

Privacy Policy

Mitzu Inc.

Last updated June 9, 2026

This privacy notice for Mitzu Inc. ("we," "us," or "our"), describes how and why we might collect, store, use, and/or share ("process") your information when you use our services ("Services"), such as when you:

- Visit our website at <https://mitzu.io>, or any website of ours that links to this privacy notice
- Engage with us in other related ways, including any sales, marketing, or events

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at support@mitzu.io.

SUMMARY OF KEY POINTS

This summary provides key points from our privacy notice, but you can find out more details about any of these topics by clicking the link following each key point or by using our table of contents below to find the section you are looking for.

What personal information do we process? When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use. [Learn more about personal information you disclose to us.](#)

Do we process any sensitive personal information? We do not collect sensitive personal information from you directly. We may process data you designate as sensitive within your own data warehouse, solely on your instructions and as your data processor.

Do we receive any information from third parties? We do not buy or receive personal information about you from data brokers or similar third parties. If you sign in using a third-party provider such as Google, we receive basic profile information (such as your name and email address) from that provider.

How do we process your information? We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so. [Learn more about how we process your information.](#)

In what situations and with which types of parties do we share personal information? We may share information in specific situations and with specific categories of third parties. [Learn more about when and with whom we share your personal information.](#)

How do we keep your information safe? We have organizational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. [Learn more about how we keep your information safe.](#)

What are your rights? Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information. [Learn more about your privacy rights.](#)

How do you exercise your rights? The easiest way to exercise your rights is by submitting a [data subject access request](#), or by contacting us. We will consider and act upon any request in accordance with applicable data protection laws.

Want to learn more about what we do with any information we collect? Review the privacy notice in full.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In Short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Personal Information Provided by You. The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- email addresses
- names

Sensitive Information. We do not collect sensitive personal information from you directly. Where you instruct us to process data held in your own data warehouse, any sensitive data within it is processed solely on your instructions and as your data processor.

Payment Data. We may collect data necessary to process your payment if you make purchases, such as your payment instrument number, and the security code associated with your payment instrument. All payment data is stored by Stripe. You may find their privacy notice link(s) here: <https://stripe.com/en-gb-us/privacy>.

Single Sign-On Login Data. We may provide you with the option to register and sign in using a third-party account, such as Google. If you choose to do so, we receive basic profile information from that provider, such as your name and email address. Separately, our MCP connector uses our identity provider, WorkOS, to authenticate access to your workspace from AI clients. See the “How do we handle social logins and single sign-on?” section below.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Information automatically collected

In Short: Some information — such as your Internet Protocol (IP) address and/or browser and device characteristics — is collected automatically when you visit our Services.

We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services, and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies.

The information we collect includes:

Log and Usage Data. Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Services and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity in the Services (such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called "crash dumps"), and hardware settings).

Device Data. We collect device data such as information about your computer, phone, tablet, or other device you use to access the Services. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system, and system configuration information.

Location Data. We may derive an approximate location (such as country or city) from your IP address for security, fraud-prevention, and analytics purposes. We do not collect precise geolocation data.

2. HOW DO WE PROCESS YOUR INFORMATION?

In Short: We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

To facilitate account creation and authentication and otherwise manage user accounts. We may process your information so you can create and log in to your account, as well as keep your account in working order.

To deliver and facilitate delivery of services to the user. We may process your information to provide you with the requested service.

To fulfill and manage your orders. We may process your information to fulfill and manage your orders, payments, returns, and exchanges made through the Services.

To enable user-to-user communications. We may process your information if you choose to use any of our offerings that allow for communication with another user.

To request feedback. We may process your information when necessary to request feedback and to contact you about your use of our Services.

To send you marketing and promotional communications. We may process the personal information you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt out of our marketing emails at any time. For more information, see "WHAT ARE YOUR PRIVACY RIGHTS?" below.

To protect our Services. We may process your information as part of our efforts to keep our Services safe and secure, including fraud monitoring and prevention.

To identify usage trends. We may process information about how you use our Services to better understand how they are being used so we can improve them.

To determine the effectiveness of our marketing and promotional campaigns. We may process your information to better understand how to provide marketing and promotional campaigns that are most relevant to you.

