

Privacy Policy

Sales Innovator

Last updated: September 16th, 2026

Sales Innovator (ABN 83 882 164 108) ("Sales Innovator", "we", "us", "our") respects your privacy. This policy explains what personal information we collect, how we use it, who we share it with, and the choices available to you.

It applies to salesinnovator.ai, the Sales Innovator Intelligence and Sales Innovator Accelerate applications, the Sales Innovator Quotient assessment, our training programmes and events, and our dealings with customers, prospective customers and partners. It forms part of our Terms of Service.

1. What we collect

1.1 Account and contact information. Name, business email address, business name, job title, and where you supply them, phone number and business address.

1.2 Payment information. Payment card and billing details are collected and processed by our payment processor. **We do not store your card details.** We receive and hold a record of the transaction, the subscription or product purchased, the amount, the billing address supplied and, where you provide it, your ABN or other tax identifier.

1.3 Content you supply. Information you enter into or upload to our applications, including company details, objectives, case studies, notes, tender documents and deal context ("Your Inputs"). Your Inputs may contain personal information about your own staff, clients or contacts — see clause 4.

1.4 Generated content. The documents, tender responses and reports our applications generate for you.

1.5 Assessment responses. Where you complete the Sales Innovator Quotient, the answers you give and the resulting score and report. Where an assessment is purchased by your employer for a team, we may provide your employer with your individual result.

1.6 Usage information. Login state, subscription tier, document counts, feature usage, and technical information such as IP address, browser type and device, collected to operate, secure and improve the Services and to enforce plan limits.

1.7 Website and marketing information. Information you submit through forms, newsletter signups, and our website chat, and information collected through cookies and analytics — see clause 8.

1.8 Programme and event information. Where you attend training, a masterclass, workshop or keynote: registration details, attendance, and any dietary or accessibility requirements you tell

us. Dietary and health-related requirements are sensitive information; we collect them only with your consent, use them only to make arrangements for the event, and delete them after it.

We do not seek to collect sensitive information other than as described above.

2. How we collect it

Directly from you, when you register, subscribe, purchase, complete an assessment, book a programme, contact us, or use our applications. Automatically, when you use our website and applications. From your employer or the account owner, where your organisation buys a team subscription or books you onto a programme. From publicly available sources and from business contacts, where we research prospective customers for our own sales activity.

3. Why we use it

We use personal information to:

- (a) provide, operate and support the Services, including generating documents and enforcing plan limits;
- (b) take payment, issue tax invoices and manage subscriptions;
- (c) deliver training programmes, events and consulting engagements;
- (d) communicate with you about your account, service changes, security and support;
- (e) improve the Services, including diagnosing faults and understanding how features are used;
- (f) send marketing about our products and services, where you have consented or where we are otherwise permitted — you can opt out at any time (clause 9);
- (g) meet our legal, tax and record-keeping obligations; and
- (h) protect our rights, prevent fraud and misuse, and enforce our Terms.

Where the [EU/UK GDPR] applies, our legal bases are performance of a contract (a–c), legitimate interests (d, e, h), consent (f, and sensitive information under 1.8), and legal obligation (g).

4. Information about other people in Your Inputs

Our applications research **organisations, not individuals**, and we do not build profiles of individuals or make automated decisions about them.

However, the material you upload — case studies, notes, tender documents, deal context — may contain personal information about your staff, clients or contacts. Where it does:

- you remain responsible for that information and for having the right to supply it to us, as set out in clause 4.1 of our Terms;
- we process it only to provide the Services to you, and on your instructions;
- we do not use it for our own purposes, and we do not use it to train AI models; and
- we delete it in accordance with clause 6.

You should not upload personal information you do not need to supply, and you should not upload sensitive information about individuals.

5. Who we share it with

5.1 Service providers. We use third-party providers to deliver AI research and document generation, hosting and infrastructure, customer relationship management and email, website chat, analytics, and payment processing. These providers may access personal information only to perform services for us, and are bound to confidentiality and security obligations. We will identify the provider relevant to a particular Service on reasonable request.

5.2 Overseas disclosure. Some of our providers store or process information outside Australia, including in the United States and the European Union. Where we disclose personal information overseas, we take reasonable steps to ensure it is handled consistently with this policy.

5.3 Your organisation. Where your subscription or programme place is purchased by your employer, we may disclose your account, usage and assessment information to the account owner.

5.4 AI model training. We do not use Your Inputs, generated documents or assessment responses to train AI models, and we contract with our AI providers on terms intended to prevent them from doing so.

5.5 Professional advisers, legal and business transfer. We may disclose information to our accountants, lawyers and insurers; where required or permitted by law; and to a purchaser or successor in connection with a sale, merger or reorganisation of our business.

5.6 We do not sell personal information, and we do not disclose it to third parties for their own marketing.

6. How long we keep it

Information	Retention
Generated documents	365 days from generation, then deleted
Account data, saved templates and profiles	Deleted after the 30-day export period following cancellation or closure
Assessment responses and reports	Until account closure
Transaction and tax records	7 years, as required by Australian tax law
Marketing contact details	Until you unsubscribe, then suppressed to honour your opt-out
Event dietary and accessibility requirements	Deleted after the event

Where we no longer need information and are not required to keep it, we delete it or de-identify it.

7. Security

We take reasonable steps to protect personal information, including encryption in transit, access controls, and selecting providers with appropriate security practices. No system is completely secure, and we cannot guarantee absolute security. If a data breach occurs that is likely to result in serious harm, we will notify you and the Office of the Australian Information Commissioner as required.

8. Cookies and analytics

Our website uses cookies and similar technologies to keep you signed in, remember preferences, and understand how the site is used. You can control cookies through your browser settings; disabling them may affect how parts of the site work.

9. Marketing and your choices

We send marketing only where you have consented or where the law otherwise permits. Every marketing email contains an unsubscribe link, and you can opt out at any time by using it or by emailing us. We will action opt-outs promptly, as required by the Spam Act 2003 (Cth). We will still send you service and account messages, which are not marketing.

10. Accessing and correcting your information

You may ask us to give you access to the personal information we hold about you, or to correct it if it is inaccurate, out of date or incomplete. Email info@salesinnovator.ai. We will respond within 30 days. There is no fee for making a request; we may charge a reasonable fee for the cost of providing access in some circumstances, and will tell you before we do.

Where the EU/UK GDPR applies, you may also have rights to erasure, restriction, portability and objection, and the right to withdraw consent at any time.

11. Complaints

If you believe we have mishandled your personal information, contact us at info@salesinnovator.ai. We will acknowledge your complaint and aim to resolve it within 30 days.

If you are not satisfied with our response, you may complain to the Office of the Australian Information Commissioner at oaic.gov.au, or to your local supervisory authority if you are in the EU or UK.

12. Children

The Services are for business use. They are not directed at, and must not be used by, anyone under 18. We do not knowingly collect personal information from children.

13. Changes to this policy

We may update this policy. Where a change is material, we will give notice by email or through the Services before it takes effect. The current version is always available at [\[PRIVACY POLICY URL\]](#).

14. Contact

Sales Innovator (ABN 83 882 164 108)

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Australia

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