

Saga - Privacy Policy

Provided by ForeverFrom Inc. · Effective Date: June 1st, 2026

This Privacy Policy explains how ForeverFrom Inc. (“ForeverFrom,” “we,” “us,” or “our”), as operator of the Saga platform, collects, uses, shares, and protects information in connection with the Saga services, software, websites, applications, and APIs (collectively, the “Services”). It works in tandem with the Saga Terms of Use.

Saga is an enterprise platform that enables an organization (the “Customer”) to build and deploy “digital humans” - AI models of specific people (each, a “Subject”) that preserve and scale their knowledge, voice, and judgment - which are then made available to the Customer’s authorized users and, where the Customer chooses, to end users such as the Customer’s employees, customers, or patients.

Roles matter. For most personal data processed through deployed digital humans and the Customer’s knowledge bases, the **Customer is the data controller** and **ForeverFrom acts as a processor** on the Customer’s behalf. For a limited set of data - for example, account-administration and billing data for the Customer’s authorized users, and our own security and operational logs - ForeverFrom acts as a controller. Section 2 sets out these roles in detail. Where ForeverFrom acts as a processor, the Customer’s own privacy notice and instructions govern, and this Policy is provided for transparency.

1. Information We Process

Depending on the Customer’s configuration and use, the Services process the following categories:

(a) Customer Content (processed as processor). Knowledge, documents, reference materials, conversations, and voice or likeness materials a Customer or its authorized users submit to build, train, and operate a digital human; the resulting model configuration and outputs; and interactions between end users and a deployed digital human. This may include personal data of Subjects and end users, which the Customer determines and controls.

(b) Account & administrative data (processed as controller). Names, business email addresses, phone numbers, role, and authentication details of the Customer’s authorized users; and Customer billing and subscription information (handled by third-party payment processors).

(c) Information collected automatically (processed as controller). Device and usage data (IP address, browser type, operating system), interaction and session data, and log and diagnostic data used for performance, security, and fraud prevention.

(d) Information from third parties. Integrations the Customer chooses to connect (for example, systems from which knowledge is ingested), and our AI infrastructure provider, as described in Section 3.

2. Data Protection Roles (GDPR & UK GDPR)

Customer as Controller; ForeverFrom as Processor. With respect to Customer Content and the personal data of Subjects and end users processed through the Services, the Customer is the Controller and determines the purposes and means of processing. ForeverFrom acts as a Processor, processing such personal data only on the Customer’s documented instructions and pursuant to a Data Processing Agreement (DPA), which is incorporated by reference where executed. ForeverFrom’s AI infrastructure provider acts as a subprocessor.

ForeverFrom as Controller. ForeverFrom acts as a Controller for account-administration and billing data of authorized users, and for security, diagnostic, and operational data it processes to run and protect the Services.

Data-subject requests. Where ForeverFrom acts as a Processor, it will, taking into account the nature of the processing, assist the Customer in responding to requests from data subjects (such as Subjects or end users) and will refer such requests received directly to the relevant Customer. Where ForeverFrom acts as a Controller, individuals may exercise rights as set out in Section 8.

No subprocessor acts as a joint controller with ForeverFrom in respect of Customer Content.

3. AI Infrastructure & Subprocessors

ForeverFrom uses **Google** (including Google Cloud and Vertex AI services) as its primary AI infrastructure provider for model inference, voice processing, and conversational features. Google acts as a subprocessor, processing data on ForeverFrom's documented instructions under applicable data-processing terms.

Through this infrastructure, Customer Content may be processed for: natural-language understanding and generation; voice processing; metadata and entity extraction to structure a Customer's knowledge graph; and generating responses during interactions with a deployed digital human.

Provider data practices. Google's published enterprise API terms state that API inputs are not used to train its foundation models. Customer Content nonetheless passes through the provider's infrastructure and is subject to its security and retention practices. ForeverFrom does not control the provider's underlying infrastructure or guarantee its future practices, and will notify the Customer of material changes to provider policies that affect Customer Content. A current subprocessor list is available on request.

Bring-your-own-cloud (BYOC). Where a Customer elects a BYOC deployment, Customer Content is processed within the Customer's own cloud environment under the Customer's control.

4. How We Use Information

As a **Processor**, we use Customer Content solely to provide, maintain, secure, and support the Services for the Customer and per its instructions - including building, training, operating, and improving the Customer's digital humans. As a **Controller**, we use account, administrative, security, and operational data to:

- Provide and administer access to the Services and manage the Customer relationship;
- Authenticate users and ensure security, integrity, and fraud prevention;
- Process payments and manage subscriptions; and
- Maintain and improve the Services using aggregated and de-identified operational data that does not identify the Customer, any Subject, or any end user.

No advertising. No sale of data. No model training on your content. The Saga platform does not display third-party advertising, does not sell personal data, and does not use Customer Content to train ForeverFrom's or any third party's foundation models.

