

PERSONAL DATA

Privacy Policy

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DATA CONTROLLER

Human Intel OÜ

Tornimäe tn 3/5/7, 10145 Tallinn, Estonia
Reg. no. 16384008 • VAT no. EE102473098

CONTACT

ValueShift AI

www.valueshiftai.eu
ai@humanintel.eu • +45 98 99 78 99

1. Who we are

Human Intel OÜ is the data controller for the personal data described in this Privacy Policy, collected when you visit www.valueshiftai.eu, sign up for ValueShift AI, pay for a subscription, receive set-up and training or contact us.

Privacy contact	ai@humanintel.eu
Website	www.valueshiftai.eu
Postal address	Tornimäe tn 3/5/7, 10145 Tallinn, Estonia
Registration	Reg. no. 16384008 VAT no. EE102473098

2. What data we process

- Company and contact data: name, company, address, email, telephone and VAT number.
- Subscription and billing data: number of users, subscription status, invoices, payment status, discount code and transaction references.
- Set-up, training and support data: communication, participants, schedules and configuration details.
- Company content you provide for setting up and maintaining your sales AI, to the extent necessary.
- Your marketing choices from the sign-up form (email and phone) and the time you made them.
- Technical data: IP address in server logs and your language choice. The country of your IP address is used only to show the website in Danish, Swedish, Finnish or English.
- Full card details are entered directly with Stripe. We do not see or store card numbers.

3. Purposes and legal basis

Sign-up, delivering the Service, invoicing and support	Performance of a contract (GDPR art. 6(1)(b))
Bookkeeping and VAT reporting	Legal obligation (art. 6(1)(c))
Security and prevention of misuse	Legitimate interest (art. 6(1)(f))
Showing the website in the right language	Legitimate interest (art. 6(1)(f))
News about ValueShift AI, The Value Shift and related products, training and webinars by email	Legitimate interest towards existing customers (art. 6(1)(f)); you can opt out in the sign-up form and in every email
Contact by phone about related products and services	Your consent (art. 6(1)(a)), given in the sign-up form

We do not sell personal data.

4. Stripe and recurring payments

We use Stripe for the payment page, subscription billing, automatic charges, invoices and the customer portal ("Log in"). Stripe receives payment details directly from you. We receive the information needed to manage the customer relationship. Stripe may act as an independent controller for fraud prevention and compliance under its own privacy terms.

5. AI platforms chosen by the Customer

ValueShift AI is configured in the Customer's own account with a supported AI provider, for example OpenAI/ChatGPT, Anthropic/Claude, Google/Gemini or Mistral AI. The Customer contracts with the AI provider and chooses the account type and settings. Information in the Customer's AI environment is processed under the provider's own terms. The Customer should avoid providing sensitive personal data unless there is a clear need and appropriate safeguards.

6. Recipients

- Stripe Payments Europe Ltd. – payments, invoicing and VAT calculation.
- NexusValue.ai – approved set-up, training, maintenance and updates.
- Our web hosting and email provider – operation of the website and sending of emails.
- country.is – receives the visitor's IP address once and returns the country, so the website can open in the right language. Where our hosting provider already supplies the country, no IP address is sent.
- Accountants, advisers and authorities where required by law.

Where data is transferred outside the EU/EEA, this is based on the European Commission's standard contractual clauses or another valid transfer mechanism.

7. Marketing by email and phone

In the sign-up form you choose whether we may send you news by email and whether we may contact you by phone. Marketing is never a condition of a subscription. You can unsubscribe at any time using the link in our emails or by writing to ai@humanintel.eu. We store your choices and when you made them so that we can document them.

8. Retention

- Invoices and accounting records: 7 years, as required by Estonian accounting law.
- Customer data and support correspondence: while the subscription runs and up to 3 years afterwards, unless needed for a legal claim.
- Server logs: a short period, normally no longer than 90 days.
- The country found for an IP address is kept for at most 24 hours, stored only as a one-way hash of the IP address.
- Marketing choices: until you withdraw them, and then as long as we need to be able to document them.

9. Your rights

You have the right to access, rectification, erasure, restriction of processing, objection to processing based on legitimate interest, data portability and to withdraw consent. Write to ai@humanintel.eu. You can also complain to the Estonian Data Protection Inspectorate (Andmekaitse Inspektsioon, www.aki.ee) or to the data protection authority in your own country.

10. Cookies

The website only uses necessary cookies – for security, to remember your language choice (the cookie "vsai_lang", 1 year) and to remember that you have seen our cookie notice. We do not use statistics or marketing cookies. If this changes, we will ask for your consent first.

11. Changes

We may update this Privacy Policy. The current version is always available on www.valueshiftai.eu.