Privacy Policy

Last updated: November 17, 2026

1. Who we are

This policy covers www.atirobotics.ai and atirobotics.com (the "Site"). The Site is run by Ati Robotics, whose U.S. legal entity is ATI Motors, Inc. ("Ati Robotics," "we," "us"). Our headquarters is at 996 E Mandoline Ave, Madison Heights, Michigan 48071, USA. We also have offices in Mexico, India and Thailand, listed in Section 13.

It explains what personal information we collect when you visit the Site, contact us, or deal with us as a prospective customer, partner or job applicant, and what we do with it.

It does not cover data that Sherpa robots and our software handle inside a customer's facility. Section 9 explains that.

2. What we collect

Information you give us. If you fill in our Contact or Request Site Assessment forms, email us, meet us at an event, or apply for a role, we collect what you provide: your name, work email, phone number, company, job title, and anything you tell us about your facility or project. If you apply for a job, we also collect the details in your application.

Information collected automatically. When you visit the Site, we and our service providers collect your IP address, browser and device type, operating system, language, the pages you view, how long you stay, the page that referred you, and approximate location based on your IP address.

Information from other sources. We may receive business contact details from event organizers when you visit our booth or register for a show, from professional networks such as LinkedIn, and from business data providers. We use these to understand which companies are interested in factory automation and to follow up on requests.

We do not ask for government IDs, financial account numbers or health information through the Site. Please do not send them to us.

3. How we use it

We use personal information to:

1. Reply to your questions and requests, including site assessments, quotes and product information.
2. Run and improve the Site, and measure which content is useful.
3. Send information about our products, events and articles that fits your business role. Where the law requires your consent, we ask for it separately, for example with an optional box on our forms. You can opt out at any time.
4. Show Ati Robotics advertising on other websites and platforms, and measure whether it works.
5. Keep the Site secure and prevent spam and abuse. Our forms use Google reCAPTCHA.
6. Meet legal obligations and protect our rights.

Some of these uses are needed to deal with you and run the Site: replying to your requests, keeping the Site secure, and meeting legal obligations. Others are optional: marketing messages, advertising, and analytics beyond what the Site needs to work. You can refuse the optional uses at any time, and refusing will not affect how we handle your requests. Section 8 explains how.

Where the law requires a legal basis (for example in the EU, UK and Thailand), we rely on your consent, our legitimate interest in running and promoting our business, steps taken at your request before a contract, or legal obligation, depending on the activity.

4. Cookies and similar technologies

The Site uses cookies, pixels and tags. These fall into four groups:

- **Necessary.** They keep the Site working and secure.
- **Analytics.** They show us which pages people visit and how they move through the Site.
- **Advertising.** They let us measure our ads and show Ati Robotics ads to people who have visited the Site. We use Google Ads and the LinkedIn Insight Tag for this.
- **Business visitor identification.** A service we use can match a visit to a business organization, based on IP address, so our sales team can follow up with companies that show interest.

Where the law requires consent, we ask for it through the cookie banner on the Site, and you can change your choice at any time through the cookie settings link in the footer. You can also block or delete cookies in your browser settings, though parts of the Site may then work less well.

We honor the Global Privacy Control (GPC) signal and treat it as a request to opt out of sharing for advertising.

5. Who we share it with

We do not sell personal information. We do share limited information with advertising partners, as described below. We share it in these ways:

- **Service providers** that work for us: website hosting and content management, analytics, advertising platforms, customer relationship management and email tools, security and spam protection. They may use the information only to provide services to us.
- **Advertising and analytics partners**, such as Google and LinkedIn, through the tags described in Section 4. Under some U.S. state laws, this counts as "sharing" for cross-context behavioral advertising. You can opt out as described in Section 8.
- **Group companies and local partners** in the countries where we operate, so the right regional team can respond to you.
- **Professional advisers, authorities and courts** where we have to by law, or to protect our rights, customers or the public.
- **A buyer or investor**, if Ati Robotics is involved in a financing, merger or sale. The information would remain protected by this policy or a notice to you.

