

PRIVACY POLICY

Last Updated: January 15, 2026

1. Introduction

Ksentra ("we", "us", "our") operates aimlinked.com (the "Service"), an XRM platform for setting, sharing, and achieving common goals.

This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you use our Service. We are committed to protecting your privacy and complying with the General Data Protection Regulation (GDPR) and other applicable data protection laws.

Controller Information:

- Company: Ksentra
- Address:
- Email: info@aimlinked.com
- Data Protection Officer:

2. Legal Basis for Processing

We process your personal data based on the following legal grounds under GDPR Article 6(1):

- **Contract Performance (Article 6(1)(b)):** Processing necessary to provide the Service under our Terms of Service
- **Consent (Article 6(1)(a)):** Where you have given explicit consent for specific processing activities
- **Legitimate Interests (Article 6(1)(f)):** For service improvement, security, and fraud prevention
- **Legal Obligation (Article 6(1)(c)):** To comply with legal requirements such as tax and accounting obligations

3. Personal Data We Collect

3.1 Information You Provide

Account Information:

- Name
- Email address
- Password (encrypted)
- Profile information (optional)
- Organization details (for Corporate plan users)

Goal and Activity Data:

- Goals you create
- Progress updates
- Steps and milestones
- Sharing preferences (public/private)
- Group memberships

- Comments and interactions

Payment Information:

- Billing name and address
- Payment method details (processed by our payment provider)
- Transaction history

Communications:

- Support requests
- Feedback and survey responses
- Email correspondence

3.2 Automatically Collected Information

Technical Data:

- IP address
- Browser type and version
- Device information
- Operating system
- Time zone settings
- Access times and dates

Usage Data:

- Pages visited
- Features used
- Time spent on pages
- Clickstream data
- Referral sources

Cookies and Tracking Technologies: See Section 11 (Cookie Policy) below for detailed information.

4. How We Use Your Personal Data

We use your personal data for the following purposes:

4.1 Service Provision

- Create and manage your account
- Provide access to XRM features
- Enable goal sharing and collaboration
- Process subscriptions and payments
- Deliver customer support

4.2 Service Improvement

- Analyze usage patterns
- Improve features and functionality
- Develop new features

- Conduct research and analytics

4.3 Communication

- Send service-related notifications
- Respond to inquiries
- Send marketing communications (with consent)
- Provide updates and news

4.4 Security and Compliance

- Prevent fraud and abuse
- Ensure platform security
- Comply with legal obligations
- Enforce our Terms of Service

5. Data Sharing and Disclosure

We do not sell, rent, or trade your personal data to third parties.

We may share your data in the following limited circumstances:

5.1 Service Providers

We engage trusted third-party service providers who process data on our behalf:

- **Hosting Providers:** For cloud infrastructure (servers located in Germany/EU)
- **Payment Processors:** For secure payment processing
- **Email Service Providers:** For transactional and marketing emails
- **Analytics Providers:** For usage analytics
- **Customer Support Tools:** For helpdesk services

All service providers are bound by data processing agreements and process data only according to our instructions.

5.2 With Other Users (As You Choose)

- Public goals are visible to all users
- Shared goals are visible to group members
- Profile information you choose to make public

5.3 Legal Requirements

We may disclose your data if required to:

- Comply with legal obligations
- Respond to valid legal requests
- Protect our rights and property
- Prevent fraud or security threats
- Protect user safety

5.4 Business Transfers

In the event of a merger, acquisition, or sale of assets, your data may be transferred to the acquiring entity, who will be bound by this Privacy Policy.

6. International Data Transfers

Our servers are located in Germany within the European Union. If we transfer data outside the EU/EEA, we ensure adequate protection through:

- EU Standard Contractual Clauses
- Adequacy decisions by the European Commission
- Other approved transfer mechanisms under GDPR

7. Data Retention

We retain your personal data for as long as necessary to provide the Service and fulfill the purposes described in this Policy:

- **Account Data:** Retained while your account is active
- **Goal Data:** Retained while your account is active
- **Payment Records:** Retained for 10 years for tax and accounting purposes
- **Support Communications:** Retained for 3 years
- **Marketing Consent:** Until you withdraw consent

After deletion or account closure, we may retain certain data in anonymized form for analytics purposes.

8. Your Rights Under GDPR

As a data subject in the EU, you have the following rights:

8.1 Right of Access (Article 15)

Request a copy of your personal data we hold.

8.2 Right to Rectification (Article 16)

Request correction of inaccurate or incomplete data.

