

PRIVACY POLICY

Effective Date: [2025.09.18]

DECA Inc. ("us", "we", or "our") operates the <https://www.decageo.ai> website and the DECA mobile application (collectively, the "Services"). This page informs you of our policies and practices regarding the collection, use and disclosure of information which personally identifies you ("Personal Information") when you use our Services. We will not use or share your information with anyone except as described in this Privacy Policy. We use your Personal Information for providing and improving our Generative Engine Optimization (GEO) Services. By using the Services, you agree to the collection and use of your Personal Information in accordance with this Privacy Policy.

INFORMATION COLLECTION AND USE; PERSONAL INFORMATION

We may ask you to provide us, or third parties may provide us, with certain Personal Information that can be used to contact or identify you. Personal Information may include, but is not limited to, your name, postal address, email address, employer, professional title, industry, and content creation preferences. We collect Personal Information for the purpose of:

- Providing our GEO Services through our three AI agents (Context AI, Keyword AI, Contents AI)
 - Identifying and communicating with you about the Services
 - Responding to your requests and inquiries related to content optimization
 - Processing your subscription and usage-based billing
 - Improving our AI agents and GEO methodologies
 - Communicating with you about Services, updates, and promotions
 - Analyzing content performance and optimization effectiveness
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HOW LONG WE KEEP YOUR PERSONAL INFORMATION

How long we keep information we collect about you depends on the type of information, as described in further detail below. After such time, we will either delete or anonymize your information or, if this is not possible (for example, because the information has been stored in backup archives), then we will securely store your information and isolate it from any further use until deletion is possible.

Account Information

We retain your account information for as long as your account is active and a reasonable period thereafter in case you decide to re-activate the Services. We also retain your

information as necessary to comply with our legal obligations, to resolve disputes, to enforce our agreements, and to continue to develop and improve our Services.

Content and GEO Data

We retain content you submit for optimization and the resulting GEO analysis for the duration of your subscription plus 90 days. This includes:

- Original content submitted for optimization
- GEO analysis results from our AI agents
- Generated content briefs and recommendations
- Keyword research data and intent mapping
- Performance metrics and optimization history

Usage Analytics

We retain anonymized usage analytics data indefinitely for service improvement purposes. This data cannot be used to identify specific users but helps us understand GEO trends and improve our AI agents.

Marketing Information

If you have elected to receive marketing emails from us, we retain information about your marketing preferences for a reasonable period of time from the date you last expressed interest in our Services.

USE OF CUSTOMER DATA FOR AI/ML MODELS

DECA DOES NOT USE CUSTOMER DATA TO DEVELOP, IMPROVE, OR TRAIN GENERALIZED AI AND/OR MACHINE LEARNING (ML) MODELS.

Our three AI agents (Context AI, Keyword AI, Contents AI) operate on pre-trained models and do not learn from or retain your specific content data. Any data you submit through our Services is used solely for:

- Providing immediate GEO analysis and optimization recommendations
- Generating content briefs specific to your requests
- Performing keyword research and intent analysis for your content

We explicitly affirm that:

- No user content is used to train our AI models
- Your content remains private and is not shared with other users
- Our AI agents process your data in real-time without permanent storage for model training
- We comply with all applicable AI ethics and data protection standards

ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION

We acknowledge individuals' rights to access their personal information. You may access, update, correct or have removed from our systems and records the Personal Information you provided to us by emailing a request to privacy@deca.ai or contacting us through the methods specified in the Contact section of this Privacy Policy. To protect your privacy and security, we will take reasonable steps to verify your identity before updating or removing your information.

INFORMATION COLLECTED DIRECTLY FROM YOU

We collect information about you when you provide it to us and automatically when you use the Services.

Content Data

When you use our GEO Services, you provide us with:

- Content for optimization analysis
- Target keywords and search terms
- Industry and audience information
- Content goals and objectives
- Performance data from your existing content

Log Data

We collect information that your browser sends whenever you visit our website or use our Services ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Services that you visit, the time and date of your visit, the time spent on those pages, and other statistics. We use third-party services such as Google Analytics that collect, monitor and analyze this information to increase our Services' functionality.

