LEGAL

Privacy policy

Information under Art. 13 and 14 GDPR on the processing of personal data on our website, in the MAIA platform and in support.

Last updated: October 30, 2026

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1. Controller and data protection officer

1.1 Unless otherwise provided in clause 2.3, the controller within the meaning of Art. 4(7) GDPR is Prodlane GmbH, Löhrstraße 15, 04105 Leipzig, Germany, represented by its managing directors Carolin Maier and Mathias Jakob, registered at the commercial register of Amtsgericht Leipzig under HRB 39585 (“Prodlane” or “we”).

1.2 Please send questions about data protection and requests to exercise your rights to info@getmaia.ai or to the postal address above.

1.3 We have appointed an external data protection officer: heyData GmbH, Schützenstraße 5, 10117 Berlin, Germany, datenschutz@heydata.eu.

2. Scope, definitions and roles

2.1 This privacy policy applies to the processing of personal data in connection with:

- the website at getmaia.ai and www.getmaia.ai, including the forms and videos embedded there, and the documentation (“Website”);
- the cloud-based software MAIA (“Platform”);
- communication with our support and the initiation and performance of contracts.

2.2 “Customer” means the company or organisation that has concluded a contract with us for the use of the Platform. “Users” are the natural persons to whom a Customer grants access to the Platform.

2.3 Where we process personal data in the Platform on behalf of a Customer, the Customer is the controller and we are a processor within the meaning of Art. 4(8) and Art. 28 GDPR. In that case the processing is governed by the data processing agreement concluded with the Customer and by its instructions. The information in clauses 6 and 7 is provided for transparency. We are the controller for all other processing described in this privacy policy.

2.4 Further information on the security of the Platform is available in our Trust Center at prodlane.secureframetrustuk.com. For third-party websites we link to, the privacy policy of the respective provider applies.

3. Legal bases

3.1 We process personal data on the basis of the following provisions:

- Art. 6(1)(a) GDPR, where you have given consent. You may withdraw consent at any time with effect for the future (Art. 7(3) GDPR).
- Art. 6(1)(b) GDPR, where processing is necessary for the performance of a contract or to take steps prior to entering into a contract.
- Art. 6(1)(c) GDPR, where we are subject to a legal obligation, in particular commercial and tax retention duties.
- Art. 6(1)(f) GDPR, where processing is necessary for our legitimate interests or those of a third party and your interests do not override them. We state the respective interest in the relevant section.

3.2 Storing information on your device and accessing information stored there is also governed by § 25 of the German Telecommunications Digital Services Data Protection Act (TDDDG). Strictly necessary access takes place without consent under § 25(2) no. 2 TDDDG; all other access only with your consent under § 25(1) TDDDG.

4. Website: provision, video and forms

4.1 When you access the Website, our hosting provider Cloudflare processes the data required to deliver and secure it: IP address, date and time of the request, the address requested, referrer URL, browser and operating system, and the HTTP status code. Cloudflare protects the Website, among other things, with a web application firewall, DDoS protection and bot detection, and sets the strictly necessary cookies “__cf_bm” (30 minutes) and “_cfuvid” (session) for this purpose. From this access data Cloudflare compiles aggregate statistics for us, for example on page views, countries of origin and referring pages; no cookies are set and no scripts run in your browser for this, and we do not evaluate the statistics on a personal basis.

4.2 A muted video plays automatically on the homepage. The video file is delivered through Cloudflare Stream and played using your browser’s video player. Cloudflare processes your IP address and technical request data to deliver the video file. We do not use any additional cookies for video playback or store bandwidth profiles or user identifiers in local browser storage for this purpose.

4.3 When you contact us through a form, arrange an appointment or request a whitepaper, we process the data you provide (in particular name, email address, company and message) and the time and page of submission. If you request a white paper, we also use your details so that our sales team can contact you by phone or via LinkedIn; you can object to this at any time (clause 13.2). The

forms are loaded from HubSpot; submissions are stored in our HubSpot account in the EU. We do not use the HubSpot tracking script. We process emails sent to us in Microsoft 365.

4.4 The legal basis for hosting, security, statistics and video is Art. 6(1)(f) GDPR; our legitimate interest lies in providing the Website securely and reliably, developing it in line with demand and presenting our Platform through video. The necessary cookies listed in clause 5.4 are covered by § 25(2) no. 2 TDDDG. For enquiries the legal basis is Art. 6(1)(b) GDPR where they aim at concluding a contract, and otherwise Art. 6(1)(f) GDPR; our legitimate interest lies in answering them. Where you separately consent to receiving information or advertising, Art. 6(1)(a) GDPR applies; this consent is not a condition for handling your enquiry.

