EstiMate AI

Privacy Policy

How EstiMate AI collects, uses, stores and discloses information

Legal entity	ESTIMATE AI PTY LTD
ABN / ACN	46 695 711 883 / 695 711 883
Effective date	2 November 2026
Website	useestimate.ai

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Privacy at EstiMate: This Policy explains how EstiMate AI handles personal information and commercially sensitive project information across the website, web application and human-reviewed estimating services.

1. About this Policy

ESTIMATE AI PTY LTD (EstiMate, we, us or our) operates the EstiMate AI website, web application and estimating services. This Privacy Policy explains how we handle personal information when you visit useestimate.ai, use the Platform at app.estimateai.com.au, create an Account, upload project documents, use AI features, submit Training Submissions, purchase a Plan, receive a human-reviewed estimate, contact support or otherwise interact with us.

Where the Privacy Act 1988 (Cth) and Australian Privacy Principles apply to us, we comply with them. We also use the Australian Privacy Principles as the framework for this Policy and aim to handle personal information consistently with them even where an exemption may apply.

The Services are intended for Australian construction businesses and professionals aged 18 or older.

2. What information we collect

2.1 Account and business information

- name, business name, role, email address, telephone number and business address;
- ABN, company details and account preferences;
- login identifiers, authentication records, invited-user details and account permissions; and
- subscription, Plan, support and communication preferences.

2.2 Project and estimating information

- architectural, structural, civil and engineering drawings;
- geotechnical reports, specifications, schedules, addenda and scope documents;
- site addresses, project names, client or consultant details and construction information;
- prompts, AI messages, reviewer notes, assumptions, quantities, rates, outputs and Final Estimates; and
- documents or data supplied through integrations or invited users.

Project files may contain personal information about property owners, consultants, employees, subcontractors or other people. You should only provide information reasonably required for the estimating purpose and must be authorised to provide it.

2.3 Training Submissions

If you choose to use the Train model page, we collect the past project records you submit (Training Submissions): the plans you priced from, your takeoff, the quote or tender you sent, the project name, build type, suburb and quoted total, and any note you add. These records usually contain your rates, margins, productivity assumptions and supplier or subcontractor prices, and may contain personal information about your clients, consultants, suppliers and subcontractors.

Submitting Training Submissions is voluntary and is not required to use EstiMate. Please leave out client contact details, signatures and other personal information that is not needed to understand how the job was priced. Section 5 explains how we handle them.

2.4 Payment and transaction information

- billing name and address, transaction amount, Plan, invoice details, payment status and limited payment-method information; and
- records needed for accounting, refunds, fraud prevention and dispute management.

Payments are processed by Stripe. EstiMate does not store complete payment-card numbers.

2.5 Technical, usage and cookie information

- IP address, browser, device, operating system, approximate location and referral information;
- login activity, pages viewed, actions performed, feature usage, message and project counts;
- diagnostic, security, audit, performance and error information; and
- cookie identifiers and analytics information, subject to the choices described in section 10.

2.6 Communications and marketing information

- support requests, emails, feedback, complaints and survey responses; and

- marketing consent, campaign interaction and unsubscribe records.

2.7 Sensitive information

We do not intentionally require sensitive information for ordinary estimating. Do not upload health, identity-document, financial-account, biometric, criminal-record or other sensitive information unless it is genuinely necessary, you are authorised to provide it and we have agreed to receive it.

3. How we collect information

We collect information:

- directly from you when you register, purchase, upload documents, enter prompts, submit Training Submissions, communicate with us or request an estimate;
- from your employer, Account administrator, invited user, client, consultant or other person who provides project material on your behalf;
- automatically through the website and Platform using cookies, logs, analytics and security tools;
- from payment, authentication, hosting, email and other service providers; and
- from public or licensed sources where reasonably necessary to validate business, project, pricing or location information.

Where practicable, you may interact with us without identifying yourself for general enquiries. An Account, payment and project service normally require identifying information.

4. Why we use information

We collect, hold, use and disclose information to:

- create and administer Accounts, permissions, subscriptions and Project Submissions;
- receive, store, read and analyse project documents;
- generate AI-assisted Draft Outputs and human-reviewed Final Estimates;
- provide quantity takeoffs, pricing, PDF exports, support and enterprise services;
- process payments, invoices, refunds, credits and renewals;
- communicate about projects, reviews, service changes, security and support;
- operate, monitor, troubleshoot, secure and improve the website and Platform;
- train, evaluate and improve EstiMate's estimating models, including models tailored to your business, using Training Submissions as described in section 5;
- prevent fraud, misuse, data scraping, unauthorised access and other harmful activity;
- maintain legal, accounting, security and dispute records;
- send marketing where you have consented or where otherwise permitted by law; and
- comply with legal obligations and respond to lawful requests.

