

Privacy Policy

Version dated 2026-09-18 · ALK Innovations · Trupeo

In short

We don't sell your data. Ever. Not to advertisers, and not to AI services. Your emails are protected when stored. We only process them to provide the service, and we do not train AI models on them.

We host your main data in France. Your messages and attachments are stored in the European Union. It's your content, it stays with you, under your control.

You are free to leave whenever you want. You can delete your account in a few clicks from your interface, and request an export of your data through the contact form (see section 8). Once the account is deleted, your data is erased from our active servers, and the database backups that still contain it expire within 35 days maximum. One category falls outside that automatic purge today: it is named in section 4, and you can ask us to erase it.

For any questions regarding your data, you can contact us via the form at [/contact/](#) or write to us by post at ALK Innovations, 31 avenue des Korrigans, 44300 Nantes, France.

The detailed version is available below.

Detailed version

Table of contents

1. Who is responsible for data
2. Data we process
3. Purposes and legal bases
4. Retention periods
5. Service providers and recipients
6. Google user data (Limited Use)
7. Transfers outside the European Union
8. Your rights
9. Data security

0. Cookies and trackers
1. Data relating to minors
2. Future developments (Artificial Intelligence)
3. Changes to this policy
4. Contact and complaints

1. Who is responsible for data

The company responsible for data is **ALK Innovations**, a SASU with a capital of €1,000, registered with the Nantes RCS under number 983 856 642, whose registered office is located at 31 avenue des Korrigans, 44300 Nantes, France (hereinafter "ALK Innovations" or "we").

ALK Innovations publishes the **Trupeo** service (hereinafter "the Service"), a shared inbox intended for professionals.

The legal representative and publication director is Quentin Georget, President of ALK Innovations. He is also the point of contact for any questions relating to the protection of personal data.

2. Data we process

We collect and process the following categories of data:

- **User account data:** first name, last name, professional email address, the email signature you write and any logo you upload for it, and the preferences stored with your account, such as language, time zone, profile picture, the view your inbox opens on, whether notifications are turned on for your devices and your choice to stop receiving our reminder emails.
- **Connected mailbox data:** email address of the synced mailbox and protected technical information needed to connect that mailbox to Trupeo.
- **Message content:** subject, message body, senders, recipients, attachments, labels, and folders. This data is protected when stored.
- **Shared address book and internal notes:** Trupeo builds a directory of the addresses that appear in each mailbox's mail by itself. It is filled automatically from the From, To and Cc fields of every message received or sent, and holds the address, the name read off the message header, the number of exchanges, the date of the first and of the last, and an automatic ranking according to whether your team has already written to that address. Your team can complete each entry with a name, company, job title, phone numbers and a note, and write internal notes on a conversation. This is data about third parties, visible to the members of the shared mailbox it belongs to. It is never sent to the person you correspond with.
- **Billing data:** name, billing address and billing country, VAT number or other tax identification number, transaction history. Credit card data is processed directly by our provider Stripe; ALK Innovations does not store any payment data.

- **Location data for tax purposes:** the IP address your connection comes from when connecting a mailbox starts a free trial and creates your customer record at Stripe, and the billing country you confirm when you add a payment method.
- **Reduced-rate supporting document:** if you request the reduced rate reserved for associations and schools, the document you upload (PDF, JPEG or PNG) is stored and read by ALK Innovations to assess the request. That document comes from your organisation and may contain data about third parties.
- **Notifications on your device:** if you turn on browser notifications, Trupeo stores the subscription your browser hands it for that device: the technical address issued by that browser's notification service, the keys used to encrypt the content of the notifications, and the identification string that browser sends, which gives its name and version and those of your operating system.
- **Messages you send us:** the site's contact form sends the category you pick, your name, your email address, the organisation you give if any, the language of the page, your IP address and the message you write; these are posted to the team's chat space (see section 5). The help form in the app sends the category you pick and your message, together with your name, your email address, your account identifier, the language the app is shown to you in, the screen you are writing from, the version of the app and your browser's identification string; if you are writing from one of your mailboxes, it also sends that mailbox's address, its identifier, its provider, its status and the status of its subscription. That request is delivered by email to our support inbox (see section 5), and a shorter copy, carrying the category, your email address, the screen and your message, is then posted to the team's chat space.
- **Technical logs:** IP address (for security and incident detection), connection timestamps, and the browser identification string kept with each open session, which the "Security" tab of your profile shows you so that you can recognise your signed-in devices.

