

Project Mojo Privacy Notice

Effective Date: April 17, 2026

This Project Mojo Privacy Notice covers what happens with personal information processed by Project Mojo.

This Privacy Notice does NOT apply to the tools in your stack that you connect to Mojo. Those tools are governed by their own privacy policies, so please check those out as well.

Who?

Who are we?

Project Mojo is operated by Demandbase, Inc. In this Privacy Notice we may call ourselves Project Mojo, Mojo, or we/us/our.

Whose personal information is covered by this Privacy Notice?

This Privacy Notice applies to personal information about the users of Project Mojo, people targeted by campaigns and marketing activity from/by those Mojo users, and other people whose personal information our users put into Project Mojo chats or who visit the websites for Project Mojo. Project Mojo is not intended for use by anyone under age 16.

What?

Personal Information About Project Mojo Users

We process these types of personal information about our users: name, email address, company/organization name, login/access credentials, and logs and other usage data showing what the user did in Mojo. Usage data will include IP addresses and device identifiers. We might process phone numbers if a user needs to talk with us, and in the future we will process billing information.

Personal Information About People Who Are Targeted by Users' Marketing Activity

Our users decide what personal information to share with Project Mojo, based on how they use Mojo. That said, we expect Mojo to process information about digital advertising (including which ads were served to which devices), website visits, chats and interactions on those websites, event registration and attendance, and other similar information about a person's interactions with the businesses our users work for.

Personal Information About Anyone Else

Project Mojo uses tracking technology like cookies and pixels on our websites. If you visit a Project Mojo website, whether or not you are a Project Mojo user, we will collect IP addresses and device identifiers using tracking technology when such technology is necessary to operate the website. We may use this tracking technology for other purposes like analytics, improving the performance of the website, and marketing, and you have the choice whether to permit the use of tracking technology for those additional purposes. Project Mojo does not respond to Do Not Track signals.

When?

We retain account information about users for as long as the user account is open and for up to 10 years after that.

We retain conversation history for up to 28 days.

If there is a legal or contractual requirement for us to retain certain personal information longer, we will keep that personal information until the legal requirement expires.

Where?

Project Mojo runs on cloud infrastructure provided by Google, LLC, using data centers in the USA. Project Mojo personnel are located in the USA, Canada, India, and the UK.

Why?

Mojo is an AI marketer that connects to your tools, learns how your team operates, and runs campaigns across your channels so that you spend less time managing platforms and more time on the work that actually matters. All personal information processed in Project Mojo is used for that end goal. This includes collecting data about how our users work in Mojo so that we can improve it. We also use personal information when necessary to meet legal obligations.

How?

How do we protect personal information?

We take reasonable measures to protect personal information processed in Project Mojo. Unfortunately online activity is not always secure and no one is perfect, especially in beta. Although we do our best to protect information, we cannot guarantee the security of your personal information.

How can you exercise your rights or contact us about privacy?

Depending on your location, you may have rights to access, correct, delete, or restrict the use of your personal information. You may also have the right to object to certain processing. To exercise your rights, contact us at privacy@trymojo.ai.