

## Privacy Policy

Last updated: April 14, 2026

At Atlas Data Storage, Inc. (“Atlas Data Storage,” “we,” or “us”) we take your privacy seriously. Please read this Privacy Policy to learn how we treat your personal data. **By using or accessing our website at [www.atlasds.com](http://www.atlasds.com) and any other online services that link to this Privacy Policy (collectively, the “Services”) in any manner, you acknowledge that you accept the practices and policies outlined below, and you hereby consent that we will collect, use and disclose your information as described in this Privacy Policy.**

Remember that your use of the Services is at all times subject to our [Terms and Conditions](#) which incorporate this Privacy Policy. Any terms we use in this Privacy Policy without defining them have the definitions given to them in the Terms and Conditions.

We may need to change this Privacy Policy from time to time. We will alert you of material changes by placing a notice on the Atlas Data Storage website, by sending you an email and/or by some other means. Please note that if you’ve opted not to receive legal notice emails from us (or you haven’t provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all of the changes.

### What this Privacy Policy Covers

This Privacy Policy covers how we treat information that identifies or relates to an identifiable individual (“Personal Data”) that we collect when you use the Services or otherwise interact with us in connection with the Services. It does not apply to websites or services that we do not own or control, or to individuals we do not manage.

### Personal Data We Collect

We collect the following types of Personal Data when you use the Services or otherwise interact with us:

- **Profile and contact information.** For example, your name, email address, company name, job title, phone number, and any other contact details you choose to provide (such as through a “Contact Us” or similar form, or if you request information about our products or services).
- **Usage and device information.** For example, your IP address, browser type, operating system, device identifiers, pages viewed, links clicked, referring URL, and timestamps, which we typically collect using cookies, pixels, SDKs, and similar technologies. We may also receive information about your interactions with our content on third-party sites (such as LinkedIn) when those sites use our pixels or SDKs. We may also be able to tell your location from your IP address.
- **Communications and other content you provide.** For example, the contents of messages you send to us by email or through forms on the Services, and any other information you choose to share with us.

When you click on a link to view or apply for a job, you may be redirected to a third-party applicant tracking system or other recruitment platform. That provider will collect and process applicant information under its own terms and privacy policy. We may receive certain applicant information from that provider in order to evaluate candidates.

We may also create aggregated, de-identified, or anonymized information from Personal Data by removing information that makes the data personally identifiable to you. We may use and disclose such information for any purpose permitted by law.

We use Personal Data for the following purposes:

- **Providing and improving the Services.**
  - Operating, maintaining, and securing the Services.
  - Responding to your inquiries and requests, and providing customer support.
  - Understanding how users access and use the Services, and developing and improving our content and offerings.
- **Communicating with you.**
  - Sending you information you request, such as responses to inquiries or details about our products or services.
  - Sending you administrative messages and notices related to the Services.
- **Marketing and business development.**
  - Using contact information and analytics to understand interest in our products and to manage our customer and prospect relationships (for example, using customer relationship and marketing tools like HubSpot or social media tools like LinkedIn).
- **Legal, compliance, and protection.**
  - Complying with applicable laws, regulations, legal processes, and enforceable governmental requests.
  - Protecting the rights, property, or safety of Atlas Data Storage, our users, or others.
  - Detecting, preventing, and responding to fraud, security incidents, and other malicious or illegal activity.
  - Enforcing our agreements and resolving disputes.

We will not use Personal Data for materially different, unrelated, or incompatible purposes without providing notice and, where required, obtaining your consent.

## How we disclose Personal Data

We disclose Personal Data in the following ways:

- **Service providers.** We disclose Personal Data to third-party companies and individuals that provide services on our behalf, such as:
  - Website and infrastructure hosting and maintenance providers.
  - Analytics providers (for example, tools such as Google Analytics).
  - Customer relationship management and marketing tools (for example, platforms such as HubSpot).
  - Social media and advertising partners that provide features on or in connection with the Services (for example, the LinkedIn SDK or similar tools). These service providers are authorized to use Personal Data only as necessary to provide services to us.
- **Business and corporate transactions.** We may disclose Personal Data in connection with, or during negotiations of, any merger, sale of company assets, financing, acquisition, bankruptcy, or other corporate transaction in which Personal Data may be transferred as a business asset.
- **Legal and compliance.** We may disclose Personal Data to third parties (including law enforcement, regulators, and courts) if we believe in good faith that such disclosure is necessary to:
  - Comply with applicable law, regulation, legal process, or governmental request.
  - Protect the security or integrity of the Services.
  - Protect the rights, property, or safety of Atlas Data Storage, our users, or others.
  - Enforce our agreements, policies, and terms of use, or to resolve disputes.