What your time zone is used for. Trupeo sends its daily notifications (the alerts that someone has been waiting too long for a reply or that there is a problem with your account, and the morning summary) in the morning in your time zone. It is detected from your browser when you open Trupeo and your account does not have one yet, and you can change it at any time in your profile. As long as no time zone is recorded for your account, these notifications follow Paris time.

How your billing country is determined. The tax on an invoice depends on where the customer is located. When connecting a mailbox starts a free trial and creates your customer record at Stripe, we send Stripe the IP address that connection comes from, and Stripe uses it to estimate your country. Stripe keeps it on your customer record; Trupeo keeps no copy of it for this purpose. If Stripe cannot locate that IP address, your billing country is set to France until you change it. When you add a payment method, we ask you to confirm your billing country and send the country you choose to Stripe. In the United States, Puerto Rico, Canada and India we also ask you for a postal code and send it to Stripe, because in those countries the country on its own is not enough for Stripe to place you. Stripe calculates the tax on your invoices from your billing address when it has one, otherwise from the billing details of your payment method, and otherwise from the IP address.

We also send Stripe the language of your Trupeo account, so that the billing documents and messages Stripe produces for you are in that language.

3. Purposes and legal bases

Purpose	Legal basis
Provision and management of the Trupeo Service	Performance of the contract
Management of billing and accounting	Legal obligation
Determining where you are located for tax purposes and calculating the tax on your invoices (IP address when your customer record is created at Stripe, billing country)	Legal obligation
Service security and fraud detection	Legitimate interest
Customer support and response to requests	Performance of the contract
Replying to a message from someone who is not a customer, sent through the site's contact form (which needs no Trupeo account) or through the help form in the app (which needs an account, but not a subscription)	Legitimate interest
Site and app audience measurement (Google Analytics 4, Microsoft Clarity)	Consent (Article 6-1-a GDPR + Article 82 French Data Protection Act)
Demographic statistics and cross-device tracking (Google Signals)	Consent (Article 6-1-a GDPR + Article 82 French Data Protection Act)

4. Retention periods

- **Active account:** data is kept for the entire duration of the contractual relationship.
- **After account deletion:** erasure is immediate on production servers, and the database backups that still contain your data expire within 35 days maximum. One category is not covered by that automatic purge, and you can ask us to erase it through the contact form (see section 8): the reduced-rate supporting document, below.
- **Previous copies in object storage:** deleted automatically, at the latest 60 days after the file was first written.
- **Reduced-rate supporting document:** kept with the reduced-rate request it supports, and not erased automatically with the mailbox or with the account. You can ask us to erase it through

the contact form (see section 8).

- **Billing data and location data for tax purposes:** kept for 10 years under accounting obligations (French Commercial Code). The location data for tax purposes (IP address, billing country and, where applicable, postal code) is kept at Stripe, with your customer record and your invoices; Trupeo keeps no copy of it.
- **Security logs:** kept for the minimum duration required by law or necessary for incident management.

5. Service providers and recipients

Service provider	Role	Country	Guarantees
Microsoft Azure (Microsoft France SAS)	Main service hosting	France	Local hosting
Azure Blob Storage	Secure storage of message bodies and attachments; storage of profile pictures, signature logos and reduced-rate supporting documents	European Union	Local storage (EU)
Cloudflare, Inc.	Anti-spam protection on public forms (Turnstile)	USA	Strictly necessary, no tracking cookie
Gandi	DNS and domain name	France	French provider
Google LLC	Secure Gmail connection	USA	GDPR-compliant transfer safeguards
Microsoft Corporation	Secure Outlook/365 connection	USA	GDPR-compliant transfer safeguards
Google LLC	Google Tag Manager and Google Analytics 4 (audience measurement), on the public site and in the app once signed in	USA	Consent required and GDPR safeguards
Google LLC	Google Signals, through Google's advertising infrastructure (doubleclick.net): demographic statistics and cross-device tracking	USA	"Marketing" consent required and GDPR safeguards

