

EMPOWERED ALLIANCES

PriorityLab

Privacy Policy

Effective: June 15, 2026

Last updated: June 15, 2026

This Privacy Policy explains exactly what data PriorityLab collects, why we collect it, how we protect it, and how you can control it. We believe privacy is a right, not a feature.

1. Who We Are

PriorityLab is operated by Empowered Alliances. References to "we," "us," or "our" in this Policy refer to Empowered Alliances. Our primary contact for privacy matters is: privacy@empoweredalliances.com.

When we say "you," we mean anyone who uses the Service — Session Leaders (registered account holders), Participants (anonymous session contributors), and visitors to our website at prioritylab.empoweredalliances.com.

2. Data We Collect

2.1 Account Holders (Session Leaders)

- **Email address** — required for account creation, verification, and communications.
- **Authentication data** — securely managed by Supabase Auth. We do not store passwords in plain text.
- **Subscription and billing data** — plan type, billing interval, subscription status, and Stripe customer/subscription IDs. We do not store full credit card numbers; payment details are handled by Stripe.
- **Session content** — everything you enter into PriorityLab sessions: Session Context, Challenge Questions, ideas, organizational clusters, evaluation scores, prioritization notes, and Decision Briefs.
- **Usage data** — which AI features you use, session counts, and approximate AI call volume. Used for cost management, product improvement, and admin visibility.
- **Support communications** — emails and messages you send to our support team.

2.2 Participants (Anonymous Session Contributors)

- **First name only** — provided at session join. We do not collect last names, email addresses, or any account information from participants.
- **Session contributions** — ideas, voting selections, and any content submitted during a session.
- **Anonymous authentication token** — a temporary Supabase anonymous session credential used to associate contributions with the session. This token is not linked to any external identity.

2.3 Website Visitors

- **Standard web logs** — IP address, browser type, referring URL, and pages visited, retained for security monitoring. We do not currently use third-party analytics trackers.
- **Cookies** — Supabase Auth uses session cookies for authentication. No advertising or tracking cookies are used.

2.4 What We Do NOT Collect

- Last names of session participants
- Personal names associated with organizations (our AI extraction replaces names with roles)

- Full credit card numbers or banking details
- Biometric data of any kind
- Device location or GPS data
- Any data from minors — the Service is intended for users 18 and older

3. How We Use Your Data

We use the data we collect for the following purposes, each grounded in a legitimate basis:

- **Providing the Service (contractual necessity)** — processing your sessions, storing your content, managing your subscription, enabling participant collaboration.
- **AI generation (contractual necessity)** — session content is passed to the Lovable AI Gateway to generate ideas, clusters, scores, questions, and decision narratives. Content is processed server-side only; it is never exposed to the browser in raw form.
- **Billing and payments (contractual necessity)** — communicating with Stripe to process charges, manage subscriptions, and handle payment events.
- **Security and abuse prevention (legitimate interest)** — rate limiting, fraud detection, access control, and audit logging.
- **Product improvement (legitimate interest)** — aggregate, anonymized usage patterns to understand which features are used and where the product can improve. We do not profile individual users for marketing.
- **Legal compliance (legal obligation)** — responding to lawful requests from courts or regulators.

We do not sell your personal information. We do not use your data for advertising. We do not share your session content with third parties except as necessary to provide the Service.

4. AI and Your Data

4.1 How AI Processes Your Content

AI features in PriorityLab send session context, ideas, and related content to the Lovable AI Gateway (powered by Google Gemini) to generate responses. All AI calls are made server-side by our edge functions — your raw session data passes through our servers, not directly from your browser to the AI provider.

4.2 Anonymization Before AI Processing

Before session content is passed to AI functions, our extract-brief function strips personal names (replacing them with roles and titles) and replaces organization names with generic terms ("the organization," "the company"). This means that even if AI provider logs capture request content, they do not contain identified personal names linked to specific organizations.

4.3 No AI Training on Your Data

The Lovable AI Gateway processes your content to generate responses and does not retain your content to train AI models. Your session content is not used to improve any AI model. We will update this Policy if this practice changes.

4.4 AI Output is Not Advice

AI-generated content (ideas, evaluation rationale, decision questions, and decision narratives) is generated for facilitation purposes and does not constitute legal, financial, medical, or professional advice. All outputs require human judgment.

5. Data Sharing and Third Parties

We share data only as described below. We do not sell data to brokers, advertisers, or any third parties for commercial purposes.

- **Supabase** — our database, authentication, and edge function provider. Session data and account data are stored in Supabase's infrastructure. Supabase processes data as our service provider under a Data Processing Agreement.
- **Stripe** — our payment processor. Stripe receives your email address and payment details to process subscription payments. Stripe's processing is governed by Stripe's Privacy Policy. We do not share session content with Stripe.
- **Lovable AI Gateway** — processes session content for AI generation. Google Gemini is the underlying model provider. Content is processed under the Gateway's zero-retention policy and is not used for model training.
- **Legal requirements** — we may disclose data if required by a valid court order, subpoena, or applicable law. We will notify you of such requests where legally permitted.
- **Business transfers** — if we are acquired, merge, or sell assets, your data may transfer to the acquiring entity, which will be bound by this Privacy Policy or provide equivalent protections.

