

Abra AI LLC: Master Privacy Policy

Version 2.0

Effective Date: May 1, 2026

1. Introduction

This Master Privacy Policy describes how Abra AI LLC, a Delaware limited liability company ("Abra AI LLC," "we," "us," or "our"), collects, uses, shares, and protects your personal information when you use any of our products, communities, or services, including Abra AI Community, Abra AI Premier, Operator Council, Showtime Skill Pack, and any other property we operate.

This Privacy Policy is incorporated by reference into our Master Terms of Service, available at showtime.muddventures.com/legal/terms.

2. Scope and Jurisdiction

Abra AI LLC operates from the United States. By default, all personal information collected through our products is processed and stored in the United States. If we begin offering products to customers in the European Union, United Kingdom, or other jurisdictions with specific data protection laws, we will update this Privacy Policy and provide additional disclosures and rights as required.

3. Information We Collect

a. Account and Registration Information. When you create an account or purchase a product, we collect your name, email address, billing information (collected and processed by our payment processors, see Section 8), and any other information you provide during sign-up.

b. Contact and Communication Information. We collect information you provide when you contact us, reply to our emails, send SMS messages to us, or interact with us through any communication channel. This includes the content of your messages, phone numbers, and any attachments.

c. Membership Activity. We collect information about your activity within our products and communities, including posts, comments, replies, attendance at meetings or calls, course progress, lesson completion, downloads, and other engagement.

d. Automatic Information. We automatically collect technical information when you use our products, including IP address, device type, browser type, operating system, referring URL, pages viewed, time spent, and similar data.

e. Tracking Information. We use cookies, pixels, and similar technologies to collect information about your use of our products and our marketing properties. See Section 9.

f. AI Communication Data. When you interact with AI features (chatbots, AI assistants, AI-generated responses, or AI-assisted tools) within our products, we collect the content of those interactions. This data may be used to provide the service, improve our products, and train internal models, subject to the restrictions in our Master Terms of Service.

g. Call Recording, Transcripts, and Coaching Data. Live calls, group meetings, coaching sessions, and other video or audio interactions delivered through our products (via Zoom, Whop, or other platforms) may be recorded. Recordings, transcripts, and notes may be reviewed internally for coaching review, AI-assisted analysis, and product improvement. Recordings are typically shared only within the cohort or product in which they occurred. See the applicable Product Addendum for product-specific recording terms.

h. Software Telemetry (Showtime and similar). Our software products, including the Showtime Skill Pack plugin, may collect limited telemetry data about installation, license validation, version, error reports, and basic usage metrics. This data is used to verify entitlement, debug issues, and improve the product. We do not collect the contents of your client work or files through telemetry.

4. How We Use Your Information

We use your information to:

- a. Provide and operate our products and services
- b. Process payments and manage your account
- c. Respond to your inquiries and provide customer support
- d. Send transactional communications (receipts, account notices, product updates)
- e. Send marketing communications you have opted in to receive
- f. Improve our products, services, and content
- g. Conduct internal coaching review and quality assurance
- h. Detect, prevent, and investigate fraud, abuse, and security incidents
- i. Comply with legal obligations
- j. Enforce our Terms of Service and other agreements

5. Legal Basis for Processing

We process your personal information based on:

- a. **Your consent**, which you may withdraw at any time
- b. **Contractual necessity**, where processing is needed to provide a product or service you have purchased
- c. **Legitimate interest**, where processing supports the operation, improvement, and security of our business in a way that does not override your rights and interests
- d. **Legal obligation**, where processing is required to comply with applicable law

6. SMS and Email Communications

a. Email. When you create an account or purchase a product, you will receive transactional emails (receipts, login information, account notices, important updates). You may receive marketing emails if you opt in. You may unsubscribe from marketing emails at any time using the unsubscribe link in any marketing email. You cannot unsubscribe from transactional emails while you have an active account or product.

b. SMS. If you provide a phone number and opt in to SMS, we may send you transactional and marketing SMS messages. Message and data rates may apply. You may opt out at any time by replying STOP to any SMS we send. You may receive a confirmation message after replying STOP.

c. Cross-Brand Communication. Your contact information may be used to communicate with you about other products, services, or communities operated or managed by Abra AI LLC, our affiliates, or other entities under common ownership or management with Abra AI LLC. You may opt out of cross-brand marketing using the unsubscribe link in any such email or by replying STOP to any such SMS.