To save or protect an individual's vital interest. We may process your information when necessary to save or protect an individual's vital interest, such as to prevent harm.

3. WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR INFORMATION?

In Short: We only process your personal information when we believe it is necessary and we have a valid legal reason (i.e., legal basis) to do so under applicable law, like with your consent, to comply with laws, to provide you with services to enter into or fulfill our contractual obligations, to protect your rights, or to fulfill our legitimate business interests.

The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

Consent. We may process your information if you have given us permission (i.e., consent) to use your personal information for a specific purpose. You can withdraw your consent at any time. [Learn more about withdrawing your consent.](#)

Performance of a Contract. We may process your personal information when we believe it is necessary to fulfill our contractual obligations to you, including providing our Services or at your request prior to entering into a contract with you.

Legitimate Interests. We may process your information when we believe it is reasonably necessary to achieve our legitimate business interests and those interests do not outweigh your interests and fundamental rights and freedoms. For example, we may process your personal information for some of the purposes described in order to:

- Send users information about special offers and discounts on our products and services

Analyze how our Services are used so we can improve them to engage and retain users

- Support our marketing activities
- Diagnose problems and/or prevent fraudulent activities

Understand how our users use our products and services so we can improve user experience and enhance our platform's features

- Ensure the technical functionality and security of our platform
- Develop aggregated statistics about platform usage to guide product development

Legal Obligations. We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.

Vital Interests. We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situations involving potential threats to the safety of any person.

4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

In Short: We may share information in specific situations described in this section and/or with the following categories of third parties.

Vendors, Consultants, and Other Third-Party Service Providers. We may share your data with third-party vendors, service providers, contractors, or agents ("third parties") who perform services for us or on our behalf and require access to such information to do that work. We have contracts in place with our third parties, which are designed to help safeguard your personal information. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will also not share your personal information with any organization apart from us. They also commit to protect the data they hold on our behalf and to retain it for the period we instruct. The categories of third parties we may share personal information with are as follows:

- Ad Networks
- Cloud Computing Services
- Data Analytics Services
- Communication & Collaboration Tools
- Finance & Accounting Tools
- Sales & Marketing Tools
- User Account Registration & Authentication Services
- Payment Processors
- Affiliate Marketing Programs

We also may need to share your personal information in the following situations:

Business Transfers. We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

Legal Requirements. We may disclose your information where we are legally required to do so to comply with applicable law, governmental requests, judicial proceedings, court orders, or legal processes. We will notify you about such disclosure unless prohibited by law.

5. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

In Short: We may use cookies and other tracking technologies to collect and store your information.

We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store information. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our Cookie Notice.

In Short: If you choose to register or log in to our Services using a social media account, we may have access to certain information about you.

6. HOW DO WE HANDLE SOCIAL LOGINS AND SINGLE SIGN-ON?

In Short: If you sign in using a third-party account such as Google, or connect our MCP connector to an AI client, we receive certain profile information from the relevant provider.

Our Services let you register and sign in using a third-party account, such as Sign in with Google. If you choose to do this, we receive basic profile information from that provider, such as your name and email address, and where applicable your profile picture. When you connect Mitzu's MCP connector to an AI client, sign-in is handled by our identity provider, WorkOS, which processes your authentication identity (such as your email address) to grant access to your workspace. We use this information only to create and manage your account and to provide the Services described in this notice. We do not control how these third-party providers process your information; please review their privacy notices to understand their practices.

7. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: We keep your information for as long as necessary to fulfill the purposes outlined in this privacy notice unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose in this notice will require us keeping your personal information for longer than twelve (12) months past the termination of the user's account, except where a longer retention period is required or permitted by applicable financial, tax, accounting, or other legal obligations (for example, retaining billing and transaction records).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

8. HOW DO WE KEEP YOUR INFORMATION SAFE?

In Short: We aim to protect your personal information through a system of organizational and technical security measures.

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

Data Breach Notification.

Despite our security measures, if a data breach does occur that involves your personal information, we are committed to responding promptly and transparently.

We will notify affected users and relevant authorities of data breaches in accordance with applicable laws.