SERVICE	PROVIDER	PURPOSE	THIRD COUNTRY
Cloudflare	Cloudflare, Inc., San Francisco, USA	Hosting, security, access statistics, video (Cloudflare Stream)	USA; EU-US Data Privacy Framework, standard contractual clauses
HubSpot	HubSpot Ireland Limited, Dublin, Ireland; HubSpot, Inc., USA	Forms, downloads, contact management	Data stored in the EU; access from the USA: EU-US Data Privacy Framework, standard contractual clauses
Microsoft 365	Microsoft Ireland Operations Limited, Dublin, Ireland	Email	Data stored in the EU; EU-US Data Privacy Framework, standard contractual clauses

5. Website: cookies and marketing

5.1 On your first visit a banner asks whether you consent to marketing. “Reject all” sits next to “Accept all” at the same size; marketing is switched off by default. Without consent the services concerned are not loaded and no Google cookies are set. The Website can be used in full without consent.

5.2 With your consent to “Marketing” we load Google Tag Manager and use Google Ads to measure whether visits from our ads lead to enquiries. We do not use Google Ads for remarketing: we tell Google that no personalised advertising may be served, and visitors are not added to any advertising audiences. Google processes the conversion measurement data as an independent controller; Google’s privacy policy applies (https://policies.google.com/privacy). Google Consent Mode v2 ensures that Google services only become active after your consent. The legal basis is your consent (Art. 6(1)(a) GDPR, § 25(1) TDDDG).

5.3 We store your choice in the cookie “maia_consent” for 12 months. You can change or withdraw it at any time with “Cookie settings” in the footer; we then delete the cookies concerned.

5.4 The following cookies and device accesses are used:

- Necessary: maia_consent (12 months); maia_lang (12 months, only if you pick a language in the language switch, so the homepage opens in that language); __cf_bm (30 minutes) and _cfuvid (session) from Cloudflare; __cf_bm from hsforms.net (30 minutes, protects the forms).
- Marketing: _gcl_au from Google Ads (90 days). Google may also set cookies on its own domains such as google.com and doubleclick.net to match ad clicks with enquiries.

SERVICE	PROVIDER	PURPOSE	THIRD COUNTRY
Google Tag Manager, Google Ads	Google Ireland Limited, Dublin, Ireland; Google LLC, USA	Marketing (conversion measurement, no remarketing)	USA; EU-US Data Privacy Framework, standard contractual clauses, your consent

6. Platform: processing on behalf of the Customer

6.1 The Platform enables Customers to use language models in compliance with data protection law and to work with their own documents. On behalf of the Customer we process in particular the following data of Users and of persons named in their content:

- account data: first name, last name, email address, preferred language;
- content: chat messages, search queries, uploaded documents including metadata, and data from integrations and the application programming interface (API);
- authentication and account management: times of sign-in and sign-out, session, registration and password events, and the IP address at sign-in;
- pseudonymous usage data, linked to a user identifier: browser, device, operating system, referring addresses and events in the software;
- logs of AI processing: inputs to and responses from the language models, for error analysis and quality assurance.

6.2 We process this data exclusively on the Customer's instructions and only to provide, operate and secure the Platform; we also use usage data without content to improve it. Processing takes place in member states of the EU or the EEA. Content is not used to train AI models, either by us or by our model providers. The details are governed by the data processing agreement with the Customer; Instead of this agreement, Customers may also conclude an individually negotiated data processing agreement with us.

6.3 Whether special categories of personal data under Art. 9 GDPR, such as health data, are processed in the Platform is decided by the Customer as controller; the Customer is responsible for the lawfulness of this processing.

6.4 In the event of misuse of the Platform, we process the data required for this as controller in order to establish, exercise or defend legal claims (Art. 6(1)(f) GDPR) and to comply with lawful requests for information from authorities (Art. 6(1)(c) GDPR).

7. Platform: sub-processors

7.1 We use the sub-processors listed below to operate the Platform; contracts under Art. 28 GDPR are in place with each of them. The language models do not use input for training. Some providers store input temporarily, for example for abuse monitoring.

7.2 We inform our Customers in advance of any intended engagement of new or replacement of existing sub-processors in accordance with the data processing agreement.