7. How We Share Your Information

We share your information with:

a. Service Providers. Third-party vendors that help us operate our business, including:

- **Whop:** community hosting, checkout, billing, and access management
- **GoHighLevel:** customer relationship management, email, SMS, and marketing automation
- **Telegram:** private group access for cohort-based products (including Operator Council)
- **Zoom:** video meetings, recordings, and transcripts
- **Stripe:** payment processing for direct off-platform transactions, where applicable
- **Google Analytics, Meta Pixel, and similar analytics providers:** usage analytics and remarketing
- **Email and SMS infrastructure providers:** transactional and marketing message delivery

These service providers process your information only as needed to provide their services to us and are bound by contractual confidentiality and security obligations.

b. Affiliates and Entities Under Common Ownership. We may share information with affiliates, subsidiaries, and other entities under common ownership or management with Abra AI LLC, for the purpose of operating, supporting, or marketing our products and related products.

c. Legal Compliance. We may disclose information when required by law, subpoena, court order, or other legal process, or when we believe disclosure is necessary to protect our rights, your safety, or the safety of others.

d. Business Transfers. If Abra AI LLC is involved in a merger, acquisition, sale of assets, or similar transaction, your information may be transferred as part of that transaction, subject to standard confidentiality protections.

We do not sell your personal information to third parties for monetary consideration.

8. Payment Processing

Payments for products purchased through Whop are processed by Whop and its underlying payment processors. Payments for products purchased directly from Abra AI LLC (off-platform) are processed by Stripe or another payment processor we designate. We do not store full credit card numbers on our own systems. Payment processors are subject to their own privacy policies and PCI DSS compliance obligations.

9. Cookies and Tracking

We use cookies, web beacons, pixels, and similar technologies to:

- a. Remember your preferences and login state
- b. Understand how visitors use our website and products
- c. Measure the performance of our marketing
- d. Deliver relevant advertising

You may control cookies through your browser settings. Disabling cookies may affect the functionality of our products.

10. Remarketing and Advertising

We use Google Ads, Meta Ads, and other advertising platforms to deliver remarketing and interest-based advertising. These platforms may use cookies and similar technologies to show you our ads on third-party websites and applications based on your visits to our properties. You may opt out of personalized advertising through the Google Ads Settings, Meta Ads Preferences, the Network Advertising Initiative opt-out page, or your device-level advertising controls.

11. Data Retention

We retain your personal information for as long as necessary to provide our products and services, comply with legal obligations, resolve disputes, and enforce our agreements. Specific retention periods include:

- a. **Account information:** retained while your account is active and for up to 7 years after account closure
- b. **Transaction records:** retained for at least 7 years for tax and audit purposes
- c. **Call recordings and transcripts:** retained for 12 months after the relevant cohort or product engagement ends, unless a longer period is required by law
- d. **Marketing data:** retained until you opt out, then maintained on a suppression list to honor your opt-out

12. Your Rights

Depending on your jurisdiction, you may have the right to:

- a. Access the personal information we hold about you
- b. Correct inaccurate personal information
- c. Request deletion of your personal information
- d. Object to or restrict processing
- e. Receive a copy of your personal information in a portable format
- f. Withdraw consent for processing based on consent
- g. Lodge a complaint with a data protection authority

California Residents (CCPA / CPRA). California residents have additional rights under the California Consumer Privacy Act, including the right to know what personal information we collect, sell, or share, the right to delete personal information, the right to correct inaccurate information, and the right to opt out of the sale or sharing of personal information. We do not sell personal information for monetary consideration.

How to Exercise Your Rights. Submit a request to team@muddventures.com. We will verify your identity and respond within 30 days. We will not discriminate against you for exercising your rights.

13. Children Under 16

Our products are not intended for individuals under the age of 16. We do not knowingly collect personal information from anyone under 16. If we learn that we have collected information from a person under 16, we will delete it. If you believe we have collected information from a person under 16, contact us at team@muddventures.com.

14. Security

We use reasonable administrative, technical, and physical safeguards to protect your information. No method of transmission or storage is 100% secure. We cannot guarantee absolute security, but we work to protect your information consistent with industry standards.

15. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will update the version line and effective date at the top of this document and notify you by email or through a notice within our products.

16. Contact

Abra AI LLC
8 The Green, Suite A, Dover, DE 19901
Email: team@muddventures.com

By creating an account, purchasing a product, joining a community, or using any service operated by Abra AI LLC, you acknowledge that you have read, understood, and agree to this Master Privacy Policy.