

California Consumer Privacy Act Policy

This policy is provided by Ahrefs Pte Ltd (“Company”) and apply solely to residents of the State of California (“consumers” or “you”) with respect to personal information Company processes as a business. Any terms defined in the California Consumer Privacy Act of 2018, as amended from time to time, including by the California Privacy Rights Act of 2020 and its implementing regulations (“CCPA”) have the same meaning when used in this policy. This policy does not reflect our collection, use, or disclosure of California residents’ personal information, or data subject rights, where an exception or exemption under the CCPA applies. You can download a pdf version of this policy.

Our Personal Information Handling Practices in the last 12 months

We have set out below categories of personal information about California residents we have collected, and as applicable disclosed, for a business purpose in the preceding 12 months. The table is followed by a description of the purposes for which we collected personal information. If we process deidentified information, we will maintain the information in a deidentified form and not attempt to reidentify the information, except that we may attempt to reidentify the information solely for the purpose of determining whether deidentification processes used satisfy legal requirements. We did not “sell” or “share” personal information as the CCPA defines these terms over the preceding 12 months.

Category of personal information	Did we collect? If so, from what source?	Did we disclose? If so, to whom and for what purpose?
<i>Personal Information</i>		
Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.	Directly from you (through your use of the site)	To various service providers, such as: <ul style="list-style-type: none"> • IT security companies, network monitoring companies, for security, investigation, and enforcement purposes • Business analysts for analytics purposes • To corporate partners, for corporate transaction purposes
Any information that identifies, relates to, describes, or is capable of being associated with, a particular individual, including, but not limited	Directly from you (through your use of the site)	To various service providers, such as: <ul style="list-style-type: none"> • Business analysts for analytics purposes

Category of personal information	Did we collect? If so, from what source?	Did we disclose? If so, to whom and for what purpose?
<p>to, his or her name, signature, address, telephone number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information.</p> <p>(The categories of personal information described in the California Customer Records Act (Cal. Civ. Code § 1798.80(e))</p>		<ul style="list-style-type: none"> • To corporate partners, for corporate transaction purposes
<p>Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	Directly from you	To service providers for purposes of providing services.
<p>Internet or other electronic network activity information, including, but not limited to, browsing history, and information regarding a consumer’s interaction with an internet website application.</p>	Indirectly from you (through the website)	No.
<p>Geolocation data.</p>	Indirectly from you (through the website)	No.
<p>Audio, electronic, visual, thermal, olfactory, or similar information.</p>	Directly from you	We may upload to LinkedIn and Instagram for purposes of promoting our brand.
<p>Professional or Employment-related information.</p>	Directly from you	No.
<p>Education information, defined as information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. Sec. 1232g; 34 C.F.R. Part 99).</p>	Directly from you	No.

Category of personal information	Did we collect? If so, from what source?	Did we disclose? If so, to whom and for what purpose?
Inferences drawn from any of the information identified in this subdivision to create a profile about a consumer reflecting the consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	Directly from you (through your use of the site)	To various service providers.
<i>Sensitive Personal Information</i>		
A consumer's account log-in, in combination with any required security or access code, password, or credentials allowing access to an account	Directly from you	To various service providers for security purposes

Business or Commercial Purpose for Collecting Personal Information

- **User Registration and Account Management:** Registration for our services, conclusion and execution of a contract with consumers, creation of user account(s), authentication, and account settings customization.
- **Service Provision:** Delivery of our Webmaster Tools, AI Writing Tools, and related services, including performance tracking and reporting, employing hosting and backend infrastructure for the operation of the website, blocking spam, and employing the use of user database management.
- **Customer Support:** Handling queries, complaints, and other customer service interactions.
- **Fraud Prevention and Security:** Measures to prevent fraud, unauthorised access, and to ensure security.
- **Talent Acquisition and Workforce Management:** Recruiting and hiring workers, managing job postings and applicant tracking, conducting interviews and assessments, and overseeing worker onboarding and training processes.
- **Compliance with legal obligations:** Participation in investigations and proceedings (including judicial proceedings) conducted by public authorities or governmental authorities, in particular, for the purpose of detecting, investigating and prosecuting illegal acts.
- **Legitimate interest:** To the extent necessary for the purposes of the legitimate interests pursued by us or by a third party.
- **Marketing Communications:** For marketing, commercial or advertising communications through email (newsletter). Such communications may be personalised based on data collected automatically or provided voluntarily to us.
- **AI Writing Tools:** We use prompts and input which you may enter in our AI Writing Tools to train and improve our AI model. This includes any personal data which you may include in such prompts or input.

We only use your sensitive personal information for purposes referenced at Subsection 1798.121(a) of the CCPA, namely to perform the services or provide the goods reasonably expected by an average California resident who requests those goods or services, and we do not use sensitive personal information to infer characteristics about you. We do not have actual knowledge that we sell or share for cross context behavioural advertising, the personal information of California residents under 16 years of age.

CCPA Rights

As a California resident, you have the following rights under the CCPA:

- The **right to know** what personal information we have collected about you, including the categories of personal information, the categories of sources from which the personal information is collected, the business or commercial purpose for collecting, selling, or sharing personal information, the categories of third parties to whom we disclose personal information, and the specific pieces of personal information we have collected about you. You may only exercise your right to know twice within a 12-month period.
- The **right to delete** personal information that we have collected from you, subject to certain exceptions.
- The **right to correct** inaccurate personal information that we maintain about you.
- **The right to opt out of the sale or sharing** of your personal information by us. We do not “sell” or “share” personal information, as the CCPA defines these terms.
- The **right to limit** our use and disclosure of sensitive personal information to purposes specified in Cal. Civil Code 1798.121(a). We do not use or disclose sensitive personal information for purposes other than those specified in Cal. Civil Code 1798.121(a).
- The **right not to receive discriminatory treatment** by the business for the exercise of privacy rights conferred by the CCPA, in violation of California Civil Code § 1798.125, including an employee's, applicant's, or independent contractor's right not to be retaliated against for the exercise of their CCPA rights.

How to Exercise CCPA Rights

Methods of Submission and Instructions: To submit a request to exercise your **rights to know, delete or correct**, please email privacy@ahrefs.com

Verification: Only you, or someone legally authorized to act on your behalf, may make a request related to your personal information. You may designate an authorized agent by taking the steps outlined under "Authorized Agent" further below. In your request or in response to us seeking additional information, you, or your authorized agent, must provide sufficient information to allow us to reasonably verify that you are, in fact, the person whose personal information was collected which will depend on your prior interactions with us and the sensitivity of the personal information being requested. We may ask you for information to verify your identity and, if you do not provide enough information for us to reasonably verify your identity, we will not be able to fulfil your request. We will only use the personal information you provide to us in a request for the purposes of verifying your identity and to fulfill your request.

Opt-Out Preference Signals: We do not “sell” or “share” personal information or use or disclose “sensitive personal information” for purposes outside of those referenced at subsection 1798.121(a) of the CCPA and therefore do not process opt-out signals.

Authorized Agents: You can designate an authorized agent to make a request under the CCPA on your behalf if:

- The authorized agent is a natural person or a business entity and the agent provides proof that you gave the agent signed permission to submit the request; and
- You directly confirm with Company that you provided the authorized agent with permission to submit the request.

If you provide an authorized agent with power of attorney pursuant to Probate Code sections 4121 to 4130, it may not be necessary to perform these steps and we will respond to any request from such authorized agent in accordance with the CCPA.

Contact Us

If you have any questions or comments about these disclosures or our practices, please contact us at:

Email address: privacy@ahrefs.com

Postal address: Ahrefs Pte Ltd

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