If you become aware of a potential security incident involving our Services, please contact us immediately at support@mitzu.io

9. DO WE COLLECT INFORMATION FROM MINORS?

In Short: We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly solicit data from or market to children under 18 years of age. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at support@mitzu.io.

10. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: In some regions, such as the European Economic Area (EEA) and United Kingdom (UK), you have rights that allow you greater access to and control over your personal information. You may review, change, or terminate your account at any time.

In some regions (like the EEA and UK), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. You can make

such a request by contacting us by using the contact details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" below.

We will consider and act upon any request in accordance with applicable data protection laws.

If you are located in the EEA or UK and you believe we are unlawfully processing your personal information, you also have the right to complain to your [Member State data protection authority](#) or [UK data protection authority](#).

If you are located in Switzerland, you may contact the [Federal Data Protection and Information Commissioner](#).

Withdrawing your consent: If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us by using the contact details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" below.

However, please note that this will not affect the lawfulness of the processing before its withdrawal nor, will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

Opting out of marketing and promotional communications: You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails that we send, or by contacting us using the details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" below. You will then be removed from the marketing lists. However, we may still communicate with you — for example, to send you service-related messages that are necessary for the administration and use of your account, to respond to service requests, or for other non-marketing purposes.

Account Information

If you would at any time like to review or change the information in your account or terminate your account, you can:

- Contact us using the contact information provided.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our legal terms and/or comply with applicable legal requirements.

Cookies and similar technologies: Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Services.

If you have questions or comments about your privacy rights, you may email us at support@mitzu.io.

11. UNITED STATES PRIVACY RIGHTS

In Short: If you are a resident of certain US states, you may have additional rights regarding your personal information.

If you are a resident of a US state with a comprehensive consumer privacy law — such as California, Virginia, Colorado, Connecticut, or Utah — you may have some or all of the following rights, subject to that law and its exceptions:

- Request confirmation of whether we process your personal information, and access to it
- Request a copy of the personal information you previously provided to us (data portability)
- Request correction of inaccurate personal information
- Request deletion of your personal information
- Opt out of the “sale” or “sharing” of personal information and of targeted advertising
- Not receive discriminatory treatment for exercising your privacy rights

We do not sell your personal information, and we do not share it for cross-context behavioral advertising. We do not knowingly sell or share the personal information of consumers under 16 years of age.

To exercise any of these rights, submit a [data subject access request](#) or contact us at support@mitzu.io. We will verify your request before acting on it and will respond within the timeframe required by applicable law. You may also designate an authorized agent to make a request on your behalf. If we decline your request, you may appeal that decision by contacting us at support@mitzu.io.

12. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy notice.

13. DO WE MAKE UPDATES TO THIS NOTICE?

In Short: Yes, we will update this notice as necessary to stay compliant with relevant laws.

We may update this privacy notice from time to time. The updated version will be indicated by an updated “Revised” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

14. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may email us at support@mitzu.io or contact us by post at:

Mitzu Inc.

3500 South Dupont Highway Dover, DE 19901

United States

15. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on the applicable laws of your country, you may have the right to request access to the personal information we collect from you, change that information, or delete it. To request to review, update, or delete your personal information, please fill out and submit a [data subject access request](#).

16. AI FEATURES AND SUB-PROCESSORS

In Short: When you use our AI features, we send your question and the relevant results from your connected data warehouse to our AI sub-processor to generate analyses. This section supplements Section 4 (“When and With Whom Do We Share Your Personal Information?”).

When you use Mitzu’s AI agent — in-app, in Slack, or via our MCP connector — Mitzu sends your question, the relevant results of queries run against your connected data warehouse, and your workspace’s metadata catalog to our AI sub-processor, Anthropic, PBC, to generate analyses. Anthropic processes this data under its commercial terms and does not use it to train its models.

Your warehouse data is queried in place and is not otherwise copied to Mitzu beyond the results needed to answer your question and the resulting conversation transcript.

Mitzu’s sub-processors include:

- **Anthropic** — AI model provider that powers the analytics agent
- **Amazon Web Services** — cloud hosting and infrastructure
- **WorkOS** — authentication for the Mitzu MCP connector
- **Stripe** — payment processing

Where Mitzu processes data that you designate as sensitive, it does so only as your processor and on your instructions.