5. AI processing, model training and human access

5.1 Automated processing and AI providers

EstiMate uses automated systems to analyse project documents, extract project information, assist with measurements, select estimating inputs, calculate costs and generate Draft Outputs. Every Final Estimate is manually reviewed by an authorised EstiMate reviewer before release.

Customer plans, prompts and outputs may be sent to third-party AI providers for processing. Most reading, estimating and chat tasks run on OpenAI through its business or API services. Some tasks are routed through the Vercel AI Gateway to other providers: Anthropic's Claude models link the items on a plan to the rooms and spaces they belong to; Moonshot AI's Kimi models, served by Fireworks AI, read drawings; and Perplexity performs web searches for current prices and products where you use that feature.

We configure or select each of these services so that our inputs and outputs are not used to train the provider's models by default. A provider may retain limited information for service operation, security, abuse monitoring and legal compliance in accordance with its terms and data controls. Section 7 lists these providers, and section 17 explains how we give notice if we add one.

5.2 Human access

Authorised founders, employees and contractors may access project files, messages, outputs and Training Submissions where reasonably necessary for human review, support, quality assurance, security, complaint handling, service operation and the preparation of Training Submissions for training. Access is intended to be role-based and limited to people who need it.

5.3 Training Submissions

Training Submissions are stored in a private storage bucket in Australia, separate from your projects, in a folder linked to your Account. The estimating pipeline never reads them, and they do not use your token allowance. They stay linked to your Account so that EstiMate can learn your way of estimating and, in future, tailor results to your business.

Before a Training Submission is used to train or evaluate a model, authorised staff open and review the files to prepare them, and we remove or mask personal information about your clients and other people, such as names, addresses, phone numbers and signatures. We may use what remains, including your quantities, rates and prices, to train and evaluate EstiMate's estimating models, including models tailored to your Account. Identifiable pricing from one customer is never shown or given to another customer. Training Submissions may improve EstiMate's models for all customers only in aggregated or genuinely de-identified form.

We do not currently send Training Submissions to any outside provider for training. If we begin to use a third-party service to train or fine-tune models on Training Submissions, we will list it in section 7 and give notice before doing so.

5.4 Improvement use, opt-out and deletion

We may use aggregated or genuinely de-identified information to test, measure and improve EstiMate. You may opt out of future improvement use by emailing us. You may also ask us to delete your Training Submissions at any time, including after your Account closes, and we will remove them as described in section 12. Opting out or requesting deletion does not prevent use needed to provide, secure or support the Services, does not require us to delete information that has already been genuinely de-identified, and does not undo training already carried out, because a trained model cannot un-learn an individual submission.

6. Automated processing transparency

The Platform uses automated processing to produce estimating assistance and project outputs. It does not make decisions about a person's access to employment, credit, insurance, housing, government benefits, essential services or legal rights. Final Estimates are subject to human review, and the Customer decides whether and how to use them in its business.

If our use of automated processing changes so that personal information is used in a substantially automated decision that could significantly affect a person's rights or interests, we will update this Policy and provide the disclosures required by applicable law.

7. Who we disclose information to

We may disclose or make information available to:

- OpenAI for AI processing of project content;
- Vercel AI Gateway, which routes some AI tasks to Anthropic, to Fireworks AI (serving Moonshot AI's Kimi models) and to Perplexity, as described in section 5;
- Supabase for database and file storage, with the primary project-data region configured in Australia;
- Clerk for authentication and account management;
- Stripe for payment and billing processing;
- Vercel and related hosting or content-delivery providers for operation of the website and Platform;
- Resend, Loops and other communication providers for service and marketing emails;
- PostHog for product analytics within the Platform, and Google Analytics and similar analytics providers where non-essential cookies have been accepted;
- Linear, our issue tracker, for feedback and screenshots you send through the in-app feedback button;
- authorised employees, contractors, professional advisers, auditors and support providers;
- a buyer, investor or successor in connection with a genuine corporate transaction, subject to confidentiality and lawful handling; and
- courts, regulators, law-enforcement bodies and other parties where required or authorised by law, or reasonably necessary to protect rights, safety and security.

Development, source-control, design and collaboration tools may be used internally. Customer project content is not sent to AI providers other than those listed in this section and section 5. If we add an AI provider, we will update this Policy and give notice as described in section 17 before doing so.