Microsoft Corporation	Microsoft Clarity (audience measurement and usability improvement), on the public site and in the app once signed in	USA	Consent required and GDPR safeguards
Stripe, Inc.	Payment processing, invoicing and tax calculation	Ireland / USA	GDPR-compliant transfer safeguards
Azure Communication Services (Microsoft France SAS)	Emails sent by Trupeo (account verification, invitations, notifications, reminders, and the requests sent through the help form in the app). A notification email may carry a conversation's subject and the sender's name, never the message body	Europe	European data residency
Google LLC (Google Workspace)	help@trupeo.com support inbox: it receives by email the requests sent through the help form in the app, with the items described in section 2	USA	GDPR-compliant transfer safeguards
Google LLC	Google Chat: the team's chat space receives the messages sent through the site's contact form (category, name, email address, organisation, language of the page, IP address and message) and through the help form in the app (category, email address, screen and message)	USA	GDPR-compliant transfer safeguards
Your browser's notification service (Google, Mozilla, Apple or Microsoft, depending on the browser)	Delivering notifications to your device when you have turned them on	Depends on the browser vendor, most often outside the European Union	The notification's content is encrypted end to end: the service delivers it without being able to read it
GitHub, Inc.	Source code hosting and technical automation	USA	GDPR-compliant transfer safeguards

6. Google user data (Limited Use)

When you connect a Gmail mailbox to Trupeo, Trupeo accesses that mailbox through the Gmail API, with the permission you grant on the Google consent screen. Trupeo requests a single Gmail permission, `gmail.modify`, which lets it display your messages and apply to Gmail the actions you perform in Trupeo. Trupeo never permanently deletes your Gmail messages.

Trupeo's use and transfer of information received from Google APIs to any other app adheres to the [Google API Services User Data Policy](#), including the Limited Use requirements.

In practice:

- We use Gmail data only to provide the shared inbox features you see in Trupeo: displaying, assigning, and answering your messages, and reflecting in Gmail the actions you perform in Trupeo (read/unread, archive, trash, spam).
- We do not sell Gmail data, and we do not transfer it to third parties, except to the service providers strictly necessary to operate the Service (listed in section 5), to comply with applicable law, or as part of a merger or acquisition, subject to your prior consent.
- We do not use Gmail data for advertising purposes of any kind.
- We do not use Gmail data to develop, improve, or train generalized artificial intelligence or machine learning models.
- No one at ALK Innovations reads the content of your messages, except at your explicit request to handle a support request, where necessary for security purposes such as investigating abuse, or to comply with a legal obligation.
- Disconnecting a mailbox from Trupeo deletes the messages and attachments stored for that mailbox, under the conditions described in section 4.

7. Transfers outside the European Union

Transfers of personal data to our service providers based in the United States are carried out in accordance with the GDPR. We rely on safeguards recognized by European regulation and, where necessary, on contractual clauses adopted by the European Commission.

8. Your rights

In accordance with the GDPR, you have the following rights: access, rectification, erasure, portability, restriction of processing, objection, withdrawal of consent, and definition of directives after death.

You can exercise these rights via the contact form at [/contact/](#) (by selecting "GDPR Request"). We will respond to your request within a maximum of 30 days. You also have the right to lodge a complaint with the CNIL (<https://www.cnil.fr>).

9. Data security

We implement rigorous technical and organizational measures:

- Connections to Trupeo are protected.
- Protection for message bodies and attachments when stored.
- Separation and protection of each customer account space.
- Main hosting in France.
- Daily protected backups.
- Notification of data breaches within 72 hours to the CNIL and affected users in case of high risk.

10. Cookies and trackers

In line with CNIL recommendations, no non-essential cookie is dropped until you explicitly give your consent via the banner shown on your first visit.

Strictly necessary cookies (no consent required)

We use your browser's own storage to remember your language preference and the choice you make in the consent banner. Depending on what you do with Trupeo, those two values may leave your device: here is what happens to each.

Your language. It is also recorded with your Trupeo account, as soon as that account is created: the language of the page you signed up on, and failing that the language your browser asks for, read as English if Trupeo does not support that language. If your browser asks for none, it is recorded the first time you open Trupeo while signed in, in the language shown to you there. You can change it at any time in your profile, and the language of your account is sent to Stripe (see section 2).

