

Sighthound Labs Privacy Policy

Covers all Sighthound Labs LLC products, including ParkHQ, QuickStars, and AgentZen

Effective Date: August 1, 2026

1. Overview

Sighthound Labs LLC, a Virginia limited liability company ("Company," "we," "us," or "our") operates multiple software-as-a-service products, currently including ParkHQ (parkhq.app) and QuickStars (quickstars.app), and may operate additional products in the future (each, a "Product," collectively the "Services"). This Privacy Policy explains what information we collect through the Services, how we use it, and the choices available to you. It applies across all Company Products; where a data practice is specific to one Product, that is noted in Section 2.

This Policy applies to several groups of people depending on the Product: (1) subscribing businesses or brokerages and their administrative users ("Customer"); (2) agents or staff invited into a Customer's portal; and (3) members of the public who interact with a Customer's public-facing pages, including people who submit a lead or complete a review funnel.

2. Information We Collect

2.1 Account and Billing Information (all Products)

When Customer subscribes to any Product, we collect business or individual name, contact information, and billing information. Payment card details are collected and processed directly by our payment processor, Stripe; we do not store full payment card numbers on our own servers. Billing for all Products currently runs through a single Stripe account operated by Sighthound Labs LLC.

2.2 ParkHQ — Agent and Referral Data

Brokers and their agents may enter or upload personal information into ParkHQ, including agent name, email, phone, license number and state, license expiration date, compensation and onboarding records, e-signature timestamps and IP addresses, and documents uploaded for onboarding or reference. Where a Broker enables the Parker chat assistant, visitors who submit their contact information through chat have that information stored as a "lead" and made available to the relevant Broker.

2.3 QuickStars — Business Profile and Review Data

Customers and their agents may enter business name, business type, platform review links, and other profile details displayed on a public profile page. When an end client completes a review funnel, we collect the rating, selected topic chips, relationship to the business, reviewer name (as entered by the client), free-text notes, and, for lower ratings routed to private feedback, contact information the client chooses to provide.

2.4 Usage and Technical Data (all Products)

We automatically collect limited technical data such as IP address, browser type, and pages visited, primarily through standard web server and Cloudflare logs, for security, abuse prevention, and service reliability purposes.

3. How We Use Information

- To provide, operate, and maintain each Product Customer subscribes to;
- To process subscription billing through Stripe;

- To send transactional emails (invitations, password resets, notifications) through Resend;
- To generate AI-assisted output specific to the Product, such as Parker chat responses (ParkHQ) or AI-drafted review text (QuickStars);
- To maintain security, prevent fraud or abuse, and enforce our Terms of Service;
- To communicate with Customers about their account, billing, or material changes to a Product.

We do not sell personal information, and we do not use Customer Data to train third-party AI models beyond what is necessary to generate a real-time response to a specific request.

4. AI Processing Disclosure

Certain Products use a third-party AI provider, currently Anthropic's Claude API, to generate real-time output: in ParkHQ, this powers the Parker chat assistant, using chat inputs together with the Broker's configured branding, compensation tiers, and flagged reference documents; in QuickStars, this powers AI-drafted review generation, using a client's rating, topic selections, and notes. This processing is real-time and used solely to generate the specific response or draft requested, and is subject to Anthropic's own data handling terms for API customers.

5. How We Share Information

We share information with the following categories of service providers ("subprocessors") solely to operate the Services:

- Supabase — database hosting and authentication
- Cloudflare — web hosting, content delivery, and Worker-based application/API logic
- Anthropic — AI processing for Parker (ParkHQ) and AI-drafted reviews (QuickStars)
- Resend — transactional email delivery
- Stripe — payment processing

Each Product is architected with data isolation between customers of that Product; we do not share Customer Data across unrelated customers. Public-facing content that a Customer configures to be public, such as a ParkHQ marketing page or a QuickStars profile page and its published reviews, is by design visible to the public and may be indexed by search engines and AI crawlers. We may disclose information if required by law, subpoena, or valid legal process, or to protect the rights, property, or safety of Company, our users, or the public.

6. Data Retention

We retain account and Customer Data for as long as the associated subscription is active. Following termination of a subscription to a given Product, we retain that Product's Customer Data for 30 days to allow for export, after which it may be deleted from active systems, subject to standard backup cycles and any retention required by law.

7. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect information against unauthorized access, alteration, or disclosure, including row-level security policies isolating each

customer's data, encrypted connections (HTTPS/TLS), and role-based access controls. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

8. Your Choices and Rights

Users may review and update their personal information through their applicable portal. Customers may request export or deletion of their data by contacting us at the address below, subject to the retention terms in the Terms of Service. A member of the public who submitted information through a lead form or review funnel may request that it be deleted by contacting the relevant Customer or Company directly. Depending on your state of residence, you may have additional rights under applicable state privacy law (for example, the right to access, correct, or delete personal information); we will respond to verified requests as required by applicable law.

9. Cookies

Our marketing and product pages may use cookies or similar technologies for basic site functionality and to remember display preferences (such as tenant branding). We do not currently use third-party advertising or cross-site tracking cookies.

10. Children's Privacy

The Services are intended for use by businesses, licensed professionals, and adult members of the public. The Services are not directed to children under 13, and we do not knowingly collect personal information from children under 13.

11. Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be communicated to Customers via email or in-app notice. The "Effective Date" at the top of this Policy reflects the most recent revision.

12. Contact Us

Sighthound Labs LLC, a Virginia limited liability company

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