connected business applications.

We may disclose information to legal authorities, regulators, courts, or other parties if required to comply with applicable law, regulation, subpoena, court order, or valid legal process, or if we believe disclosure is necessary to protect the rights, property, security, or safety of Actia, our customers, users, or others.

If Actia is involved in a merger, acquisition, financing, reorganization, sale of assets, or similar transaction, personal information may be transferred as part of that transaction, subject to appropriate confidentiality and security protections.

Actia does not sell personal information and does not share personal information for cross-context behavioral advertising as those terms are defined under California privacy law.

Data Retention

We retain personal information for as long as reasonably necessary to fulfill the purposes for which it was collected, including providing the Services, supporting customer-configured workflows, meeting contractual obligations, maintaining security, complying with legal and regulatory requirements, resolving disputes, and enforcing agreements.

Retention periods may vary depending on the type of information, the customer's configuration, applicable agreements, legal requirements, and operational needs. For example, account records, billing records, security records, support records, platform telemetry, message records, and business workflow data may be retained for different periods.

Where Actia processes customer content on behalf of a customer, retention may be governed by the customer's settings, customer agreement, or written instructions, subject to legal and technical requirements. When personal information is no longer required, it is securely deleted, anonymized, or otherwise rendered unusable in accordance with our data retention practices.

Security of Information

Actia implements technical, administrative, and organizational measures designed to protect personal information against unauthorized access, disclosure, alteration, or destruction. These measures may include encryption, access controls, authentication controls, monitoring, network security, vendor review, and security assessment practices.

While we strive to protect personal information, no system can be guaranteed to be completely secure. Customers and authorized users are responsible for maintaining the confidentiality of their credentials, configuring access appropriately, and using the Services in a secure and lawful manner.

Cookies and Tracking Technologies

Our websites and Services use cookies and similar technologies to support core functionality, understand how users interact with our websites and Services, improve performance, remember preferences, and maintain security.

You can control or disable cookies through your browser settings, although doing so may affect the availability or functionality of certain features. We may use Google Analytics or similar analytics tools, and where required by law we use non-essential analytics cookies only with appropriate consent or as otherwise permitted by applicable law. Additional information is provided in our Cookie Notice.

Your Privacy Rights

Depending on your location, you may have rights relating to your personal information. These rights may include the ability to request access to your personal information, correct inaccuracies, request deletion, receive a copy of your information in a portable format, object to or restrict certain processing activities, withdraw consent where processing is based on consent, or appeal certain decisions.

For residents of California, these rights may include rights under the California Consumer Privacy Act, as amended by the California Privacy Rights Act, such as the right to know what personal information is collected, used, disclosed, sold, or shared; the right to request deletion; the right to request correction; the right to opt out of sale or sharing; the right to limit certain uses of sensitive personal information; and the right to be free from discrimination for exercising privacy rights.

For users in the European Economic Area or the United Kingdom, additional rights may apply under the General Data Protection Regulation or UK GDPR.

Requests to exercise privacy rights may be submitted by contacting us at privacy@actia.ai. We will respond in accordance with applicable law.

Where Actia processes personal information on behalf of a customer, we may direct your request to that customer or assist the customer in responding, depending on the nature of the request and applicable agreements.

Additional Notice for California Residents

This section provides additional information for California residents. Actia does not sell personal information and does not share personal information for cross-context behavioral advertising as those terms are defined under California privacy law.

Depending on how you interact with Actia and how a customer configures the Services, we may collect identifiers, business contact information, account information, internet or electronic network activity information, commercial information, communications content, professional or employment-related information, inferences or classifications generated through the Services, and other information submitted to or generated through customer-authorized use of the Services.

We collect this information from you, from customers and authorized users, from connected applications and communication channels, from service providers, and from other business sources. We use and disclose this information for the business purposes described in this Privacy Policy, including to provide, secure, support, maintain, improve, and administer the Services; communicate with customers and business contacts; process transactions; prevent fraud or misuse; comply with law; and perform customer-authorized workflows.

We may disclose personal information to service providers, contractors, customers and authorized users, integration partners or connected services enabled by a customer, professional advisors, authorities where required by law, and transaction counterparties in connection with a business transaction.

California residents may have rights to know, access, delete, correct, and receive information about personal information, and to be free from unlawful discrimination for exercising privacy rights. Because Actia often processes personal information on behalf of a business customer, we may direct requests relating to customer-controlled data to that customer or assist the customer in responding.

International Data Transfers

Actia is headquartered in the United States and the Services are operated on a U.S.-first basis. Personal information may be processed or stored in the United States or other countries where we or our service providers operate. Where required, we implement appropriate safeguards to protect personal information transferred internationally.

Sensitive and Regulated Information

The Services are intended for general business use. Customers must not use the Services for protected health information, financial account data, government identifiers, children's data, biometric data, or other sensitive or regulated data unless the customer has all required legal bases, safeguards, agreements, and authorizations and Actia has expressly agreed in writing to support the applicable data type or regulatory framework.

Children's Privacy

The Services are intended for business use and are not directed to children under the age of 16. Actia does not knowingly collect personal information from children.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, services, or legal requirements. Updates will be posted on this page with a revised effective date, and we encourage you to review the policy periodically.

Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact us at:

Actia AI
1900 Powell Street, Suite 700
Emeryville, CA 94608
United States
Email: privacy@actia.ai