PROVIDER	ADDRESS	SERVICE	LOCATION
Hetzner Online GmbH	Industriestr. 25, 91710 Gunzenhausen, Germany	Servers, network and storage for the web application and data storage	Germany; backups in other EU regions
AKI.IO GmbH	Marienburger Str. 1, 10405 Berlin, Germany	Language models	Germany
Microsoft Ireland Operations Ltd (Azure)	One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland	GPT models; document pre-processing	EU

PROVIDER	ADDRESS	SERVICE	LOCATION
Amazon Web Services EMEA SARL	38 avenue John F. Kennedy, L-1855 Luxembourg	Language models	EU
Google Ireland Limited (Google Cloud)	Gordon House, Barrow Street, Dublin 4, Ireland	Language models	EU
PostHog, Inc.	2261 Market Street #4008, San Francisco, CA 94114, USA	Pseudonymous usage and error analytics, feature flags, surveys; no content	PostHog Cloud EU, Frankfurt, Germany; standard contractual clauses

8. Support and contractual relationship

8.1 When you contact our support, we process your contact details, your message and any material you send. Where the request concerns Platform content, we process it on behalf of the Customer (clause 2.3). Otherwise we are the controller; the legal basis is Art. 6(1)(b) or (f) GDPR, our legitimate interest being the handling of support requests.

8.2 To initiate, perform and invoice contracts, we process as controller the data of our Customers' contact persons (name, business contact details, function) and contract and billing data (Art. 6(1)(b), (c) and (f) GDPR). For online orders, we process payments through a payment service provider that processes the necessary data on our behalf and, for fraud prevention, also as an independent controller; data may be transferred to the USA in the process (EU-US Data Privacy Framework, standard contractual clauses). We inform Users and administrators by email about maintenance, security-relevant events and significant changes to the Platform (Art. 6(1)(f) GDPR; legitimate interest: secure and proper operation).

9. Sales and call recording

9.1 We record, transcribe and analyse online meetings with prospects and customers using Kickscale to document their content and follow up on them. We only start recording once all participants have consented before the recording begins (Art. 6(1)(a) GDPR); consent is voluntary and can be withdrawn at any time with effect for the future. Kickscale does not use the data to train AI models. We transfer summaries and results to our CRM at HubSpot to manage the business relationship (Art. 6(1)(b) GDPR, otherwise (f); legitimate interest: documenting our customer conversations).

9.2 We contact people at companies that could become customers for MAIA in their professional role, to present MAIA and arrange meetings. If you had no previous contact with us, we did not collect your data from you (Art. 14 GDPR). We then process your name, company, position and role, business email address and phone number, the address of your LinkedIn profile, the history of our contact and messages we exchange on LinkedIn. The data comes from LinkedIn Sales Navigator, from the data providers Amplemarket and Surfe, and from publicly available sources such as company websites, press releases and trade fair catalogues. We do not process private contact details or special categories under Art. 9 GDPR, and we do not score individuals.

9.3

> The legal basis for our outreach is our legitimate interest in winning new customers (Art. 6(1)(f) GDPR); if you show interest in an offer, also Art. 6(1)(b) GDPR. You can object to our outreach at any time without giving reasons (Art. 21(2) GDPR), by emailing info@getmaia.ai or

> by replying to our message. We will then stop contacting you and delete your data, keeping only a suppression entry so that we do not contact you again.

SERVICE	PROVIDER	PURPOSE	THIRD COUNTRY
Kickscale	Kickscale FlexCo, Vienna, Austria	Recording, transcription and analysis of meetings	Data stored in the EU; some sub-processors in the USA: EU-US Data Privacy Framework, standard contractual clauses
HubSpot	HubSpot Ireland Limited, Dublin, Ireland; HubSpot, Inc., USA	CRM for prospects and customers	Data stored in the EU; access from the USA: EU-US Data Privacy Framework, standard contractual clauses
LinkedIn Sales Navigator	LinkedIn Ireland Unlimited Company, Dublin, Ireland	Source of contact data	–
Amplemarket	Tagis, Inc. (Amplemarket), San Francisco, USA	Contact data, sales automation	USA; EU-US Data Privacy Framework
Surfe	Growster SAS, Paris, France	Contact data, transfer of LinkedIn messages to the CRM	–

10. Applications, LinkedIn and external links

10.1 We publish job openings on the recruiting platform JOIN and receive applications through JOIN. JOIN Solutions AG, Zurich, Switzerland, processes the application data on our behalf (Art. 28 GDPR), in Switzerland or the EEA; the European Commission has found that Switzerland offers an adequate level of protection (Art. 45 GDPR). Where you use JOIN beyond this, for example with your own candidate account, JOIN is the controller for that use and its privacy notice applies.

