Privacy Policy

Effective Date: [To be set at publication]
Last Updated: [To be set at publication]

Argus PBI LLC, an Oklahoma limited liability company ("Argus PBI," "Argus," "we," "us," or "our") respects your privacy and is committed to protecting information entrusted to us.

This Privacy Policy explains how Argus PBI collects, uses, stores, protects, and discloses information in connection with our website, products, services, customer relationships, and business operations.

Argus PBI provides monitoring and management capabilities for Microsoft Power BI and Microsoft Fabric environments. As part of providing these services, Argus may process metadata, activity information, and other information made available through a customer's Power BI or Fabric environment.

1. Information We Collect

We may collect information in the following categories.

Information You Provide

When you contact us, request a demonstration, subscribe to communications, purchase or use our services, or otherwise interact with Argus PBI, we may collect information such as:

- Name
- Business email address
- Telephone number
- Company or organization name
- Job title or professional role
- Business address
- Information included in inquiries, communications, or support requests
- Subscription, billing, and transaction information

- Account and sign-in information, such as your Microsoft Entra tenant ID and the name and email address of the administrator who authorizes Argus or signs in to the Argus service
- Records of your acceptance of our Terms of Service, including the date, time, and version accepted
- Other information you voluntarily provide to us

Website Information

When you visit our website, certain information may be collected automatically, including:

- IP address
- Browser and device information
- Operating system
- Pages visited
- General website usage information
- Date and time of website visits
- Referring website or source

We may use cookies or similar technologies to support website functionality, security, analytics, and performance.

Customer Power BI and Fabric Information

When a customer configures Argus to connect to its Microsoft Power BI or Fabric environment, Argus may collect and process information made available through Microsoft's APIs and the permissions authorized by the customer.

Depending on the customer's configuration and the capabilities of the Microsoft APIs, this may include:

- Workspace information
- Dataset information, including schemas
- Report, dashboard, and dataflow information
- Data-source connection details, such as data source type, server and path identifiers, and gateway IDs
- Dataset query definitions, including DAX measures and Power Query (M) expressions

- Dataset refresh history and status, which can name the person who requested a refresh
- Activity events, including user ID, user type, client IP address, user agent, and what the user did and when
- Email address and display name of each person with access to a workspace, dataset, or report, and that person's access rights
- Report, dataset, workspace, and capacity relationships
- Data lineage and dependency information
- Activity dates and times
- Capacity information
- Other metadata made available through authorized Power BI or Fabric APIs

Argus is designed to collect and present metadata and activity information from a customer's Power BI or Fabric environment. Argus does not collect the rows or values stored in a customer's datasets, except where those values are written into a dataset's query definitions as described below. Argus does not connect to a customer's underlying data sources and does not hold credentials to them. However, query definitions and connection details often contain server names and file paths, and sometimes contain SQL statements, hard-coded values, or data typed directly into a dataset (for example, a table created with Power BI's "Enter data" feature, which Power BI stores inside the dataset's Power Query expression). If a customer has embedded a password, key, or token in a connection string or query definition, Argus will collect it as part of that definition. Customers should treat this information as potentially sensitive and should not embed credentials in query definitions.

The specific information processed may vary depending on the customer's Microsoft configuration, permissions, Power BI/Fabric environment, and the APIs made available by Microsoft.

2. How We Use Information

Argus PBI may use information we collect to:

- Provide, operate, and support our products and services.
- Monitor and manage Power BI and Fabric environments.
- Provide refresh monitoring, user activity insights, and data-lineage capabilities.
- Respond to customer questions and support requests.
- Communicate with customers and prospective customers.

- Process subscriptions, payments, and other business transactions.
- Investigate and respond to security incidents.
- Maintain appropriate business and technical records.
- Comply with applicable legal, regulatory, and contractual obligations.

We will not use customer Power BI or Fabric information for purposes materially inconsistent with providing and supporting our services without the customer's authorization.

We do not use information collected from a customer's Power BI or Fabric environment to improve our own products.

3. Customer-Controlled Data

Information collected from a customer's Power BI or Fabric environment remains the customer's information.

