

Privacy Policy

JSON Formatter

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Contact: jformatter@gmail.com

JSON Formatter (“**JSON Formatter**,” “we,” “our,” or “us”) provides JSON Formatter, a browser-based tool that formats, prettifies, and syntax-highlights JSON data in Google Chrome, Mozilla Firefox, and Microsoft Edge, enhanced by cloud-enabled analytics and artificial intelligence to improve the product and personalize your experience (“Services”).

This Privacy Policy explains how we collect, use, process, store, and disclose personal information when you use our browser extension (available for Chrome, Firefox, and Edge) and related cloud services.

Table of Contents

- Information We Collect
- How We Use Information
- Information Sharing
- Data Processing
- Artificial Intelligence Features and Data Practices
- Your Rights and Controls
- Additional Rights by Jurisdiction
- Children’s Privacy
- Updates
- Contact Us

Information We Collect

Information You Provide

JSON Formatter does not require account creation or login. We do not collect your name, email address, or other registration information through normal use of the extension. If you contact us directly (for example, by emailing our support team or submitting a help request), we collect your name, email address, the contents of your message, and any attachments you send.

Information Collected Automatically

When you use JSON Formatter, certain information is collected automatically through the extension and transmitted to our servers. This includes:

- **Usage Data.** We collect information about how you interact with the extension, including features accessed, actions taken, time spent, frequency of use, click patterns, and other behavioral signals that help us understand and improve how the Services are used.
- **Device and Technical Information.** We automatically collect information about the device and software you use to access the Services, including your browser type and version, operating system, device identifiers, screen resolution, language settings, time zone, and IP address.
- **Browser Tab and Interaction Data.** When the extension is active, we collect interaction and interface data from your active browser tab, including page structure, DOM changes, and the content or context of the page as needed to provide and improve our JSON formatting and AI-powered features. This data is collected only while the extension is enabled and active on a given tab. Please see the Artificial Intelligence Features and Data Practices section for important details about how this data is handled.
- **Log and Diagnostic Data.** Our servers automatically record log data when you use the Services, including access timestamps, features visited, session duration, error reports, crash logs, and performance metrics. This information is used to maintain reliability, diagnose problems, and monitor the health of the Services.

JSON Formatter stores your display preferences (such as your selected theme and default formatting mode) locally in your browser using built-in browser storage APIs. This preference data does not leave your device.

Enhanced Features

Certain features of the extension involve the collection of additional categories of information. We will notify you and, where required by law, obtain your consent before collecting such information. Examples include:

- **On-Screen Content.** Depending on the features you enable and the pages you visit while the extension is active, collected data may incidentally include sensitive categories of personal information that appear on screen, such as financial account details, health or medical information, government-issued identification numbers, or employment records. We apply automated redaction controls to this data before it can be accessed by any JSON Formatter personnel, as described in the Artificial Intelligence Features and Data Practices section.

How We Use Information

We use information to:

- Deliver, support, and improve the extension, along with optional features that enhance functionality and the user experience.
- Enhance and evolve the Services through research, troubleshooting, and performance improvements.
- Train, evaluate, and improve JSON Formatter’s proprietary AI models using usage data collected through the Services, which may incidentally include personal information. Such data is processed in accordance with the PII safeguards described in the Artificial Intelligence Features and Data Practices section below.
- Personalize your experience by adapting the extension’s behavior and features based on your usage patterns.
- Identify, prevent, and investigate fraudulent activity, abuse, security breaches, and Terms of Service violations.
- Meet legal requirements and safeguard the rights, security, privacy, and assets of users and other parties.
- Uphold our Terms of Service and other relevant agreements.

Information Sharing

We may share information with:

- **Third-Party Service Providers.** We may share personal data with external vendors and service providers who help operate our business and provide the Services. These include companies that handle hosting, cloud services, analytics, and other technical needs. These providers only handle personal data to the extent needed to deliver services for us, following our guidance and legal requirements.
- **Corporate Transactions.** If we undergo a merger, sale, reorganization, bankruptcy, or similar business change, personal data may be shared with potential buyers and advisors during negotiations or transferred as part of the deal.
- **Legal Requirements and Safety.** We may share personal data with government agencies or others when we believe it is required to: (i) follow applicable laws, regulations, or court orders, (ii) cooperate with legitimate investigations, (iii) ensure anyone’s safety, rights, or property, (iv) stop fraud, security threats, or illegal activities, (v) uphold our Terms of Service or other legal interests, or (vi) defend JSON Formatter from legal claims.
- **Related Companies.** We may provide personal data to affiliated companies that own us, that we own, or that share common ownership with us. These affiliates will handle personal data according to this Privacy Policy.

- **When You Authorize It.** We may share personal data when you explicitly allow us to, including through features built for information sharing.

Data Processing

Data collected through the extension may be processed locally in your browser or transmitted to our cloud infrastructure for analytics, model training, and service improvement. When AI features are involved, inputs are processed through our inference gateway and third-party providers as described below.

Artificial Intelligence Features and Data Practices

JSON Formatter’s Services are enhanced by AI features that require the collection and processing of behavioral and interaction data. This section explains what we collect, how it is used, and the safeguards we apply.

What We Collect

When you use JSON Formatter, we collect interaction and interface data from your active browser tab, including page structure changes and user interactions. This data is used to understand how you and others use the extension, to power JSON Formatter’s AI features, and to personalize your experience. The extension collects activity data from your active browser tab while it is enabled.