5. Legal Bases for Processing (EEA, UK & Switzerland)

Where ForeverFrom acts as a Controller and GDPR or UK GDPR applies, it relies on the following lawful bases:

Legal Basis	Applicable Processing
Performance of a contract	Providing and administering the Services, managing authorized-user accounts, and subscription management.
Legitimate interests	Security, fraud prevention, service integrity, and developing aggregated, de-identified insights that do not identify individuals.
Legal obligations	Compliance with applicable laws, court orders, and regulatory requirements.

Where ForeverFrom acts as a Processor, the lawful basis for processing Customer Content is determined by the Customer as Controller, including obtaining any consent required from Subjects and end users (see the Terms of Use, Section 3).

6. How We Share Information

We share information only as follows:

- **Subprocessors and service providers:** our AI infrastructure provider (Google), and hosting, payment, analytics, security, and support providers, each under contractual data-protection terms;
- **With the Customer:** Customer Content and related data are made available to the Customer that controls them;
- **Legal and regulatory authorities:** where required by law, subpoena, or valid government request;
- **Corporate transactions:** in connection with a merger, acquisition, or asset transfer, with notice and subject to this Policy; and
- We do **not** sell personal information, and we do **not** share it for cross-context behavioral advertising.

7. Data Security

We maintain a Security-by-Design program, including encryption of data in transit and at rest using industry-standard methods, access controls limited to authorized personnel, multi-factor authentication, and logging and monitoring. No system is completely secure, and the Customer is responsible for securing its own credentials, configurations, and (in BYOC deployments) cloud environment.

8. Individual Rights

Where ForeverFrom acts as a **Controller** (for example, regarding authorized-user account data), individuals may, subject to applicable law, request to access, correct, or delete their personal data; object to or restrict certain processing; withdraw consent; or obtain a portable copy. Requests may be submitted to privacy@joinsaga.com; we will verify identity and respond within 30 days (or 45 days where permitted by law).

Where ForeverFrom acts as a **Processor** (for example, regarding Subject or end-user personal data within Customer Content), such requests should be directed to the relevant Customer as Controller. If we receive such a request directly, we will refer it to the Customer and assist as required under the DPA.

Automated decision-making. ForeverFrom does not itself engage in automated decision-making producing legal or similarly significant effects within the meaning of Article 22 GDPR. A Customer's deployment of a digital human is configured and overseen by the Customer; the Customer is responsible for maintaining human oversight and for any required Article 22 disclosures to its end users.

9. Data Retention

As a Processor, we retain Customer Content for the duration of the Customer relationship and per the Customer's instructions and the DPA; on termination, we return or delete Customer Content as described in the Terms of Use, except for backups or de-identified data retained as permitted. As a Controller, we retain account, security, and operational data only as long as necessary for the purposes described, to comply with law, and to maintain security.

10. International Data Transfers

Customer Content and other data may be processed in the United States or other jurisdictions, including by our infrastructure provider operating as a subprocessor. Where required for transfers from the EEA, UK, or Switzerland, we rely on Standard Contractual Clauses (SCCs) or other valid safeguards, and we select providers with strong data-protection commitments. Customers may request information about applicable safeguards.

11. Data Controller & Representatives

Where ForeverFrom acts as Controller for EEA, UK, and Swiss data subjects:

Data Controller: ForeverFrom Inc., 635 West 59th Street, New York, NY 10019 - privacy@joinsaga.com

EU Representative (Art. 27 GDPR): Prighter GmbH, Leopoldstraße 31, 6020 Innsbruck, Austria - prighter@prighter.com

UK Representative (UK GDPR): Prighter Ltd, c/o Prighter, United Kingdom - prighter@prighter.com

Appointment of these representatives does not affect ForeverFrom's responsibilities or liability as Controller. [Confirm Prighter engagement remains current.]

12. California Privacy (CCPA/CPRA)

With respect to personal information contained in Customer Content, ForeverFrom acts as a **service provider** to the Customer under the CCPA/CPRA and processes such information only to provide the Services under the Customer's instructions. ForeverFrom does not sell or share personal information for cross-context behavioral advertising and does not retain, use, or disclose it for purposes other than performing the Services.

Where ForeverFrom acts as a business (for example, regarding authorized-user account data), California residents may exercise the rights to know, delete, correct, and to limit use of sensitive personal information, and will not be discriminated against for doing so. Requests: privacy@joinsaga.com with "California Privacy Request" in the subject line.

13. Children

The Services are intended for organizational use and are not directed to children, and ForeverFrom does not knowingly collect personal information directly from children. Where a Customer chooses to deploy a digital human to end users who are minors, the Customer is the Controller of that processing and is responsible for any required parental or guardian consent and for compliance with COPPA and equivalent laws.

14. Changes to This Policy

We may update this Policy as the Services evolve. For material changes, we will provide notice by email or in-product notice. Continued use after the effective date constitutes acceptance.

15. Contact

ForeverFrom Inc., 635 West 59th Street, New York, NY 10019

Privacy: privacy@joinsaga.com · Security/Misuse: abuse@joinsaga.com · Legal: legal@joinsaga.com