

# Website Privacy Notice

As of: October 2026 · Convenience translation – the German version is binding

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This notice applies to our website [betterco.ai](https://betterco.ai), including the Help Center. The BetterCo platform is governed by our contractual documents: Terms of Use, Platform Privacy Policy, Data Processing Agreement and its Annexes.

## Controller

Founders1 GmbH, Berger Straße 224, 60385 Frankfurt am Main, Germany. E-mail: [privacy@betterco.ai](mailto:privacy@betterco.ai). Further details can be found in our legal notice.

## Consent

We use cookies and similar technologies that are not strictly necessary only if you have given your consent (Art. 6(1)(a) GDPR, § 25(1) TDDDG (Telecommunications Digital Services Data Protection Act)). Consent is obtained and managed via a consent banner provided by iubenda S.r.l., Via San Raffaele 1, 20121 Milan, Italy. iubenda stores your choice and, for this purpose, processes technical data such as IP address, browser information and time of consent in order to document it. You may refuse consent and change or withdraw your choice at any time, with effect for the future, via the privacy settings on every page.

## Use of our website

### Hosting and delivery

The website is hosted and delivered via the network of Cloudflare, Inc., 101 Townsend St, San Francisco, CA 94107, USA. In doing so, Cloudflare processes log data such as IP address, page accessed, date and time, browser type and referrer in order to deliver the website securely and protect it against attacks. Cloudflare acts as our processor and may process data in the USA; the basis for this is the EU-US Data Privacy Framework. The legal basis is our legitimate interest in a secure and reliable website (Art. 6(1)(f) GDPR).

### Forms

When you submit one of our forms (demo request, white paper download, contact request, AMLR check), we process the information you provide, such as name, e-mail address, company, telephone number and message, in order to respond to your request and manage our business contacts. The data is transferred to our CRM system Pipedrive, provided by Pipedrive OÜ, Mustamäe tee 3a, 10615 Tallinn, Estonia. Mandatory fields are marked; without this information we cannot process your request. To protect against automated spam, our forms use a hidden field instead of a captcha service. The legal basis is the performance of pre-contractual measures at your request (Art. 6(1)(b) GDPR) and our legitimate interest in responding to business enquiries (Art. 6(1)(f) GDPR).

### Information e-mails

When downloading a white paper and in other forms, you can separately consent to us sending you information about our products and events by e-mail. Consent is voluntary; you will receive the download without it. After submitting the form, you will receive an e-mail with a confirmation link; we send you information e-mails only after your confirmation (double opt-in). We store the time and IP address of registration and confirmation as evidence. The legal basis is your consent (Art. 6(1)(a) GDPR). You may withdraw it at any time via the unsubscribe link in every e-mail or by e-mail to [privacy@betterco.ai](mailto:privacy@betterco.ai).

## Appointment booking

On our demo booking pages, you can book an appointment via Calendly, provided by Calendly LLC, USA. The scheduler is loaded only after you have entered your contact details and agreed to it being loaded. Calendly then processes your entries, such as name, e-mail address and selected appointment, as well as technical data such as your IP address. We link the booking to your request in Pipedrive. The legal basis for loading the scheduler is your consent (Art. 6(1)(a) GDPR, § 25(1) TDDDG); for the booking itself, it is the performance of pre-contractual measures (Art. 6(1)(b) GDPR).

## Embedded videos and product demos

We embed videos from Vimeo (Vimeo.com, Inc., USA) and interactive product demos from Arcade (Arcade Software, Inc., USA). Some articles in the Help Center contain videos from Loom (Loom, Inc., USA), embedded via the Embedly service (USA). This content is loaded only when you click on it after a notice about the data transfer; Vimeo videos are loaded with the “do not track” parameter. On loading, the respective provider receives your IP address, the page visited and technical browser information and may set cookies. The legal basis is your consent given by clicking (Art. 6(1)(a) GDPR, § 25(1) TDDDG).

## Advertising performance measurement

Only if you have consented via the consent banner do we load Google Tag Manager, provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. It serves exclusively to deliver the following two services; neither of them is loaded before your consent:

- **Google Ads Conversion Tracking** (Google Ireland Limited): measures whether a visit originated from one of our ads on Google and led to an enquiry. For this purpose, among other things, the cookie `_gcl_a` is set with a lifetime of 90 days.
- **LinkedIn Insight Tag** (LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland): measures the same effect for ads on LinkedIn and creates anonymised reports on visitors to the website.

