

Totality Privacy Policy

Last Updated: [Day], [Month], 2025

Totality AI LLC ("we," "us," "our," or "Totality") is committed to ensuring the privacy and security of your Personal Data. This Privacy Policy describes how we collect, use, and safeguard your Personal Data when you visit our website, <https://www.totality.ai>, (the "Site") or use our technology, industrial solutions, infrastructure, and other services (collectively, the "Services"). Throughout this Privacy Policy, the term, "Personal Data," refers to any information that identifies or reasonably could identify an individual person or household. "Personal Data" does not include aggregated or de-identified information.

If you have any questions about this Privacy Policy, you may contact us via any of the methods listed in the section below entitled, "Contact Us."

1. Our Collection of Personal Data

We may collect Personal Data from you directly when you interact with us or passively when you use our Services.

- Information Provided by You. We may collect Personal Data that you voluntarily provide to us, such as when you contact us via our Services, send us an email, engage with us on social media, or otherwise interact with us. We may collect the following categories of Personal Data directly from you:
 - Contact details, such as name, email address, postal address, and telephone number
 - Account and network information, if you have signed up to join our Good Things Network
 - Payment, commercial and business data, such as information about your use of Services, including any purchases
 - Inferences drawn from any of the information listed above to understand more about your preferences and interests
- Information Passively Collected from You. We may collect Personal Data passively via cookies, pixels, and other tracking technologies when you visit our Site or otherwise use our Services. We may collect the following categories of Personal Data in this manner:
 - Identifiers, such as internet protocol (IP) address, mobile advertising ID, or media access control (MAC) address
 - Geolocation data, such as the approximate location of your device, as revealed by your device's IP address
 - Internet, browser, and other network information, such as your browser type, browser version, information about your interaction with our Site, including the pages that you visit, the time and date of your visit, the time spent on those pages, and the content and advertisements you have accessed or seen, and similar information

CONFIDENTIAL AND PROPRIETARY | NOT FOR DISTRIBUTION

Copyright © 2025 Totality.AI LLC. All rights reserved.

- Inferences drawn from any of the information listed above to understand more about your preferences and interests

Cookies and Tracking Technologies

Cookies. A “cookie” is a small text file that is placed on your device when you visit a website. When the operator of the website places the cookie on your device, it is referred to as a “first-party cookie.” In contrast, a “third-party cookie” refers to a cookie that is placed on your device by anyone other than the entity that operates the website. We may use first- and third-party cookies, as well as other tracking technologies, such as pixels, to collect information and support certain features of our Services. For example, we may use these technologies to:

- Support the proper functioning of our Services
- Understand how website visitors interact with our Site, such as page visits or link clicks
- Support the features and functionality of our Site and Services
- Personalize your experience when you use our Services
- Improve our marketing efforts and deliver advertising to you based on your interactions with us

Depending on your internet browser, you may be able to change your settings to block and/or erase cookies from your device. You can check your browser instructions to learn more about these functions. Please note that if you block or reject cookies and similar technologies on our Services, functionality of the Services may be limited.

2. Our Use of Your Personal Data

We may use the Personal Data that we collect for the following purposes:

- Provide you with the Services and any other information or products you request from us, and to provide you with effective customer service
- Administer, maintain, troubleshoot, and improve the functionality of our Site or Services
- Authenticate your identity and grant secure access to certain of our Services
- Provide you with notices related to your use of our Services, where you have signed up to receive such notices
- Provide you with a personalized experience when you use our Services
- Advertise and promote our Services, including by contacting you regarding certain features of our Services that may be of interest to you
- Analyze and better understand the needs, preferences, and interests of our clients and industry
- Improve our marketing and promotional efforts
- Comply with our legal and regulatory obligations, and enforce our rights and policies
- For security, credit, or fraud prevention purposes
- For any other purpose identified in an applicable privacy notice, click-through agreement, or other agreement that you may make with us

Please note that any information that has been de-identified and/or aggregated does not constitute “Personal Data” and is therefore not within the scope of this Privacy Policy. We may process de-identified and/or aggregated information for statistical and any other purpose permitted by law.

CONFIDENTIAL AND PROPRIETARY | NOT FOR DISTRIBUTION

Copyright © 2025 Totality.AI LLC. All rights reserved.

3. Information Security

We implement reasonable security measures to promote the confidentiality, integrity, and availability of Personal Data in our possession or control. Such measures are designed to protect your Personal Data from loss, unauthorized access, disclosure, alteration, or destruction. However, while the security of your Personal Data is critically important to us, the transmission of Personal Data over the internet inevitably involves some degree of risk. As such, any Personal Data that you choose to disclose to us is done at your own risk.

4. Our Disclosure of Personal Data

We may disclose the Personal Data we collect in the following situations:

- To service providers and vendors who process Personal Data to perform various functions on our behalf, such as data hosting and storage, information technology support, email hosting, marketing and analytics services, and other functions we may need to support the Services that we provide
- To third-party marketing, advertising, analytics, or social media platforms
- To government or judicial authorities to comply with a subpoena, court order, governmental inquiry, legal process, legal obligation, or to protect the rights or safety of the public
- To a successor entity or purchaser upon a merger, consolidation, or other corporate reorganization in which we participate, a sale of all or a portion of our assets, or pursuant to a financing arrangement
- To other third parties to protect our rights, defend or pursue a legal claim, or investigate or prosecute illegal activities

5. User Rights and Choices

If you would like to unsubscribe from one or more feature(s) of our Services, please send an email to info@totality.com and include the word “unsubscribe” in the subject line. Additionally, if you have questions concerning this Privacy Policy or our collection and processing of your Personal Data, you may contact us via any of the methods listed in the “Contact Us” section below.

6. Children’s Privacy

Our Services are not intended for or directed towards children. We do not knowingly collect information about children thirteen (13) years of age or younger. If you are a parent or guardian and believe that we may have collected Personal Data about your child in error, please contact us immediately at info@totality.com to request the deletion of any Personal Data relating to the child that we may have erroneously collected.

7. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices. When we do so, we will post the updated version of our Privacy Policy here. Please review this Privacy Policy periodically for the latest information on our privacy practices.

8. Third Party Links to Our Services

Our Site or Services may contain links to websites or apps owned by other entities. If you decide to use these links, you will leave our Site. We are not responsible for the privacy practices or the content of such third parties, and we make no representations or endorsements about them. If you decide to leave our Site to access a website provided by a third party, this Privacy Policy will no longer apply. You should review the applicable terms and policies, including privacy and data gathering practices, of any other third party when you navigate away from our Site.

9. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Totality AI LLC

Email: info@totality.com

[Web Form](#)