10.2 We process application data to decide whether to enter into an employment relationship (Art. 6(1)(b) GDPR). Voluntary additional information and being added to our talent pool are based on your consent (Art. 6(1)(a) GDPR).

10.3 We maintain a company profile on LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland). We are joint controllers with LinkedIn for the statistics on our page (Page Insights, Art. 26 GDPR); LinkedIn bears primary responsibility, including for fulfilling your rights. The essence of the arrangement is available at https://legal.linkedin.com/pages-joint-controller-addendum. If you contact us via LinkedIn, we process your details to answer you (Art. 6(1)(f) GDPR) and transfer the messages to our CRM using Surfe (clause 9).

10.4 We link to our LinkedIn profile and our Trust Center without plugins; data is only transmitted when you follow a link.

11. Recipients and transfers to third countries

11.1 We transfer personal data only to the extent necessary for the purposes described: to the service providers named in clauses 4, 5, 7, 8, 9 and 10 with whom contracts under Art. 28 GDPR are in place where they act on our behalf, and to tax advisers, lawyers and authorities where we are legally obliged to do so or where this is necessary to establish, exercise or defend legal claims.

11.2 We process Platform content exclusively in the EU or the EEA; processing outside these countries only takes place with the Customer's prior consent and subject to Art. 44 et seq. GDPR. Where service providers are based in the USA or access data from there, we base the transfer on the adequacy decision for the EU-US Data Privacy Framework where the recipient is certified, and otherwise on standard contractual clauses under Art. 46(2)(c) GDPR.

12. Retention

12.1 We store personal data only as long as necessary for the respective purpose or as required by statutory retention duties:

- technical access data of the Website: Cloudflare processes it on our behalf only as long as necessary for delivery and security; we can view security-related events in the Cloudflare dashboard for 24 hours;
- cookies: according to the periods in clause 5.4; usage data in marketing services according to the retention period set there;
- data in the Platform: for the term of the contract with the Customer; after that we return or delete it at the Customer's choice, unless statutory retention duties apply;
- prospects in the CRM: 24 months after the last contact if no contract is concluded; business contacts we approached who did not respond: twelve months after our last contact attempt; after an objection only a suppression entry;
- meeting recordings and transcripts (Kickscale): no later than twelve months after the meeting;
- enquiries, support cases and contract data: until handling is complete, then within statutory retention periods, in particular six years for commercial and business letters, eight years for accounting vouchers and ten years for books and annual financial statements (§ 257 German Commercial Code, § 147 German Fiscal Code);
- applications: up to six months after the procedure ends; with your consent to our talent pool, twelve months.

13. Rights of data subjects

13.1 Subject to the statutory requirements, you have the right to access (Art. 15 GDPR), rectification (Art. 16 GDPR), erasure (Art. 17 GDPR), restriction of processing (Art. 18 GDPR) and data portability (Art. 20 GDPR). You may withdraw consent at any time with effect for the future (Art. 7(3) GDPR); the lawfulness of processing before withdrawal remains unaffected.

13.2

> **Right to object: Where we process data on the basis of Art. 6(1)(f) GDPR, you have the right to object to the processing at any time on grounds relating to your particular situation (Art. 21(1) GDPR). Where we process data for direct marketing purposes, you may object to this processing at any time without giving reasons (Art. 21(2) GDPR).**

13.3 To exercise your rights, a message to info@getmaia.ai or to our data protection officer is sufficient. If your request concerns data in the Platform, please contact the Customer as controller; we forward requests addressed to us and support the Customer in responding.

13.4 You may lodge a complaint with a data protection supervisory authority (Art. 77 GDPR). The authority responsible for us is the Saxon Data Protection and Transparency Commissioner, Devrientstraße 5, 01067 Dresden, Germany (datenschutz.sachsen.de). For persons in Switzerland the Swiss Federal Act on Data Protection (FADP) applies in addition; complaints can be lodged there with the Federal Data Protection and Information Commissioner (FDPIC).

14. Further information

14.1 You are under no statutory or contractual obligation to provide personal data. Without the data marked as mandatory, however, we cannot handle your enquiry, and without a name and email address no Platform account can be set up.

14.2 No decision based solely on automated processing within the meaning of Art. 22 GDPR takes place. Answers from the language models in the Platform are suggestions; Users and the Customer decide how to use them.

14.3 We update this privacy policy when the services we use, our processing or the legal situation change. The version published here applies. We also announce significant changes affecting the Platform in the Platform or by email.

14.4 Only the German version of this privacy policy is legally binding. This English translation is provided for information purposes only. The German version is available at www.getmaia.ai/de/datenschutz/.