Location Information

We use and store information about your general location to provide localized GEO recommendations and to customize our Services for regional search engine preferences.

Cookies

Cookies are files with a small amount of data, which may include an anonymous unique identifier. We use cookies to collect information in order to improve our Services and provide personalized GEO recommendations. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. If you do not accept cookies, you may not be able to use some features of our Services.

INFORMATION COLLECTED FROM OTHER SOURCES

Integrations

You may enhance the Services by enabling DECA integrations with third-party products such as:

- Content management systems
- SEO and analytics tools
- Social media platforms
- Email marketing services
- Google Workspace or Microsoft 365

If you provide third-party account credentials to us, some content and/or information in those accounts ("Third Party Account Information") will be transmitted into your account with us, and that Third Party Account Information is covered by this Privacy Policy.

Other Users of the Services

Other users of our Services may provide information about you when they use the Services, such as when they invite you to collaborate on GEO projects or share optimization results.

Partners

We work with partners who may market, sell, or support our Services. These partners may provide us your Personal Information so that we can contact you about GEO services that may be relevant to your content creation needs.

SERVICE PROVIDERS WHO MAY RECEIVE YOUR PERSONAL INFORMATION

We may employ third-party companies and individuals (our "agents") to facilitate our Services, including:

- Cloud storage and computing providers
- Payment processing services
- Customer support platforms
- Analytics and monitoring services
- Email and communication services
- Security and fraud prevention services

These third parties have access to your Personal Information only to perform specific tasks on our behalf and are under written obligation not to disclose or use your Personal Information for any purpose other than those disclosed in this Privacy Policy.

We will only disclose Personal Information when required by law, such as in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

COMMUNICATIONS; YOUR OPTIONS

We may use your Personal Information to contact you with:

- Service updates and GEO industry insights
- New AI agent features and capabilities
- Educational content about Generative Engine Optimization
- Promotional materials and special offers
- Account and billing notifications

You may opt out of receiving marketing communications from us by following the unsubscribe link in any email we send, or by emailing privacy@deca.ai.

SECURITY OF PERSONAL INFORMATION

The security of your Personal Information is important to us. We implement and maintain reasonable, commercially acceptable security procedures and practices appropriate to the nature of the information we store, including:

- Encryption in transit and at rest
- Regular security audits and penetration testing
- Access controls and multi-factor authentication
- Employee security training and background checks
- Incident response and breach notification procedures

However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

LINKS TO OTHER SITES

Our Services may contain links to other websites or online locations that are not operated or controlled by us. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

CHILDREN'S PRIVACY

Our Services are intended for business and professional use by individuals who are at least 18 years old. We do not knowingly collect personally identifiable information from children under 13. If you are a parent or guardian and believe your child has provided us with Personal Information, please contact us immediately.

FOR CALIFORNIA RESIDENTS (CCPA)

This section applies to California residents under the California Consumer Privacy Act (CCPA).

Categories of Personal Information We Collect

- Identifiers (name, email address, IP address)
- Professional or employment-related information
- Commercial information (subscription and usage data)
- Internet or electronic network activity information
- Geolocation data (general location)

Your Rights Under CCPA

California residents have the right to:

- Know what personal information we collect and how we use it
- Access your personal information
- Delete your personal information
- Opt out of the sale of personal information (Note: We do not sell personal information)
- Non-discrimination for exercising your privacy rights

To exercise these rights, contact us at privacy@decageo.ai

CHANGES TO THIS PRIVACY POLICY

We reserve the right to update or change our Privacy Policy at any time. Your continued use of the Services after we post any modifications will constitute your acknowledgment of the modifications and your consent to the modified Privacy Policy. If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

CONTACT US

If you have any questions or concerns about this Privacy Policy, please contact us at:

Email: privacy@decageo.ai

Address: 81, Yanghwa-ro, Mapo-gu, Seoul, Republic of Korea, Uneedcosmms

For data protection inquiries specifically: privacy@decageo.ai

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