The full list of cookies and their lifetimes is set out in our Cookie Policy, which is accessible via the consent banner. Google and LinkedIn also process the data for their own purposes and are, to that extent, separate controllers; for the collection via the LinkedIn Insight Tag, we are joint controllers with LinkedIn (Art. 26 GDPR); under the arrangement with LinkedIn (Art. 26(2) GDPR), we are responsible for obtaining your consent, and LinkedIn for the security of the data at LinkedIn and for fulfilling your rights; you may exercise your rights against either of us. Data may be transferred to Google LLC and LinkedIn Corporation in the USA. The legal basis is your consent (Art. 6(1)(a) GDPR, § 25(1) TDDDG), which you may withdraw at any time.

## Job applications

If you apply to us, we process the information and documents you send us, such as name, contact details, CV, references and your message, in order to decide on establishing an employment relationship. Only the persons involved in the selection process have access. The legal basis is Art. 6(1)(b) GDPR (steps prior to entering into a contract at your request). If you are hired, the documents are transferred to your personnel file.

## Transfers to the USA

Where data is transferred to providers in the USA, the transfer is based on the EU-US Data Privacy Framework, insofar as the respective provider is certified under it, and otherwise on the Standard Contractual Clauses (SCCs) of the European Commission.

## Storage period

- **Log data at Cloudflare:** only as long as necessary for delivery and defence against attacks; we do not analyse it on a personal basis.

- **Requests and business contacts in Pipedrive:** until the request has been dealt with; as a business contact, up to 24 months after the last contact, unless statutory retention obligations apply.
- **Appointment bookings at Calendly:** up to 6 months after the appointment.
- **Consent to information e-mails:** until withdrawn; evidence of consent is then retained for up to 3 years.
- **Consent records of the consent banner:** up to 3 years.
- **Job applications:** 6 months after completion of the procedure, so that we can defend against any claims; longer only if you have consented to inclusion in a talent pool.

## Service providers for our website

| Provider                           | Purpose                                                                                                  | Registered office  |
|------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------|
| Cloudflare, Inc.                   | Hosting and delivery of the website, protection against attacks; processing of IP addresses and log data | San Francisco, USA |
| Pipedrive OÜ                       | CRM for requests from the website forms; sending of information e-mails after consent                    | Tallinn, Estonia   |
| Calendly LLC                       | Appointment booking for product demos; loads only after consent                                          | USA                |
| Vimeo.com, Inc.                    | Embedded videos; load only after click                                                                   | USA                |
| Loom, Inc. (via Embedly)           | Tutorial videos in selected Help Center articles; load only after click                                  | USA                |
| Arcade Software, Inc.              | Interactive product demos; load only after click                                                         | USA                |
| Google Ireland Limited             | Google Tag Manager and Google Ads Conversion Tracking; load only after consent                           | Dublin, Ireland    |
| LinkedIn Ireland Unlimited Company | LinkedIn Insight Tag; loads only after consent                                                           | Dublin, Ireland    |
| iubenda S.r.l.                     | Consent banner and storage of consent records                                                            | Milan, Italy       |

## Your rights

You have the right of access, rectification, erasure and restriction of processing, as well as the right to data portability (Art. 15 to 20 GDPR). You may withdraw any consent given at any time with effect for the future. To do so, please contact [privacy@betterco.ai](mailto:privacy@betterco.ai).

**Right to object.** Where we process data on the basis of our legitimate interest (Art. 6(1)(f) GDPR), you may object to this processing at any time on grounds relating to your particular situation (Art. 21 GDPR). You may object to advertising by e-mail at any time without giving reasons. An e-mail to [privacy@betterco.ai](mailto:privacy@betterco.ai) is sufficient.

You also have the right to lodge a complaint with a data protection supervisory authority (Art. 77 GDPR), for example the authority competent for us, the Hessian Commissioner for Data Protection and Freedom of Information ([datenschutz.hessen.de](https://www.datenschutz.hessen.de)).