

# PRIVACY POLICY

## CarbonMind Ltd

Last updated: 18 March 2026

### 1. Introduction

CarbonMind Ltd ("CarbonMind", "we", "us", "our") is committed to protecting your personal data.

This Privacy Policy explains how we collect, use and safeguard personal data when you use the CarbonMind website, dashboard or browser extension.

This policy complies with:

- UK GDPR
- Data Protection Act 2018

CarbonMind is registered with the Information Commissioner's Office (ICO) or will complete registration prior to processing personal data at scale.

### 2. Data Controller

CarbonMind Ltd

Email

[privacy@carbonmind.com](mailto:privacy@carbonmind.com)

### 3. What Personal Data We Collect

#### 3.1 Information You Provide

Account registration data

- Name
- Email address

- Password (stored as a secure hash)
- Organisation name (if applicable)

Billing information

Payment method details processed by Stripe or another payment provider

Communications

Support enquiries and customer communications.

### **3.2 Automatically Collected Information**

Usage data

- pages visited
- features used
- time spent on the platform

Technical data

- IP address
- browser type
- device information

Cookies and similar technologies as described in our Cookie Policy.

### **3.3 AI Usage Metadata**

When the CarbonMind browser extension is installed, we may collect limited technical metadata relating to AI interactions in order to estimate carbon emissions.

This may include:

- number of AI interactions
- estimated token usage
- model type
- timestamps

CarbonMind does not access or store the content of prompts or responses, as further described below.

### 3.4 AI Interaction Content

CarbonMind is designed to estimate the environmental impact of artificial intelligence usage. In order to provide this functionality, the CarbonMind browser extension may detect when supported AI platforms are used and collect limited technical metadata required to estimate associated emissions.

This metadata may include information such as:

- the number of AI interactions
- the type of AI model used
- estimated token or compute usage
- timestamps of interactions.

CarbonMind does not access, read, store, or transmit the content of AI prompts, responses, conversations, or files processed by AI systems.

The extension processes only the technical metadata necessary to estimate emissions, and this information is not used to reconstruct or analyse the content of user interactions.

This data is used solely to estimate carbon emissions and improve the accuracy of those estimates.

## 4. How We Use Personal Data

Purpose	Legal Basis
Providing the Service	Contract
Processing subscriptions	Contract
Customer support	Legitimate interests
Improving the platform	Legitimate interests
Marketing communications	Consent
Security and fraud prevention	Legitimate interests

## 5. How We Share Personal Data

We do not sell personal data.

CarbonMind does not sell or monetise user data, including AI interaction metadata.

We may share personal data with service providers including:

- cloud hosting providers
- payment processors
- analytics providers
- carbon credit marketplaces such as CarbonMark

All providers operate under Data Processing Agreements compliant with Article 28 UK GDPR.

## **6. International Transfers**

Where personal data is transferred outside the UK, we rely on appropriate safeguards including:

- UK adequacy decisions
- International Data Transfer Agreements (IDTAs)
- Standard Contractual Clauses

## **7. Data Retention**

Account data

Retained while the account remains active.

Financial records

Retained for 7 years for tax compliance.

Support communications

Retained for 24 months.

## **8. Your Rights**

Under UK GDPR you have the right to:

- access your personal data
- rectify inaccurate data
- request erasure

- restrict processing
- data portability
- object to processing

You may also lodge a complaint with the Information Commissioner's Office (ICO).

ICO website

[ico.org.uk](https://ico.org.uk)

## **9. Security**

We implement appropriate technical and organisational security measures including encryption and access controls.

## **10. Children's Privacy**

The Service is not directed at individuals under 18.

## **11. Changes to This Policy**

We may update this Privacy Policy from time to time.

## **12. Contact**

CarbonMind Ltd

Email: [privacy@carbonmind.com](mailto:privacy@carbonmind.com)