8.3 Right to Erasure (Article 17)

Request deletion of your personal data ("right to be forgotten").

8.4 Right to Restriction (Article 18)

Request limitation of processing in certain circumstances.

8.5 Right to Data Portability (Article 20)

Receive your data in a structured, machine-readable format.

8.6 Right to Object (Article 21)

Object to processing based on legitimate interests or for direct marketing.

8.7 Right to Withdraw Consent (Article 7(3))

Withdraw consent at any time where processing is based on consent.

8.8 Right to Lodge a Complaint

File a complaint with your local data protection authority (Supervisory Authority).

To exercise your rights, contact us at: info@aimlinked.com

We will respond to your request within one month.

9. Data Security

We implement appropriate technical and organizational measures to protect your personal data:

- Encryption in transit (TLS/SSL)
- Encryption at rest for sensitive data
- Access controls and authentication
- Regular security assessments
- Employee training on data protection
- Secure data centers with physical security
- Regular backups
- Incident response procedures

However, no system is completely secure. We cannot guarantee absolute security of data transmitted over the internet.

10. Children's Privacy

Our Service is not intended for children under 16 years of age. We do not knowingly collect personal data from children under 16. If you believe we have collected data from a child under 16, please contact us immediately, and we will delete such information.

11. Cookie Policy

11.1 What Are Cookies

Cookies are small text files placed on your device when you visit our website. They help us provide and improve our Service.

11.2 Types of Cookies We Use

Strictly Necessary Cookies These cookies are essential for the Service to function. They enable core functionality such as:

- Authentication and security
- Session management
- Load balancing

Legal basis: Legitimate interest (service provision) Duration: Session or up to 1 year

Functional Cookies These cookies enhance functionality and personalization:

- Language preferences
- Display settings
- User interface preferences

Legal basis: Consent Duration: Up to 1 year

Analytics Cookies These cookies help us understand how users interact with our Service:

- Page views and navigation paths
- Feature usage statistics
- Performance metrics
- Error tracking

Legal basis: Consent Duration: Up to 2 years

We may use analytics services such as:

- Google Analytics (with IP anonymization)
- Yandex Metrica

Marketing Cookies These cookies are used to deliver relevant advertising (if applicable):

- Track advertising campaign effectiveness
- Deliver targeted content

Legal basis: Consent Duration: Up to 1 year

11.3 Cookie Consent

When you first visit our website, you will see a cookie banner requesting your consent for non-essential cookies. You can:

- Accept all cookies
- Reject non-essential cookies
- Customize your preferences

Strictly necessary cookies do not require consent under GDPR.

11.4 Managing Cookies

You can manage cookies through:

Our Cookie Preference Center: Access at any time through [Cookie Settings link]

Browser Settings: Configure your browser to:

- Block all cookies
- Block third-party cookies
- Delete cookies after browsing
- Notify you when cookies are set

Note: Disabling essential cookies may prevent you from using certain features of the Service.

Browser Instructions:

- Chrome: Settings > Privacy and security > Cookies
- Firefox: Settings > Privacy & Security > Cookies
- Safari: Preferences > Privacy > Cookies
- Edge: Settings > Cookies and site permissions

11.5 Third-Party Cookies

Some cookies are set by third-party services we use. We do not control these cookies. Please review the privacy policies of these third parties:

- Google Analytics: <https://policies.google.com/privacy>
- Yandex Metrika: <https://yandex.com/legal/confidential/>

11.6 Do Not Track

Some browsers support "Do Not Track" signals. Currently, there is no industry standard for responding to such signals. We do not respond to Do Not Track signals but honor your cookie preferences set through our Cookie Preference Center.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by:

- Posting the new policy on this page
- Updating the "Last Updated" date
- Sending an email notification (for significant changes)

Your continued use of the Service after changes constitutes acceptance of the updated policy.

13. Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us:

Email: info@aimlinked.com **Address:**

EU Representative (if applicable):

Data Protection Authority: If you are in Germany, you can contact the Bundesbeauftragte für den Datenschutz und die Informationsfreiheit (BfDI) at <https://www.bfdi.bund.de>

Summary of Key Points

- We collect personal data necessary to provide our goal-setting Service
- We do not sell or share your personal data with third parties for their marketing purposes
- Your data is stored on servers in Germany/EU
- You have comprehensive rights under GDPR to access, correct, delete, and control your data
- We use cookies to improve functionality and analytics (with your consent for non-essential cookies)
- You can exercise your rights by contacting info@aimlinked.com