The customer is the controller of any personal data in this information, such as its staff's names, email addresses, and activity. Argus PBI processes this information on the customer's behalf to provide the services the customer requested, under the terms of our Data Processing Addendum.

Customers are responsible for determining what information exists within their Microsoft Power BI and Fabric environments and for configuring the permissions and access granted to Argus.

Argus provides customers with access to their collected information through the Argus service. On request, we will export a customer's historical information, usually as a Power BI semantic model loaded with that data. Because we keep this information for one year (see Section 7), an export includes only the information we hold at the time of the request.

4. Information Sharing

Argus PBI does not sell personal information or share it for cross-context behavioral advertising.

We may disclose information when reasonably necessary to operate our business or provide our services, including to:

- Technology and infrastructure providers.
- Cloud hosting and storage providers.
- Payment processors and other business service providers.
- Professional advisors, including attorneys, accountants, and consultants.
- Other parties at the customer's direction or with the customer's consent.
- Government authorities or other parties when required by law, regulation, subpoena, court order, or other valid legal process.
- Parties involved in a merger, acquisition, financing, sale of assets, reorganization, or similar corporate transaction.

We currently use these service providers: Microsoft Azure (hosting and storage of all service data), Squarespace (website hosting and analytics), HubSpot (inquiry forms and correspondence), Stripe (recurring billing), and, for purchases made through the Azure Marketplace, Microsoft (marketplace billing). Of these, only Microsoft Azure processes information collected from a customer's Power BI or Fabric environment.

Service providers that process information on our behalf are expected to maintain appropriate safeguards and use information only for authorized purposes. Argus stores customer service data in Microsoft Azure in the United States. For customers in the European Union, we store service data in an Azure region in the European Union. Argus personnel are located in the United States and access service data from the United States, including service data stored in the European Union. Where the law of a customer's jurisdiction requires a transfer mechanism for that access, our Data Processing Addendum provides one.

5. Microsoft Power BI and Microsoft Fabric

Argus PBI integrates with Microsoft Power BI and Microsoft Fabric through authorized Microsoft APIs.

Customers control whether and how Argus is authorized to access their Microsoft environment. New customers add our multi-tenant application, "Argus PBI" (verified publisher), to their tenant through a Microsoft Entra admin consent screen. The customer's Fabric administrator then allows the application to use Power BI's read-only admin APIs. Some existing customers granted access through a manual app registration. In either case, the customer controls this access and can revoke it at any time in its own Microsoft tenant. Revoking access stops further collection, but it does not delete information Argus has already collected. To request deletion, contact us as described in Section 16.

Argus's access is intended to be limited to the permissions necessary to provide the Argus service.

Microsoft's handling of information is governed by Microsoft's own terms and privacy practices. Argus PBI is an independent service provider and is not responsible for Microsoft's privacy practices.

6. Security

Argus PBI uses reasonable measures designed to protect information against unauthorized access, use, alteration, disclosure, or destruction.

Our current measures include:

- Access to Argus systems limited to a small number of authorized personnel.
- Encrypted connections (HTTPS/TLS) for data in transit.
- Encryption at rest, which Microsoft Azure storage provides by default.
- Each customer's service data stored in a separate storage container.
- Confidentiality obligations for personnel and service providers.
- Automatic deletion of service data after one year.

No method of transmitting or storing information electronically can be guaranteed to be completely secure.

7. Data Retention

Argus PBI retains information for as long as reasonably necessary to provide our services, maintain customer and business records, meet legal or contractual obligations, resolve disputes, maintain security, and support legitimate business purposes.

We keep service data collected from a customer's Power BI or Fabric environment for one year. After one year, Azure storage rules delete it automatically. Deleted data can be recovered in Azure for up to 7 days before it is permanently removed.

We keep this history so customers can monitor trends and changes over time. When a customer agreement ends, we stop collecting information from the customer's environment, and we return the customer's data or, at the customer's written request, destroy it, as the customer agreement provides. Unless the customer agreement provides otherwise, we complete deletion within 30 days after receiving the customer's written

request, and in any event the data is deleted when the one-year retention period described above expires.

When information is no longer required, Argus may delete, anonymize, or securely dispose of it, subject to applicable legal, contractual, and operational requirements.