6. Where your information goes

Ati Robotics operates in the United States, Mexico, India and Thailand, and our providers operate around the world. Your information may be processed outside your country. Where the law requires it, we use safeguards such as standard contractual clauses or your consent for transfers.

7. How long we keep it

We keep personal information only as long as we need it for the purposes above. Contact and inquiry records are generally kept for up to 24 months after our last interaction with you, unless you become a customer or partner, or the law requires us to keep them longer. Job application records follow the retention rules of the country where you applied. Analytics and advertising data is kept for the period set in each provider's settings. The table in Section 8 shows retention for each category of information.

8. Your choices and rights

Everyone. You can unsubscribe from any marketing email using the link in it, ask us to stop contacting you, or ask us what we hold about you by writing to privacy@atirobotics.ai.

United States. Depending on your state, you may have the right to know what personal information we collect and how we use it, access and correct it, delete it, receive a copy, and opt out of targeted advertising and the sharing of your information. To opt out, use the "Do Not Sell or Share My Personal Information" link in the footer, turn on GPC in your browser, or email us. We will not treat you differently for using these rights. You can ask an authorized agent to make a request for you, and we may ask for proof of authority. If we decline a request, you can appeal by replying to our decision.

Categories of personal information (California and other U.S. states). In the past 12 months we have collected the categories below. We do not knowingly collect sensitive personal information through the Site, and we do not sell personal information.

Category	Examples	Where it comes from	Why we use it	Shared for advertising?	How long we keep it
Identifiers	Name, work email, phone number, IP address, cookie and device IDs	You, and your browser	Replying to you, marketing, security	Yes, for IP address and cookie IDs	Up to 24 months after our last interaction
Professional information	Company, job title, facility or project details	You, event organizers, business data providers	Replying to requests, site assessments, sales follow-up	No	Up to 24 months after our last interaction
Internet and network activity	Pages viewed, time on page, referring page, clicks	Your browser, through cookies and tags	Site analytics, measuring advertising	Yes	Set by each provider's settings
Approximate location	City or region taken from your IP address	Your browser	Analytics, security, relevant follow-up	Yes	Set by each provider's settings
Inferences	Likely interest in a product or industry based on pages viewed	Created by us and our advertising partners	Marketing, advertising audiences	Yes	Up to 24 months

We disclose these categories to the service providers described in Section 5 for the business purposes listed above. We share identifiers, internet and network activity, approximate location and inferences with advertising partners for cross-context behavioral advertising.

European Economic Area, United Kingdom and Switzerland. You have the right to access, correct, delete, restrict and object to the use of your data, to data portability, and to withdraw consent at any time. You can complain to your local data protection authority.

India. Under the Digital Personal Data Protection Act, 2023, you can ask for access to a summary of your data, correct or erase it, withdraw consent, nominate someone to act for you, and use our grievance contact in Section 13.

Mexico. Under the Ley Federal de Protección de Datos Personales en Posesión de los Particulares, you can exercise your access, rectification, cancellation and opposition (ARCO) rights, revoke your consent, and limit how we use or disclose your data. To do so, email privacy@atirobotics.ai with the subject "Derechos ARCO" and include your full name, a contact for our reply, a document that proves your identity (or your representative's authority), and a clear description of the data and what you ask us to do. We will reply within the time the law sets. If you disagree with our reply, you can go to the data protection authority in Mexico. A summary of this notice in Spanish is in Section 14.

Thailand. Under the Personal Data Protection Act B.E. 2562 (2019), you can access, correct, delete, restrict, object to and port your data, and withdraw consent.

Canada. Under PIPEDA, you can ask for access to your data and ask us to correct it.

We will reply within the time your local law requires, for example one month in the EU and UK and 45 days in California. Where the law allows, these periods can be extended. We may need to confirm your identity first.

9. Our robots and customer deployments

Sherpa robots and Ati Flow software use sensors such as LiDAR and cameras to navigate and work safely in factories and warehouses. The Site is separate from those systems.