We may disclose aggregated or de-identified information that cannot reasonably be used to identify you.

## Cookies and Similar Technologies

The Services use cookies and similar technologies such as pixel tags, web beacons, clear GIFs and JavaScript (collectively, “Cookies”) to enable our servers to recognize your web browser, tell us how and when you visit and use our Services, analyze trends, learn about our user base and operate and improve our Services. Cookies are small pieces of data— usually text files – placed on your computer, tablet, phone or similar device when you use that device to access our Services. We may also supplement the information we collect from you with information received from third parties, including third parties that have placed their own Cookies on your device(s).

At this time, our Services do not support “Do Not Track” requests sent from your browser.

We use the following types of Cookies:

- **Essential Cookies.** Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Services. Disabling these Cookies may make certain features and services unavailable.
- **Performance/Analytical Cookies.** Performance/Analytical Cookies allow us to understand how visitors use our Services. They do this by collecting information about the number of visitors to the Services, what pages visitors view on our Services and how long visitors are viewing pages on the Services. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services' content for those who engage with our advertising. For example, Google LLC ("Google") uses cookies in connection with its Google Analytics services. Google's ability to use and disclose information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt-out of Google's use of Cookies by visiting the Google advertising opt-out page at [www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html) or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.
- **Retargeting/Advertising Cookies.** Retargeting/Advertising Cookies collect data about your online activity and identify your interests so that we can provide advertising that we believe is relevant to you. For more information about this, please see the section below titled "Information about Interest-Based Advertisements."

You can decide whether or not to accept Cookies through your internet browser's settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You can also delete all Cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit our website and some of the Services and functionalities may not work.

To explore what Cookie settings are available to you or to modify your preferences with respect to Cookies, you can access your [Cookie management settings](#). To find out more information about Cookies generally, including information about how to manage and delete Cookies, please visit <http://www.allaboutcookies.org/>.

### **Data Security**

We use reasonable physical, technical, and organizational measures designed to protect Personal Data from unauthorized access, use, alteration, and disclosure. However, no method of transmission over the internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

### **Data Retention**

We retain Personal Data for as long as reasonably necessary to achieve the purposes described in this Privacy Policy, including to provide the Services, comply with our legal obligations, resolve disputes, and enforce our agreements.

When determining retention periods, we consider the type of Personal Data, the purposes for which we process it, the potential risk of harm from unauthorized use or disclosure, and any applicable legal

requirements. We may retain aggregated, de-identified, or anonymized information for longer where permitted by law.

### **Personal Data of Children**

The Services are not directed to children, and we do not knowingly collect Personal Data from children under 16 years of age. If we learn that we have collected Personal Data from a child under 16, we will take reasonable steps to delete it as soon as practicable. If you believe that a child under 16 has provided Personal Data to us, please contact us using the details below.

### **Your choices and rights**

You can choose not to provide certain information to us, but this may limit your ability to use some features of the Services (for example, our ability to respond to inquiries).

Depending on where you live, you may have certain rights in relation to your Personal Data, such as the right to:

- Request access to the Personal Data we hold about you.
- Request that we correct or update your Personal Data.
- Request that we delete your Personal Data, or restrict or object to certain processing.

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to contact us to prevent disclosure of Personal Data to third parties for such third parties' direct marketing purposes; in order to submit such a request, please contact us at [privacy@atlasds.com](mailto:privacy@atlasds.com).

To exercise these rights, or if you have questions about how we handle Personal Data, you can contact us using the details below. We will respond to your request in accordance with applicable laws.

You can also opt out of certain marketing communications we send by following the unsubscribe or opt-out instructions included in those communications. If you opt out, we may still send you non-marketing messages (such as service or administrative notices).

### **Contact Us**

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at: [privacy@atlasds.com](mailto:privacy@atlasds.com).