8. Customer Responsibilities

Customers are responsible for:

- Determining what information is contained within their Power BI and Fabric environments.
- Determining whether use of Argus is appropriate for their particular data.
- Properly configuring Microsoft Entra ID, Power BI, and Fabric permissions.
- Authorizing only appropriate users and service accounts.
- Complying with applicable laws, regulations, contracts, and internal policies governing their information.

Customers should not provide Argus with credentials or access information beyond what is necessary to configure and operate the service.

9. Business Communications

If you provide your contact information to Argus PBI, we may use it to respond to inquiries, provide customer support, administer accounts, provide service-related communications, or communicate about products and services.

You may request that we stop sending non-essential marketing communications at any time by following the unsubscribe instructions in the communication or contacting us directly.

Service-related and transactional communications may continue when necessary to administer an account or provide requested services.

10. Cookies and Similar Technologies

Our website is hosted by Squarespace. Squarespace sets cookies and similar technologies to operate the website, understand website usage, improve performance, and support

security. These include non-essential analytics cookies, and Squarespace records website activity for our analytics.

You may generally control cookies through your browser settings. Disabling cookies may affect certain website functionality.

If our use of cookies or third-party analytics changes, we may update this Privacy Policy accordingly.

11. Third-Party Websites

Our website may contain links to websites or services operated by third parties.

Argus PBI does not control the privacy practices, security, or content of third-party websites. Information provided directly to those third parties is governed by their respective privacy policies.

We encourage users to review the privacy policies of third-party websites before providing personal information.

12. Children's Privacy

Argus PBI's website and services are intended for business users and are not directed toward children under 13.

Argus PBI does not knowingly collect personal information directly from children under 13 through its website or services.

If we become aware that personal information from a child under 13 has been collected through our services in circumstances requiring its deletion, we will take reasonable steps to delete it.

13. Privacy Rights and Requests

Depending on applicable law, individuals may have certain rights regarding their personal information, which may include rights to request access to, correction of, or deletion of personal information.

If you would like to make a privacy-related request or ask a question about our privacy practices, please contact us using the information below.

We will evaluate and respond to requests in accordance with applicable law and our contractual obligations. We may need to verify your identity before responding, and we aim to respond within 45 days of receiving a request.

For information contained within a customer's Power BI or Fabric environment, individuals should generally direct privacy requests to the organization that controls that environment. Argus PBI processes such information on behalf of its business customers and will assist customers in responding to appropriate requests, as our Data Processing Addendum provides. If we receive a request about information in a customer's environment, we will refer it to that customer.

14. Data Security Incidents

If Argus PBI becomes aware of a security incident involving personal or customer information, we will take reasonable steps to investigate, contain, and remediate the incident.

Where required by applicable law or contractual obligations, Argus PBI will provide appropriate notifications to affected customers, individuals, or authorities. Our target is to notify affected customers within 72 hours of confirming a breach. We treat a compromised credential as a breach even if we have not confirmed that any data was accessed. For information we process on a customer's behalf, we notify the customer, and the customer determines whether individuals or authorities must be notified, with our assistance.

15. Changes to This Privacy Policy

Argus PBI may update this Privacy Policy periodically to reflect changes in our services, technology, business practices, or applicable legal requirements.

When we make material changes, we will update the "Last Updated" date at the top of this policy and notify customers by email or through the Argus service before the changes take effect.

We encourage you to periodically review this Privacy Policy for the most current information about our privacy practices.

16. Contact Us

If you have questions about this Privacy Policy or Argus PBI's privacy practices, please contact us:

Argus PBI LLC
Email: info@arguspbi.com
Website: www.arguspbi.com
Mailing address: 2524 N Broadway, #402, Edmond, OK 73034

For technical or product support, customers may also contact Argus PBI at:

support@arguspbi.com

17. Relationship to Customer Agreements

This Privacy Policy is a notice describing our practices. It is not a contract and does not create contractual rights or obligations.

Your use of Argus PBI products and services may also be subject to separate agreements, terms of service, subscription agreements, or other contractual terms applicable to your relationship with Argus PBI. In the event of a conflict between this Privacy Policy and a written customer agreement, the applicable customer agreement will control to the extent permitted by law.