We do not sell personal information or customer project data.

8. Overseas processing

Although primary project data and Training Submissions are configured to be hosted in Australia through Supabase, some service providers and their subprocessors, including the AI providers listed in section 7, may access, support or process information outside Australia. Likely locations include the United States and other countries in which those providers or their subprocessors operate.

Overseas privacy protections may differ from Australian law. Where required, we take reasonable steps to use reputable providers, apply contractual and technical safeguards and ensure overseas disclosures are consistent with applicable privacy obligations.

9. Security

We take reasonable steps designed to protect information from misuse, interference, loss and unauthorised access, modification or disclosure. Measures may include encrypted transmission, access controls, role restrictions, authentication services, logging, backups, provider security controls and administrative procedures.

No online service is completely secure. You are responsible for protecting Account credentials, controlling authorised users, maintaining your own copies and notifying us promptly of suspected unauthorised access or disclosure.

10. Cookies and analytics

We use cookies and similar technologies for essential functions such as authentication, security, session management and preferences. These essential technologies are necessary for the Platform to operate.

With your consent, we may also use non-essential analytics cookies, including Google Analytics, to understand usage, improve performance and measure product engagement. You can accept or reject non-essential cookies through the cookie banner or preference controls. Rejecting them should not prevent core account functions, although some optional features or measurements may be unavailable.

You can also manage cookies through your browser. Browser controls may not remove server-side logs needed for security, billing or service operation.

11. Marketing communications

We send promotional email only where we have consent or another lawful basis. Service, billing, security and project-review messages are not marketing and may be required to operate your Account.

Marketing messages identify EstiMate and include a functional unsubscribe option. We will action an unsubscribe request within the period required by law, generally within five working days. Unsubscribing from marketing does not stop essential service communications.

12. Retention and deletion

We retain information only for as long as reasonably required for the purposes described in this Policy, subject to the following general schedule:

- active project files, conversations and Final Estimates: while the Account or project remains active;
- user-deleted project data: removed from active systems within 30 days where technically and legally practicable;
- backup copies: removed through normal backup rotation within approximately 90 days;
- closed-Account data: removed within approximately 30 days, except Training Submissions (below) and information required for legal, security, fraud, billing, backup or dispute purposes;
- Training Submissions: kept, linked to your Account, until you ask us to delete them, including after an Account closes; deletion then follows the timeframe for user-deleted project data above, but does not undo training already carried out;
- invoices and transaction records: up to seven years or longer where required by law;
- support, audit and security records: generally up to two years, or longer if required for an active issue; and
- genuinely de-identified and aggregated information: may be retained indefinitely.

Deletion timeframes may be extended where information is subject to a legal hold, dispute, chargeback, security investigation, backup cycle or other lawful retention requirement. We may retain a minimal suppression record to honour marketing opt-outs and prevent re-creation of a deleted Account without authority.

13. Access, correction and deletion requests

You may request access to, correction of or deletion of personal information, including deletion of your Training Submissions, by emailing contact@estimateaus.com. You may also delete projects or manage some Account details through the Platform where those functions are available.

We may need to verify identity and authority before acting. We will respond within a reasonable time, generally within 30 days. We may refuse or limit a request where permitted by law, including where it would reveal another person's information, prejudice security or legal proceedings, or require deletion of a record we must retain. Where appropriate, we will explain the reason and available complaint options.

14. Data breaches

We maintain processes to assess and respond to suspected data breaches. Where the Notifiable Data Breaches scheme or another law applies, we will notify affected individuals and the Office of the Australian Information Commissioner when a breach is likely to result in serious harm and notification is required.

Even where formal notification is not legally required, we may notify affected users where doing so is a reasonable step to reduce risk or enable protective action.

15. Complaints

Privacy enquiries or complaints should be sent to contact@estimateaus.com with enough detail for us to investigate. We will acknowledge a complaint within a reasonable time, investigate it in good faith and generally provide a substantive response within 30 days.

If you are not satisfied and the Privacy Act applies, you may complain to the Office of the Australian Information Commissioner. We may ask that you first allow us a reasonable opportunity to resolve the matter.

16. Third-party links and integrations

The Services may link to third-party sites or enable integrations. Those parties handle information under their own terms and privacy policies. You should review them before authorising an integration or providing information directly to a third party.

17. Changes to this Policy

We may update this Policy as our Services, providers or legal obligations change. The current version will be published on the website with an updated effective date. We will give additional notice of material changes where reasonable, including through the Platform or by email.

18. Contact details

ESTIMATE AI PTY LTD

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