GET STARTED

LEGAL

EOS One Privacy Policy

Last Updated: August 25, 2026

Privacy Policy

This Privacy Policy explains what information we collect, how we use it, who we share it with, and the choices you have about your data when you use EOS One.

1. Who We Are

EOS One is a software platform purpose-built to help organizations run on the Entrepreneurial Operating System (EOS). It gives your team a single home for the components of EOS, including your Vision/Traction Organizer (V/TO), your Accountability Chart, your documented processes, your Scorecard, your Rocks, your Issues, your To-Dos, and your Level 10 (L10) meetings. Built into the platform is our proprietary AI assistant, Atlas AI, which enhances the experience and helps your team run EOS more effectively and efficiently.

EOS One is a product of Atlas UP, Inc., a Delaware corporation doing business as "EOS One" ("EOS One," "we," "us," or "our"). In delivering the platform, we collect

2. How to Contact Us

If you have questions about this Privacy Policy or wish to exercise any privacy rights, reach out to us. We will respond within 30 days:

- Email: **help@eosone.com**
- Phone: **+1877 245 9531**
- Mail: Atlas UP, Inc. (d/b/a EOS One), 1100 N Glebe Rd., Suite 1010, Arlington, VA 22201, USA

3. Information We Collect

3.1 Information You or Your Organization Provide

- **Account & Business Info:** Name of your business, the team or division using EOS One, business address, and the billing details needed to provision and invoice your subscription.
- **Contact Details:** Name, work email, phone number, job title or role within your organization.
- **Payment Information:** If you pay for our services, our payment processor (Stripe) collects credit card or bank information. Stripe also calculates and applies any sales tax at checkout. EOS One does not store full payment card numbers.

- **EOS Operational Data:** When you use EOS One, you submit the content that powers your organization's operating system, including your Vision/Traction Organizer (V/TO), Accountability Chart, documented processes, Scorecard metrics, Rocks, Issues lists, To-Dos, meeting notes, and L10 meeting records. This information is organizationally confidential and is accessible only to authorized users within your team unless you choose to share it externally.

3.2 Information from Website Visitors

If you visit our marketing pages or fill out a "learn more" form, we may collect your name, email, phone number, organization, and the reasons you are interested in EOS One. We use this information to respond to your inquiry and share more information about the platform.

3.3 Automatically Collected Information

When you interact with our Sites, mobile apps, or Products, we collect:

- **Device & Usage Data:** IP address, browser type, operating system, device identifiers, mobile app version, pages or screens visited, features used, and usage timestamps.
- **Cookies & Similar Technologies:** We use cookies, web beacons, pixels, mobile SDKs, and similar tools to remember your preferences, keep you signed in, analyze site and app traffic, and support our marketing.

3.4 Third-Party Sources

If you sign in to EOS One using Google or Microsoft authentication, we receive basic profile information from those providers (such as your name and email address) to create or link your account. We handle that information under this Privacy Policy.

EOSone GET STARTED

- **Providing the Service:** Setting up and maintaining your account, delivering EOS One features, enabling collaboration across users in your organization, and processing payments.
- **Improving the Service:** Analyzing usage patterns and feedback to enhance features, fix bugs, and inform product development.
- **Communication:** Sending service updates, transactional emails, security alerts, and (if you opt in) marketing messages about new features or special offers.
- **Fraud Prevention & Security:** Verifying accounts, investigating suspicious activity, and enforcing our Terms of Use.
- **Legal & Compliance:** Meeting obligations under applicable laws (for example, tax rules) or responding to lawful requests from authorities.
- **Analytics & Research:** Creating aggregate statistical information about how the platform is used across our customer base, to understand adoption, shape future direction, and produce benchmarks. This may draw on both usage data and Content, and is aggregated so that it does not identify you, your organization, or any individual.
- **Marketing:** Sending promotional materials or showing relevant ads, subject to your preferences.
- **Team Collaboration & Role-Based Access:** EOS One supports role-based collaboration and visibility. Depending on your permissions, some data (e.g., Rocks, Issues, Scorecard metrics) may be visible to other authorized users within your organization. Access settings are managed by your account administrator.

5. AI Data Usage and Model Training

How AI Processes Your Data: When you query Atlas AI, EOS One sends your query and the relevant portions of your Content to trusted third-party language model providers (including OpenAI, Anthropic, and Google) over secure channels to generate a response. Our contracts with those providers expressly prohibit them from using your data to train, fine-tune, or otherwise improve their models, and limit their use of your data to fulfilling our requested services.

- **AI in EOS Workflows:** Atlas AI may help with meeting summaries, prioritizing Issues, drafting Rocks, surfacing patterns in your Scorecard, and producing updates inside L10 meetings. These features use your team's private workspace data and follow the AI safeguards described in this Policy and in the EOS One Terms of Use.
- **We Do Not Train Models on Your Content:** EOS One does not use your Content to train, fine-tune, or otherwise develop machine learning models, whether our own models or those of any third party.
- **Tenant Isolation:** Your Content is hosted in a logically isolated tenant. It is available to your organization's authorized users and, on a least-privilege and logged basis, to EOS One personnel with a legitimate operational need. We do not make your Content available to any other EOS One customer.
- **Aggregate Analytics:** We create and use aggregate statistical information about platform use across our customer base, for example the distribution of customer size and industry, or average completion rates for Rocks. This information is aggregated so that it does not identify you, your organization, or any individual, and we do not attempt to re-identify it.

