GTMPal Privacy Policy

Last updated: March 2026

GTMPal is a Slack application designed to help sales teams generate account plans, discovery questions, competitive battlecards, and other sales enablement assets directly within Slack.

This Privacy Policy explains what information GTMPal processes and how it is used.

Information We Process

GTMPal processes only the information necessary to generate the requested sales assets.

When a user runs a slash command in Slack, the following information may be processed:

- The company domains or inputs provided in the command
- The Slack workspace ID and channel information required to return results
- The command text submitted by the user

GTMPal does **not collect personal messages, Slack conversations, or unrelated workspace data.**

How Information Is Used

The information submitted through GTMPal commands is used solely to:

- Generate sales research outputs
- Produce account plans, discovery guides, battlecards, and similar materials
- Return the generated content to the user in Slack

The data is processed through automation services and AI systems that generate the requested output.

Data Storage

GTMPal does not maintain a long-term database of Slack user data or workspace messages.

Some request information may be temporarily processed through third-party automation services in order to generate results. This processing is transient and used only to fulfill the request.

Third-Party Services

GTMPal relies on third-party infrastructure to process and generate results. These services may include:

- Workflow automation platforms
- Cloud infrastructure providers
- Artificial intelligence APIs used to generate written content

These services process request data only for the purpose of generating the requested output.

Data Security

Reasonable measures are taken to ensure that request data is transmitted securely and handled appropriately through the services used to operate the application.

Changes to This Policy

This Privacy Policy may be updated periodically. Updates will be reflected by revising the “Last updated” date above.

Contact

If you have questions about this Privacy Policy or the operation of GTMPal, please contact:

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