



## Gray DI Information Request Privacy Policy

Effective Date: June 24, 2025

### **Purpose**

At Gray Decision Intelligence, Inc. (“we,” “our,” “us,” “Gray DI”), we value privacy and are committed to protecting the personal information we collect. This Privacy Policy explains how we collect, use, and protect the limited personal information we gather.

### **Scope**

This policy applies to information collected through our public website (GrayDI.us), related social media channels (e.g., LinkedIn), and other marketing activities (e.g., event sign-ups).

### **Information We Collect**

We only collect personal information that you voluntarily provide through our website and through connected services (e.g., LinkedIn for events):

- **Contact Information:** We collect your first name, last name, and email address when you sign up for our events or request information about our products and services.
- **Other Voluntary Information:** When you engage with us, we may also collect other information you choose to provide, such as your company or institution, role, and/or phone number.

### **Use of Information**

We use the information we collect solely to communicate with you about our offerings. These uses include:

- Sending you the information you have requested.
- Managing your registration for events and sending you related updates.
- Contacting you about future events or product opportunities that may be relevant to you.

We do not sell or give away your contact information. We do not share your personal information with third parties for their direct marketing purposes.

### **Data Retention and Disposal**

We keep your personal information for as long as needed to achieve the purposes for which it was collected or until you choose to unsubscribe. Upon request or when no

longer needed, we securely and permanently delete your information from our marketing systems.

## **Your Privacy Rights**

You have the following rights concerning the personal information you have shared with us:

- **Opting Out of Marketing:** You can stop receiving marketing emails from us at any time by using the “unsubscribe” link included in every message.
- **The Right to Access:** You can request a copy of the contact information we hold for you.
- **The Right to Rectification:** You can request that we correct any inaccurate information.
- **The Right to Erasure (Deletion):** You can request the permanent deletion of your contact information from our systems.

To exercise your Right to Access, Rectification, or Erasure, please contact us at [info@GrayDI.us](mailto:info@GrayDI.us) or the mailing address listed in the “Contact Us” section below.

## **Children's Privacy**

Our website and services are not directed to individuals under the age of 16. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected such information, we will take steps to delete it promptly.

## **Data Security**

We take the protection and security of your personal information very seriously. We have implemented technical and organizational measures to ensure the security of your personal information. However, please note that no method of transmitting or storing data is completely secure.

## **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or to comply with legal requirements. We will notify you of any changes by updating the “Effective Date” at the top of this policy.

## **Contact Us**

If you have any questions or concerns about this Privacy Policy or our collection, use, or protection of your personal information, please contact us by email at [info@GrayDI.us](mailto:info@GrayDI.us), or write to us at the following address:

Gray Decision Intelligence, Inc.

355 Sudbury Rd

Concord, MA 01742