6. How We Share Your Information

EOS one
GET STARTED

circumstances:

- **Service Providers:** Cloud hosting providers (e.g., Microsoft Azure), payment processors (Stripe), analytics tools, customer support tools, and the language model providers that power Atlas AI. Each is contractually bound to confidentiality, data-use limitations, and security obligations.
- **Within Your Organization:** If your organization sponsors your EOS One account, account administrators can access account-related data and usage reports (e.g., team performance metrics, Issues lists, Rocks progress) consistent with their administrative role.
- **At Your Direction:** If you request an integration or authorize data sharing with another system (e.g., calendar, CRM, document storage), we will do so with your consent. You can revoke that access at any time.
- **Legal Compliance:** Disclosure as required by law, court order, or to protect our rights, our users, or our property.
- **Corporate Transactions:** If EOS One (or Atlas UP, Inc.) is involved in a merger, acquisition, financing, or sale of assets, your data may transfer to the successor entity, which will be bound by data protection standards consistent with this Policy.
- **Aggregate Insights:** We may share aggregate insights that do not identify any individual or organization (for example, "50% of teams resolve Issues weekly"). We do not attempt to re-identify aggregate information.

7. Cookies, Tracking, and Third-Party Tools

We use the following third-party tracking, analytics, and communication tools on our Sites and Products:

- **Meta Pixel (Meta Platforms, Inc.):** We use Meta's advertising pixel on our marketing website (eosone.com) to measure the effectiveness of advertising campaigns. The Pixel collects information about your visit — pages viewed, time on site, and actions taken — and transmits it to Meta to enable advertising measurement and audience building. Meta Pixel is used on our marketing site only and is not active within the authenticated application at app.eosone.com.
- **Google Tag Manager / Google Ads (Google LLC):** We use Google Tag Manager to manage and deploy analytics and advertising tags on our marketing website. This includes Google Ads conversion tracking and remarketing tags that collect visit data to measure advertising performance.
- **Intercom (Intercom, Inc.):** We use Intercom to power customer support chat on our website and application. By sending a message through the Intercom widget, you consent to Intercom receiving your message content and associated contact information to facilitate support. Intercom may collect information about your browser, device, and chat interactions.
- **PostHog (PostHog, Inc.):** Within our application at app.eosone.com, we use PostHog for product analytics, including session recordings that capture how users interact with the application interface. Session recording data is used to improve product usability and is not shared with third parties for advertising purposes.
- **Tally (Tally Forms):** We use Tally to collect information through forms on our marketing website, including demo requests and contact forms.

Your Cookie Choices: You can manage cookies through your browser settings. For session recordings within the application, contact **help@eosone.com** to submit an opt-out request. We do not respond to "Do Not Track" browser signals, but we honor valid opt-out requests submitted directly to us under applicable laws.

8.1 Access, Correction, and Deletion

- **Access / Portability:** Request a copy of the data we hold about you.
- **Correction:** Fix inaccurate information through your account settings or by request.
- **Deletion:** Request deletion of your data, subject to legal or contractual retention requirements.

8.2 Marketing and Communication Preferences

- **Opt-Out:** Unsubscribe through links in our emails or by contacting us.
- **Do Not Sell / Share:** If you believe a practice qualifies as a "sale" or "sharing" under applicable privacy law, contact us to opt out.

8.3 Non-Discrimination

We will not alter your experience or pricing for exercising your privacy rights.

8.4 How to Exercise Rights

Email **help@eosone.com**. We may verify your identity before acting on a request. If your account is administered by your organization, we may need to coordinate with your account administrator.

9. Security and Breach Notification

EOSone GET STARTED

- **Encryption:** Customer data is encrypted in transit (TLS 1.2+) and at rest.
- **Access Controls:** Staff access to customer data is limited on a need-to-know basis, role-based, and protected by multi-factor authentication.
- **Monitoring:** We run vulnerability scans, intrusion detection, and a documented incident response process.
- **Personnel Security:** Our team receives regular training on data privacy and security.
- **Activity Logging:** EOS One logs user and administrative activity (such as editing Rocks, closing Issues, or changing access settings) for security, audit, and organizational oversight.
- **Breach Notification:** If a breach affects your personal data, we will notify you or your account administrator without undue delay as required by applicable law.

10. Forums, Testimonials, and Social Media

- **Public Posts:** Anything you post in a public forum or event area may be visible to others. Share cautiously.
- **Testimonials:** We obtain your permission before publishing identifiable testimonials.
- **Social Media Widgets:** Widgets and integrations follow the privacy practices of the respective platform.

11. Special Considerations (HIPAA & State Laws)

or business associate, we will handle PHI in accordance with the BAA and the HIPAA Security Rule.

- **State Laws:** Where U.S. state privacy laws apply to our business, we honor the rights those laws grant. We are committed to complying with applicable state privacy regulations, including those established by California (CCPA/CPRA), Virginia (VCDPA), Colorado (CPA), Utah (UCPA), and Connecticut (CTDPA). To exercise a privacy right under your state's law, contact us at **help@eosone.com**.

12. Children's Privacy

EOS One is not intended for children under 13 (or the age of digital consent in your jurisdiction). If we learn that we have collected personal data from a minor, we will delete it. Parents or guardians with concerns can email **help@eosone.com**.

13. Changes to This Privacy Policy

We may update this Privacy Policy to reflect legal, operational, or feature-related changes. When we do, we will:

- Update the "Last Updated" date at the top.
- Post a notice on our website or in the application if the changes are material.
- Offer opt-in or opt-out choices where legally required.

By continuing to use EOS One after an update takes effect, you agree to the revised Policy, unless applicable law requires explicit consent.

GET STARTED

14. Questions or Concerns

If you have questions about this Privacy Policy or concerns about how your data is handled, email **help@eosone.com**. We are committed to your trust and to protecting your data.