6. Data Retention

Session data: retained for 90 days from last activity (Starter and Pro monthly), or 365 days (Pro annual and Team). Sessions not accessed within this window are archived and then permanently deleted 30 days after archival.

Account data: retained for the duration of your account. Upon account deletion request, data is permanently removed within 30 days.

Anonymous participant data: tied to the session record; deleted when the session expires or is deleted.

Billing records: retained for 7 years as required for tax and accounting compliance. This includes subscription history and payment amounts but not session content.

Security logs: retained for 90 days for security monitoring and incident response.

Post-cancellation: following subscription cancellation, session data is retained in read-only state through the end of your billing period, then for 30 additional days to allow export, then permanently deleted.

7. Data Security

We implement industry-standard security measures to protect your data:

- **Encryption in transit** — all data transmitted between your browser and our servers uses TLS encryption (HTTPS).
- **Encryption at rest** — data stored in Supabase is encrypted at rest using AES-256.
- **Row-level security** — our database enforces row-level security policies so that each user can only access their own data. These policies are enforced at the database layer, not just the application layer.
- **Rate limiting** — AI features are rate-limited per user to prevent abuse and protect service availability.
- **Access controls** — administrative access to the database and infrastructure requires multi-factor authentication. Employees with access to production systems are limited to those with a documented operational need.
- **Audit logging** — sensitive operations (session joins, participant changes) are logged to a security audit log retained for 90 days.

No security system is impenetrable. In the event of a data breach affecting your personal information, we will notify you as required by applicable law, typically within 72 hours of becoming aware of the breach.

8. Your Rights and Choices

Depending on your location, you may have the following rights regarding your personal data:

- **Access** — request a copy of the personal data we hold about you.
- **Correction** — request correction of inaccurate or incomplete data.
- **Deletion** — request deletion of your personal data. We will honor verified deletion requests within 30 days, subject to retention obligations in Section 6.
- **Portability** — request your session data in a machine-readable format (JSON or Markdown export, available directly within the Service).
- **Objection** — object to processing based on legitimate interest. Note that objecting to core processing (e.g., storing your session content) may prevent us from providing the Service.
- **Withdrawal of consent** — where processing is based on consent, withdraw it at any time without affecting prior processing.

To exercise any of these rights, contact us at privacy@empoweredalliances.com. We will respond within 30 days. We may ask for identity verification before processing requests that affect personal data.

California residents: we do not sell personal information within the meaning of the CCPA. You have the right to know what data we collect and to request deletion. EU/UK residents: additional GDPR-specific rights apply. Contact us for a data subject access request form.

9. Cookies and Tracking

PriorityLab uses a minimal set of cookies:

- **Authentication cookies (strictly necessary)** — Supabase Auth sets session cookies to keep you signed in. These are strictly necessary for the Service to function and cannot be disabled while using the Service.
- **No advertising cookies** — we do not use cookies for advertising, retargeting, or behavioral tracking.
- **No third-party analytics cookies** — we do not currently load Google Analytics, Facebook Pixel, or similar third-party tracking scripts.

If we add analytics tools in the future, we will update this Policy and, where required, implement a cookie consent mechanism.

10. Children's Privacy

PriorityLab is intended for users 18 years of age and older. We do not knowingly collect personal information from individuals under 18. If we become aware that we have collected data from a minor, we will delete it promptly. If you believe we have collected data from a minor, contact us at privacy@empoweredalliances.com.

11. International Data Transfers

PriorityLab is operated from the United States. If you access the Service from outside the United States, your data will be transferred to and processed in the United States. By using the Service, you consent to this transfer. For EU/UK users, we rely on Standard Contractual Clauses (SCCs) with our data processors (Supabase and Stripe) to ensure adequate protection of transferred data.

12. Changes to This Policy

We may update this Privacy Policy to reflect changes in our practices or applicable law. We will notify you of material changes by email (to your registered address) and by posting the updated Policy at this URL. The "Last updated" date at the top indicates when the most recent changes were made. We encourage you to review this Policy periodically.

13. Contact Us

For privacy inquiries, data subject requests, or complaints about our privacy practices:

- **Email** — privacy@empoweredalliances.com
- **General support** — support@empoweredalliances.com
- **Legal** — legal@empoweredalliances.com

Empowered Alliances — legal@empoweredalliances.com

We aim to respond to all privacy inquiries within 5 business days.

PriorityLab by Empowered Alliances • Teams decide. AI accelerates.