Data that a robot or our software handles inside a customer's facility, for example facility maps, operational logs, task data and sensor data, is governed by our agreement with that customer. In most cases we handle it on the customer's behalf and under their instructions. If you work at a customer site and have a question about that data, please contact your employer first, or write to us and we will route it to the right place.

10. Security

We use technical and organizational measures to protect personal information, including access controls, encryption in transit and vetted service providers. No system is completely secure, so we cannot promise absolute security. If a breach affects you, we will notify you and the authorities as the law requires.

11. Children

The Site is for business visitors. It is not aimed at anyone under 18, and we do not knowingly collect personal information from children. If you believe a child has sent us information, write to us and we will delete it.

12. Links and embedded content

The Site links to and embeds content from other services, such as LinkedIn, X and YouTube, and hosts some brochures and videos through third-party platforms. Those services have their own privacy practices, and we are not responsible for them.

13. Contact us and changes to this policy

For any privacy question or request, email **privacy@atirobotics.ai**. For India, the same address serves as our grievance contact. Mexico requests under ARCO rights can go to the same address, marked "Derechos ARCO."

Our offices:

- **United States (headquarters):** 996 E Mandoline Ave, Madison Heights, Michigan 48071
- **Mexico:** ATI MOTORS ROBOTS S DE RL DE CV, Prolongación Uranga 144, San Juan Cuautlancingo, Puebla 72700
- **India:** 19/A, 2nd Stage, Outer Ring Road, Goraguntepalya, Bengaluru, Karnataka 560022
- **Southeast Asia:** 700/546 Moo 6, Tambol Donhuaroh, Amphur Muang, Chonburi 20000, Thailand

We may update this policy as our Site, services or the law change. The date at the top shows the latest version. If we make a significant change, we will say so on the Site.

14. Resumen en español para México

Este resumen forma parte de esta Política de Privacidad y aplica a las personas en México. El resto de la política, que aplica a todas las personas sin importar su país, rige en lo que no contradiga la ley mexicana.

Responsable. ATI MOTORS ROBOTS, S. DE R.L. DE C.V., Prolongación Uranga 144, San Juan Cuautlancingo, Puebla, C.P. 72700, México. El grupo cuenta además con ATI Motors, Inc. en Estados Unidos.

Datos que recabamos. Nombre, correo de trabajo, teléfono, empresa, puesto, información de su proyecto o planta y datos de navegación (dirección IP, páginas consultadas, ubicación aproximada, cookies). No solicitamos datos personales sensibles.

Finalidades necesarias. Responder sus solicitudes, cotizaciones y evaluaciones de sitio; mantener seguro el Sitio; cumplir obligaciones legales; y evaluar su candidatura si solicita un empleo.

Finalidades que no son necesarias. Enviarle información comercial, mostrar publicidad de Ati Robotics y analizar el uso del Sitio. Puede oponerse a estas finalidades en cualquier momento escribiendo a privacy@atirobotics.ai con el asunto "Oposición a finalidades", usando el enlace para darse de baja o dejando sin marcar la casilla de marketing en nuestros formularios. Su negativa no afecta la atención de sus solicitudes.

Transferencias. Compartimos datos con empresas de nuestro grupo en Estados Unidos, India y Tailandia, con proveedores de servicios (alojamiento, analítica, publicidad, correo y gestión de clientes) y con autoridades cuando la ley lo exige. No vendemos datos personales.

Derechos ARCO y revocación. Puede acceder, rectificar, cancelar u oponerse al tratamiento de sus datos, revocar su consentimiento y limitar su uso. Escriba a privacy@atirobotics.ai con el asunto "Derechos ARCO" e indique su nombre completo, un medio de contacto, un documento que acredite su identidad o la de su representante, y una descripción clara de su solicitud. Le responderemos dentro de los plazos de la ley y, si no está conforme, puede acudir ante la autoridad de protección de datos personales competente.

Cookies. Usamos Google Tag Manager, Google Ads y la etiqueta LinkedIn Insight para operar y medir el Sitio y mostrar anuncios. Puede cambiar su elección en la configuración de cookies del Sitio o en su navegador.

Cambios. La fecha al inicio de esta política indica la versión vigente.