

PRIVACY POLICY

Your data, our commitment.

Buy Own Build, Inc. (DBA GroundUp) Privacy Policy

Effective Date: February 8, 2026

This Privacy Policy is intended to be read together with our Terms of Service and Acceptable Use Policy (collectively, the “Terms”). Capitalized terms not defined in this Privacy Policy have the meanings given in the Terms.

1. APPLICABILITY

This Privacy Policy does not apply to third-party websites, products, or services that are not operated by GroundUp or that are governed by separate privacy policies. Please review those third parties’ policies directly.

2. KEY DEFINITIONS (ALIGNED WITH OUR TERMS)

For clarity, the following definitions apply in this Privacy Policy:

- “Platform” means the Site, applications, software, tools, features, content, and services we provide (including demos, trials, and beta features).
- “Customer” means the person or entity that registers for, purchases, or otherwise uses the Platform.
- “Authorized User” means an individual authorized by a Customer to access the Platform under the Customer’s account.
- “User Content” means any data, text, files, images, prompts, parcel information, project inputs, or other materials submitted to the Platform by or on behalf of a Customer or Authorized User.
- “Outputs” means reports, analyses, feasibility materials, conceptual site plans, maps, layers, recommendations, or other results generated by the Platform from User Content or use of the Platform.
- “Third-Party Services” means third-party products, data sources (including GIS and public records), integrations, tools, and AI providers that may be used with or within the Platform.

3. OUR SERVICES (CONTEXT)

GroundUp provides a software-as-a-service platform supporting real estate

pre-development workflows, including parcel analysis, highest-and-best-use analysis, feasibility, and conceptual site planning tools.

The Platform may permit Customers and their Authorized Users to submit User Content and generate Outputs. In many cases, we process information as a “processor” on behalf of a Customer acting as the “controller.” If you are an Authorized User and want to exercise rights relating to information controlled by a Customer, you should contact that Customer directly.

4. PERSONAL INFORMATION WE COLLECT

Depending on your interaction with the Platform and GroundUp, we may collect the following categories of personal information:

A. Information You Provide

- Contact information (e.g., name, email, phone number, company/organization, and content of your communications with us).
- Account and billing information (e.g., plan selection, billing address, tax information, and transaction details). Payment card information is processed by our payment processor (e.g., Stripe) and is not stored by us in full.
- User Content you submit through the Platform (to the extent it includes personal information).

B. Information Collected Automatically

When you interact with the Platform, we and our service providers may automatically collect:

- Usage information (e.g., pages viewed, features used, clicks, searches, timestamps, and session duration).
- Device and technical information (e.g., IP address, device type, operating system, browser type, unique device identifiers, and network information).
- Location information (e.g., approximate location derived from IP address and/or where you choose to provide device location access).
- Cookies and similar technologies used for essential functionality, security, analytics, and fraud prevention.

Your browser or device may include “Do Not Track” functionality. Please note that we do not respond to such signals.

5. HOW WE USE PERSONAL INFORMATION

We use personal information to:

- Provide, operate, maintain, secure, and support the Platform and related services.
- Manage business relationships, onboarding, accounts, billing, and contractual requirements.
- Monitor performance, detect and prevent fraud, abuse, and security incidents, and enforce our Terms.
- Improve and develop the Platform, including model improvement/training as described below.
- Send service-related notices and, where permitted, marketing communications (you can opt out of marketing emails).
- Comply with legal and regulatory obligations and respond to lawful requests.

6. MODEL IMPROVEMENT / TRAINING (ALIGNED WITH OUR TERMS)

We may use User Content and Outputs to improve and train our models and the Platform, including by using Third-Party Services, subject to the following:

- Opt-Out for Paid Customers. Paid Customers may opt out of using their User Content and Outputs for model training/improvement by contacting support@trygroundup.ai.
- Opt-out does not apply to: (a) de-identified or aggregated data; (b) usage and telemetry data needed for security, diagnostics, and service improvement that does not incorporate the substance of User Content; and (c) processing required to comply with law, prevent abuse, or enforce our Terms.

7. HOW WE SHARE PERSONAL INFORMATION

We may share personal information:

- With service providers and licensors that help us operate the Platform (e.g., hosting, analytics, security, customer support, billing, accounting, and auditing).
- With Third-Party Services used to process User Content and provide Platform functionality (including AI providers), consistent with our agreements and this Privacy Policy.
- With affiliates within our corporate family, for purposes consistent with this Privacy Policy.
- In connection with a business transaction (e.g., merger, acquisition, financing, or sale of assets). An acquiring entity may have different privacy practices.
- To comply with law or respond to lawful requests (e.g., subpoenas, court orders, or government requests).
- To protect rights, property, and safety of GroundUp, Customers, users, or others, including to enforce our Terms.

We may use and share information in aggregated or de-identified form at our discretion, including for research, analytics, modeling, marketing, and product improvement.

8. COOKIES AND YOUR CHOICES

- Account information: You may review or update certain account information through your Platform account (where available).
- Cookies: You can control cookies through your browser settings. Blocking cookies may affect Platform functionality.
- Marketing emails: You can unsubscribe using the link in our emails or by contacting us.

9. SECURITY AND RETENTION

We use commercially reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no security measure is perfect, and we cannot guarantee absolute security.

We retain personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law.

10. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. When we do, we will revise the Effective Date above. We encourage you to review this Privacy Policy periodically. We may also provide additional notice through the Platform or by email.

11. CONTACT US

If you have questions about this Privacy Policy or our privacy practices, contact:

Buy Own Build, Inc. (DBA GroundUp)
8 The Green, Ste A, Dover, DE 19901
Email: support@trygroundup.ai