Your consent choice, on the billing screen of a mailbox you own. When you open that screen, Trupeo sends its own servers your answer to the "Audience measurement" category only (your choice on the "Marketing" category is not sent) and, when your browser holds one, the Google Analytics identifier kept in the `_ga` cookie, and records both with your customer record. If, and only if, you accepted audience measurement, the first time your subscription becomes active, our servers then send Google Analytics a "purchase" event carrying that identifier, the price of your plan, its currency, the name of the plan and a transaction reference, which is the Stripe identifier of the matching invoice or, failing that, that of the subscription (not the invoice number shown on your documents), so that a subscription can be counted in the site's statistics. If you did not accept audience measurement, or if your browser holds no Google Analytics identifier, no such event is sent to Google.

On the page of the site that contains a public form (the contact form), we use **Cloudflare Turnstile** (Cloudflare, Inc.) to limit automated abuse, such as spam. This service checks that the form is

being used normally, without setting an advertising tracking cookie or building a user profile. It may set a short-lived technical cookie only to prevent repeated abuse.

Audience measurement cookies (consent required)

If you accept the "Audience measurement" category, we use:

- **Google Analytics 4** (Google LLC) to measure anonymized site and app traffic: pages viewed, traffic source, device type, and the steps of setting Trupeo up. Data is deleted automatically after a maximum of 14 months.
- **Microsoft Clarity** (Microsoft Corporation) to understand how visitors use the site and improve its usability. Sensitive fields, such as emails, passwords, and card numbers, are automatically masked. Clarity also runs in the app once you are signed in: every surface that displays mail is masked there, so the content of your messages is not recorded.

These tools are used only with your consent, through the consent banner.

Until you give your consent:

- No audience-measurement cookie is set on your device.
- Microsoft Clarity is not loaded.
- Google Analytics may receive very limited cookie-free information to produce global statistics. This information does not contain a persistent personal identifier. If you require a strict block on any request to Google before consent, contact us.

When you accept the "Audience measurement" category, GA4 and Clarity switch to full mode: cookies dropped, detailed events transmitted, as described above.

Marketing cookies (separate consent required)

If, and only if, you accept the "Marketing" category, we turn on **Google Signals** (Google LLC). What that changes in practice:

- If you are signed in to a Google account with ad personalisation enabled, your visits to trupeo.com are linked to that account. Audience measurement stops being anonymised for you.
- We get additional aggregated statistics: age bracket, gender, interests, and tracking of your journey across several devices.
- Data is sent to Google's advertising infrastructure, on the doubleclick.net domain, and not only to the audience measurement domains.

What it does not change: **Trupeo runs no advertising, exploits no advertising audience and sells no data.** We use Google Signals for the statistical purpose described above and nothing else.

While you have not accepted this category, Google Signals stays inactive: the [ad_storage](#), [ad_user_data](#) and [ad_personalization](#) signals are denied by default and

advertising identifier redaction (`ads_data_redaction`) is on. You can change this at any time through the "Cookie preferences" link in the footer.

Managing and withdrawing your consent

You can modify or withdraw your consent at any time via the "Cookie preferences" link in the footer. Your choice is remembered for up to 13 months; beyond that, the banner will be shown again, in line with CNIL guidance.

11. Data relating to minors

Trupeo is a service for organizations. When Clients use the Service, including educational institutions, ALK Innovations processes data on behalf of the Client in accordance with Article 28 of the GDPR.

The Client warrants that it has the appropriate legal basis, including where applicable parental consent or a public-interest mission, for the personal data it imports or processes via the Service, including data concerning minors under fifteen (15) years of age. The Client undertakes to obtain and maintain, before any use of the Service, the authorization or consent required from the holders of parental authority for minors under 15, in accordance with Article 8 of the GDPR and current French legislation. Trupeo declines all responsibility for the validity of the legal basis chosen by the Client.

12. Future developments (Artificial Intelligence)

We plan to introduce artificial intelligence features, for example automatic email attribution. These features will always be optional and will be explained before use. We undertake not to train AI models on your data and not to share your content with AI providers without your explicit agreement.

13. Changes to this policy

We may update this policy. In the event of a substantial change, we will inform you 30 days in advance. An update that only describes more precisely a processing activity already in place takes effect as soon as it is published: what triggers the 30-day notice is a new purpose or a new recipient. Continued use of the Service after the changes take effect constitutes acceptance.

14. Contact and complaints

For any questions, use the form at [/contact/](#) or write to us at: ALK Innovations, 31 avenue des Korrigans, 44300 Nantes, France.

This English version is provided for convenience. In case of any inconsistency, the French version prevails.