

EIRS Privacy Policy

Crickit, LLC | Effective date: September 24, 2026

This Privacy Policy explains how Crickit, LLC ("Crickit," "we," or "us") handles information in EIRS, our multi-source analytics platform for financial research. EIRS researches online video, social media, and podcasts, including material associated with YouTube, TikTok, Facebook, and Instagram. Crickit also produces its own analytics. We identify information by source and distinguish Crickit analytics from source-provided data.

1 Scope and your agreement

This policy applies only to EIRS and its related accounts, research workspaces, private demonstrations, and support. It does not govern the [crickit.ai](#) marketing website or the Crickit consumer browser extension, which have separate policies. Before accessing EIRS features, each user must affirmatively agree to this Privacy Policy. It remains available from within EIRS. If our use of YouTube API Data materially changes beyond what a user previously accepted, we will obtain renewed acceptance before that new use.

2 Information EIRS handles

Account and workspace information

For authorized users, we may process name, business email address, organization, role, account credentials or authentication identifiers, support correspondence, and workspace content such as topics, searches, notes, saved views, and export requests. We receive this information from users, their organizations, and the systems used to administer EIRS.

Public and licensed research information

EIRS processes information about companies, products, events, and public statements from multiple sources. Current coverage includes material associated with YouTube, TikTok, Facebook, Instagram, and podcasts. Depending on the source and our permissions, this may include video, post, channel, show, or episode identifiers; titles, descriptions, links, and dates; available engagement figures; and podcast metadata, transcript excerpts, or mentions. Creator and speaker names and public statements may identify people. The fields available to EIRS vary by source.

YouTube API information

Within that broader research coverage, EIRS uses the YouTube Data API to search for public videos and obtain public video and channel metadata and available statistics, such as identifiers, titles, descriptions, dates, channel names, links, and view or like counts. EIRS currently does not ask users to connect a Google or YouTube account and does not access private account data through Google authorization. We do not request or store users' YouTube passwords.

Crickit research analytics

Crickit may generate classifications, topic groupings, trend indicators, and other analytical outputs from permitted inputs across sources. We label source-provided information and Crickit-generated outputs separately. A Crickit assessment is not presented as a metric supplied or endorsed by a source platform.

Technical and device information

When a user accesses EIRS, we may collect IP address, browser and device type, access times, pages or features used, diagnostic events, and security logs. EIRS may use session and security cookies or similar browser storage to authenticate users, maintain sessions, and protect the service. If optional analytics technologies are introduced, we will describe them and obtain any consent required by law before use.

3 YouTube and Google

EIRS uses YouTube API Services. Google's practices are described in the [Google Privacy Policy](#). When EIRS displays an embedded YouTube player, a user's browser connects to YouTube. YouTube may receive device and browser information, the page or video requested, and playback interactions, and may use cookies or similar technologies under its own policies. This transfer occurs when the player loads and may increase when a user plays a video. EIRS identifies YouTube as the source of YouTube videos and metadata and does not present Crickit analytics as YouTube data.

Because EIRS does not currently request Google or YouTube account authorization, there is no EIRS Google authorization to revoke. If we add an authorized connection later, we will update this policy and provide an in-product way to disconnect it. Users may also review and revoke connected app access through [Google Account security settings](#). We will then delete data obtained under that authorization within the time required by YouTube policy.

4 How we use information

We use information to operate EIRS; authenticate and support users; carry out requested searches and research workflows; discover and monitor relevant videos, social posts, and podcast discussions; analyze topics, exposure, trends, and related research indicators; maintain accurate source attribution; measure and improve service performance; secure the platform and prevent abuse; communicate about an account or service; and comply with law and enforce our agreements. Metrics derived from YouTube API Data that require separate YouTube approval are enabled only after that approval. We do not use YouTube API Data to infer a viewer's or creator's sensitive protected attributes.

5 When we share information

Crickit personnel and contractors may access information when needed to operate, secure, and support EIRS, subject to appropriate confidentiality controls. Authorized users of an enterprise customer may see that customer's workspace content and outputs according to their permissions. Service providers may process information for hosting, authentication, storage, security, analytics, or customer support on our instructions. We may disclose information when reasonably necessary to comply with law, protect rights or safety, or complete a business transaction subject to appropriate safeguards. EIRS does not currently serve third-party advertisements in its dashboard or sell personal information collected through EIRS.

When a user opens a source-platform link or loads an embedded player, that platform may receive information directly under its own privacy practices. The YouTube player transfer is described above. We do not give an enterprise customer access to another customer's private workspace. We do not sell raw YouTube API Data as a standalone data feed.

6 Retention refresh and deletion

We keep account and workspace information while needed to provide EIRS and administer the customer relationship. We delete or de-identify it when no longer needed, subject to limited records we must retain for legal, security, or accounting reasons. If a user requests deletion of data relating to that user or deletes an EIRS account, we will delete applicable user data from active systems as soon as possible and within seven calendar days, subject to applicable law. Deleting EIRS data does not delete information from YouTube; to remove information on YouTube, use YouTube or another authorized YouTube client.

For public YouTube API Data, EIRS refreshes or deletes ordinary metadata and statistics within 30 calendar days and uses reasonable efforts to reflect changes and removals. We do not keep public YouTube statistics beyond 30 days, or YouTube API Data-derived metrics beyond the periods otherwise allowed, unless YouTube has approved EIRS under its additional analytics and data storage policy. If that approval applies, eligible statistics and derived metrics may be retained for up to 36 calendar months; video titles, creator names, descriptions, and other nonstatistical API Data still follow the 30-day refresh or deletion rule. We present historical figures with their observation dates and do not portray them as current YouTube values.

Information from other social, video, and podcast sources is retained only while needed for the research service and as permitted by applicable source rights, license terms, and law. We respond to applicable correction, deletion, and source-removal requests and do not present an old observation as a current source value.

7 Your choices and rights

Contact us at legal@crickit.ai or Crickit, LLC, 8 The Green, STE B, Dover, DE 19901, United States, to request access to, correction of, or deletion of personal information, or to ask about our practices. We may verify identity and coordinate with an enterprise account administrator before acting on a request. Depending on your location, you may also have rights to portability, restriction, objection, or withdrawal of consent. Where an enterprise customer controls a workspace, we may refer a request to that customer as appropriate. You can manage browser cookies through your browser settings, although disabling essential storage may prevent EIRS from working.

8 Security and international processing

We use reasonable administrative, technical, and organizational measures to protect information, including access controls and encryption in transit. No system is perfectly secure. EIRS is operated by Crickit in the United States and information may be processed in the United States and other countries by our service providers, subject to safeguards required by applicable law.

9 Children and changes

EIRS is a business research service and is not directed to children. We may add other sources in the future and will update this policy before materially changing the categories of information or how we use them. We will post an updated version with a new effective date and provide additional notice or request renewed acceptance when required, including before materially expanding the use of YouTube API Data.