

PRIVACY POLICY

Last Updated: 03/06/2026

This Privacy Policy describes how AB-Solution (“Company,” “we,” “us”) processes information in connection with the Service.

1. Scope of This Privacy Policy

This Privacy Policy applies to:

- visitors of our website
- users of the AB-Solution platform
- end users interacting with websites where our Service is deployed

When the Service is deployed on a Client’s website, the **Client acts as the Data Controller** and **AB-Solution acts as a Data Processor**.

This means the Client determines the purpose and legal basis of data processing.

2. Information We Collect

Through JavaScript integration and dashboard usage, we may collect:

2.1 Experiment Data

- Browser identifier (cookie-based ID)
- Experiment/variation assignment
- Event tracking data
- Conversion events

- Timestamped interaction data

2.2 Technical Metadata

- IP address (truncated or anonymized where applicable)
- Browser type
- Operating system
- Device category
- HTTP request metadata
- Page URL and referrer

2.3 Account Information (Dashboard Users)

- Name
- Business email address
- Company name
- Login metadata

We do **not intentionally collect** sensitive personal data.

3. Cookies and Tracking Technologies

We use first-party cookies to:

- Maintain experiment consistency
- Assign and remember variation groups
- Prevent duplication of tracked users

Clients are responsible for ensuring appropriate cookie consent mechanisms where legally required.

4. Legal Basis (GDPR)

Where GDPR applies, processing is based on:

- Legitimate interest (service functionality and analytics)
 - Performance of contract
 - Client-provided lawful basis for website deployment
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5. Data Processing and Infrastructure

Data is processed using secure cloud infrastructure, including services provided by **Amazon Web Services (AWS)**.

Data may be stored in EU or other jurisdictions depending on infrastructure configuration.

Appropriate safeguards are implemented where required.

6. Data Retention

Usage data is retained for 6 months unless otherwise agreed.

Account-related information is retained for the duration of the contract and for legally required retention periods.

7. Data Security

We implement commercially reasonable technical and organizational measures, including:

- Encrypted data transmission (HTTPS)
- Access control policies
- Role-based permissions
- Secure cloud hosting
- Infrastructure monitoring

No system is 100% secure.

8. Data Subject Rights (GDPR)

Where applicable, individuals may have rights to:

- Access their data
- Request correction
- Request deletion
- Restrict processing
- Data portability
- Lodge a complaint with a supervisory authority

Requests should be directed to the Client (data controller).

Where appropriate, requests may be forwarded to us at:

support@ab-solution.io

9. International Transfers

If data is transferred outside the European Economic Area (EEA), appropriate safeguards such as Standard Contractual Clauses will be used where required.

10. Client Responsibilities

Clients are responsible for:

- Providing lawful basis for data collection
- Implementing cookie consent banners
- Entering into a Data Processing Agreement (DPA) if required
- Ensuring compliance with GDPR and local laws

11. Changes to This Policy

We may update this Privacy Policy periodically. The updated version will be posted with a revised “Last Updated” date.