

TrueClarity Privacy Policy

FortivaAI, LLC · Last Updated: September 28, 2026

This Privacy Policy explains how FortivaAI, LLC ("FortivaAI," "we," "us," or "our") handles personal information when you visit the fortivaai.ai website or use TrueClarity, our operational intelligence platform, including its connectors and integrations. We wrote it in plain English on purpose.

The short version — what this means for you

- We collect the information we need to run TrueClarity and our website: your account details, information from systems your organization chooses to connect, and basic technical information.
- We use it to provide, secure, and support the service — nothing more surprising than that.
- We do not sell your personal information. We do not use your organization's data to train general AI models.
- Your organization controls its TrueClarity workspace — including who can see what.
- We protect information with reasonable security measures, as North Carolina law requires, and if a breach ever affects personal information, we provide notifications as required by applicable law.
- Questions? Email privacy@fortivaai.ai.

1. Who we are; what this policy covers

FortivaAI, LLC is a North Carolina limited liability company with its principal place of business in Wilmington, North Carolina. We make TrueClarity, a platform that helps organizations coordinate workflows, find information, and keep knowledge accessible.

This policy covers:

- The fortivaai.ai website;
- The TrueClarity platform, including its applications, connectors (such as our QuickBooks connector), and integrations.

If you use TrueClarity through your employer or another organization, that organization is our customer. The organization controls its workspace and decides how information in it is used and shared. For requests about information in your organization's workspace, please contact your organization's administrator first — we support administrators in handling those requests.

2. Information we collect

a. Information you give us. Name, business email address, company, role, and contact details when you request a demo, sign up, or contact us; messages and other information you send to our support or sales teams; account and sign-in details.

b. Information from connected systems. When your organization connects a system to TrueClarity — for example, Microsoft 365 (SharePoint, Outlook, Teams), Slack, ERP systems, or QuickBooks — we access and process the data in that system that the connection is authorized to share. We need this to provide TrueClarity's features, such as searching, organizing, reporting, and answering questions about your organization's information. We access only what a connection is authorized to share. TrueClarity accesses connected services only through connections authorized by you or your organization. Your organization decides what to connect and manages its own compliance obligations for that data.

c. Information collected automatically. When you visit our website or use the platform, we collect basic technical information such as IP address, browser and device type, pages viewed, and usage logs. We also use cookies on the website (see Section 6).

3. How we use information

We use information to:

- Provide and operate TrueClarity, including connecting to and syncing with systems your organization authorizes;
- Respond to your questions and provide support;
- Keep the service secure — prevent unauthorized access and detect misuse;
- Improve reliability, features, and performance;
- Comply with our legal obligations and enforce our agreements.

What we don't do: we do not sell personal information; we do not use your organization's data (including data from connected systems) to train general AI models; and we do not use your information for advertising. Your data stays yours.

4. The QuickBooks connector and other connected services

When your organization connects QuickBooks to TrueClarity, it authorizes TrueClarity to read financial and business information made available through the QuickBooks connection, which may include customers, vendors, accounts, invoices, bills, payments, transactions, reports, and related accounting information, depending on the features your organization enables. The QuickBooks connection is read-only: TrueClarity cannot create,

modify, or delete anything in QuickBooks. TrueClarity uses this information to organize, search, and report for your organization.

For data received through QuickBooks: we use it only to provide TrueClarity's features to your organization; we do not sell it; we do not use it for advertising; and we do not use it to train general AI models. Your organization can disconnect QuickBooks at any time, which stops future access; information already stored is handled as described in Section 8. Your QuickBooks account is also governed by Intuit's own terms and privacy policy. Intuit and QuickBooks are registered trademarks of Intuit Inc. Used with permission.

The same approach applies to every other connected service: authorized access only, use only for your organization's TrueClarity features, and disconnect at any time.

5. When we share information

We share personal information only in these situations:

- **With your organization.** Administrators of your organization's TrueClarity workspace can see and manage the information in it. Your organization decides who has access.
- **With service providers.** Companies that help us run TrueClarity — such as cloud hosting and infrastructure providers (including Microsoft Azure) — under contracts that require them to protect the information and use it only for us.
- **With AI model providers.** TrueClarity lets your organization choose the AI model behind its AI features — for example, OpenAI, Anthropic, Grok, Azure, or DeepSeek. When an AI feature processes a request, the data needed for that request is sent to the chosen provider to generate the response. We rely on those providers' API terms, under which the data is not retained and is not used to train general AI models.
- **For legal reasons.** If the law requires it, or to protect the rights, safety, and security of people and the service. Where the law allows, we will tell you.
- **With your direction.** When you or your organization ask us to share information.
- **In a business change.** If we are involved in a merger, acquisition, or sale of assets, information may transfer as part of that deal. This policy will continue to protect the information.

We do not sell personal information. We do not share it for advertising.

6. Cookies and the website

The website uses a small number of cookies and similar tools to make the site work and to understand general usage. These tools are not used to track you across other companies'

websites for advertising. You can block or delete cookies in your browser settings, though some parts of the site may not work correctly if you do.

7. How we protect information

North Carolina law — and common sense — require that we use reasonable measures to protect personal information, and we do. Our protections include:

- Encryption of data in transit and at rest;
- Access controls and permission mirroring, so people see only what they are allowed to see;
- Logical separation between organizations — each organization's data is kept separate, with its own security protections, so no organization can access another organization's data;
- Audit trails that record activity;
- Microsoft Azure infrastructure and Microsoft Entra ID sign-in security.

No system can be perfectly secure, and we cannot promise that a breach will never happen. But we work to protect your information and to fix issues quickly. If a security breach ever affects your personal information, we will provide notifications as required by applicable law, including North Carolina's breach-notification requirements (part of North Carolina's Identity Theft Protection Act, N.C. Gen. Stat. § 75-60 et seq.).

8. How long we keep information

We keep information for as long as we need it to provide TrueClarity, honor our agreements, and meet our legal and business requirements. When your organization's agreement with us ends, we return or delete your organization's data as agreed with your organization and as the law requires. Some records may be kept longer where the law requires it.

Disconnecting a connected service stops TrueClarity from obtaining new information from that service. Information previously imported or processed through TrueClarity may remain in the organization's workspace until it is deleted in accordance with the organization's agreement with FortivaAI and our applicable retention practices.

9. Your choices and rights

- **Access, correction, and deletion.** You can ask us to see, correct, or delete your personal information. If the information is in your organization's workspace, your organization's administrator handles these requests; we help them.
- **Disconnect integrations.** Your organization can disconnect connected services at any time.

- **Email choices.** You can opt out of non-essential emails from us at any time.
- **Privacy rights that apply to you.** If a law that applies to you gives you specific privacy rights, we will honor them. Contact us at privacy@fortivaai.ai and we will help.

10. Children's privacy

TrueClarity is a business tool, not a consumer app. It is not directed to children, and we do not knowingly collect personal information from children under 13. If you believe a child has provided us with personal information, contact us and we will delete it.

11. Changes to this policy

We may update this Privacy Policy from time to time. When we do, we will post the revised policy and update the "Last Updated" date above. If we make material changes, we will provide additional notice where required by law.

12. Governing law

This policy is governed by the laws of the State of North Carolina, without regard to its conflict-of-laws rules.

13. Contact us

Questions or requests about privacy at FortivaAI?

FortivaAI, LLC · Wilmington, North Carolina · privacy@fortivaai.ai

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