Model Training

We use behavioral data collected through the Services, which may incidentally include personal information, to train and improve JSON Formatter’s proprietary AI models. This is a core part of how our Services are built and improved over time. If you do not want your data used for model training, you may opt out through your extension settings or contact us at jformatter@gmail.com to discuss available options.

PII Handling

Data collected through the Services may include personal information that appears on screen, such as names, email addresses, financial account details, or health information. This data is stored in its collected form in access-controlled storage on AWS infrastructure in the United States. Before any JSON Formatter personnel can access stored data, it passes through an automated redaction pipeline, which detects and removes personal information. No JSON Formatter team member is able to view raw collected data in unredacted form. This control is technical, not merely procedural; access to unredacted data is not permitted at the system level.

Third-Party AI Providers

We route AI inference requests through third-party model providers including Anthropic, OpenAI, Google Cloud, Amazon Bedrock, and OpenRouter. All of these providers operate under zero data retention agreements with JSON Formatter, meaning they do not store your inputs or use them to train their own models.

Storage

All data is stored on AWS infrastructure located in the United States.

Automated Processing

AI outputs generated by the Services are produced by automated systems and may inform how the extension behaves or presents information to you. These outputs may contain errors or inaccuracies and should not be relied upon as professional advice.

State-Specific Notice

The data collection practices described above may be subject to additional state laws depending on your location. Residents of Illinois, Texas, Washington, and other states with laws governing the capture of electronic activity, biometric identifiers, or on-screen content should be aware that the Services collect interaction data from your active browser tab while the extension is enabled. If your use of the Services occurs in a professional or regulated context (for example, if your active tab contains health, financial, or employment-related information), you are responsible for ensuring your use complies with applicable laws governing that information. If you have questions about data collection practices in your jurisdiction, contact us at jformatter@gmail.com.

Opting Out of Data Collection

You may opt out of data collection through your extension settings. You may also disable AI features through the extension settings. Note that certain core functionality of the Services depends on data collection and AI processing; disabling these features may limit what the Services can do for you.

Your Rights and Controls

Data Collection and Preferences

Depending on where you live and the laws that apply in your country of residence, you may have certain rights in relation to your personal data. These may include the right to access, delete, correct, or transfer your personal data; to object to or restrict how we process it; or to withdraw your consent where processing is based on consent. You may also have the right to lodge a complaint with your local data protection authority.

To exercise any of these rights, you or your authorized agent may contact us at [**jformatter@gmail.com**](mailto:jformatter@gmail.com). We may request information to verify your identity before processing your request. If we deny your request, you may appeal by emailing the same

address. JSON Formatter will not discriminate against you for exercising any privacy rights available under applicable law.

Additional Rights by Jurisdiction

You may have certain rights regarding your information depending on your location. Contact us at jformatter@gmail.com to learn more.

California Privacy Rights (CPRA)

If you are a California resident, you have the following rights under the California Privacy Rights Act (CPRA):

- **Right to Know.** You may request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources, our business purpose for collecting it, and the categories of third parties with whom we share it.
- **Right to Delete.** You may request deletion of personal information we have collected from you, subject to certain exceptions.
- **Right to Correct.** You may request that we correct inaccurate personal information we maintain about you.
- **Right to Opt-Out of Sale or Sharing.** We do not currently sell personal information or share it for cross-context behavioral advertising. We may do so in the future, and if we do, we will update this policy, provide a “Do Not Sell or Share My Personal Information” link on our website, and honor opt-out requests submitted to jformatter@gmail.com or through a Global Privacy Control signal. You may submit an opt-out request at any time in anticipation of any future sale or sharing.
- **Right to Limit Use of Sensitive Personal Information.** We collect sensitive personal information including browsing activity and behavioral data captured through the Services. You may request that we limit use of such information to purposes permitted under the CPRA.
- **Right to Non-Discrimination.** We will not discriminate against you for exercising any of your CPRA rights.
- **Shine the Light.** We do not disclose personal information to third parties for their direct marketing purposes.

To submit a verifiable consumer request, contact us at jformatter@gmail.com. We will respond within 45 days, with a possible 45-day extension with notice. You or your authorized agent may submit requests on your behalf. If we deny your request, you may appeal by contacting jformatter@gmail.com.

Categories of Personal Information Collected (Last 12 Months)

Category	Examples	Collected
Identifiers	IP address, device identifiers	Yes
Internet/network activity	Browsing activity, page structure changes, user interactions on active tabs	Yes
Session interaction and behavioral data	Interface activity data collected via the browser extension	Yes
Inferences	Models and insights derived from usage data	Yes
Sensitive personal information	Browsing activity; data incidentally containing financial, health, or other PII	Yes

We retain personal information for as long as necessary to provide the Services, train and improve our AI models, comply with legal obligations, resolve disputes, and enforce agreements.

Other U.S. State Privacy Rights

Residents of Colorado, Connecticut, Virginia, Texas, Oregon, Montana, and other states with comprehensive privacy laws may have rights similar to those described above, including rights to access, delete, correct, and obtain a copy of your personal information, and to opt out of certain processing activities including profiling based on personal information. To exercise any available rights, contact us at jformatter@gmail.com. We will respond in accordance with the law applicable to your state of residence.

If you wish to opt out of processing of your personal information for purposes of profiling in furtherance of decisions that produce legal or similarly significant effects, contact us at jformatter@gmail.com.

Children’s Privacy

Our Services are not directed to children under 18.

Updates

We may update this policy from time to time. Continued use after changes constitutes acceptance.

Contact Us

JSON Formatter

jformatter@gmail.com