Palasil Data Export

Version 1.2 of 11 November 2026

Palasil

Palasil is a service of Terahold S.r.l. ("Terahold"). This page describes how a Customer can export the data of its Brand Workspace and switch to another provider or to its own infrastructure, which data are exported and in which formats, which data are excluded and why, and the known technical limitations. It is the information on switching and the online register of the data structures and formats required by Article 26 of Regulation (EU) 2023/2854 of the European Parliament and of the Council of 13 December 2023 (the "Data Act"). Capitalised terms not defined on this page have the meaning given in the Terms of Service, available at palasil.com/legal.

The rights and obligations of the Customer and of Terahold on switching are set out in Section 14 of the Terms of Service or, for Customers with a Palasil Custom Agreement, in that contract. This page describes how they are applied and prevails over neither.

This page is published in English and Italian. In case of conflict, the English version prevails.

In this page, "Working Day" means a day from Monday to Friday, other than Italian national public holidays and 21 May (feast of the patron saint of Verona).

1. How to obtain the data

1.1 Export by the Owner. Each Owner of a Brand Workspace can export its data at any time, free of charge, from Settings, Account tab, Brand section, with the "Export all data" button. The Service prepares the package described in Section 3 and the browser downloads it as a single zip file. The button is available only to Owners, and only after the activation of the Brand Workspace has been completed.

1.2 Export on request. Where a Brand Workspace is too large for the button, or the Owner cannot access the Service, in particular after the termination of the Subscription or of the Palasil Custom Agreement, the Owner can request the export by writing to support@palasil.com. Terahold prepares the same package and delivers it within 10 Working Days of the request, as provided in Section 16.1 of the Data Processing Agreement. Terahold delivers the package through a link to its storage in Google Workspace, shared only with the Owner who made the request, and sends from support@palasil.com the link and the SHA-256 fingerprint of the zip file. Terahold deletes its local working copy immediately after the upload and removes the package from its storage 30 days after the delivery or, in a switching, at the end of the retrieval period, if later.

1.3 The package describes in its first lines whether it was downloaded by the Owner with "Export all data" or created by Terahold at the Customer's request.

2. Switching to another provider

2.1 The Customer requests the switching by writing to support@palasil.com and states whether it intends to: (a) switch to another provider, indicating that provider; (b) switch to its own infrastructure; or (c) only have its exportable data erased. The Customer also states the notice period it chooses, up to 2 months. Terahold confirms receipt of the request by email within 3 Working Days. For Customers with a Palasil Custom Agreement, the request is made by notice sent in accordance with Article 24.1 of the General Terms of that contract (certified email or, for a Customer without a certified email address, email to legal@palasil.com), with the notice period and the effects provided in Article 13.7 of those General Terms, that is 30 days' notice.

2.2 After the notice period, a transitional period of 30 days begins. During that period the Service continues under the contract and Terahold:

a) assists the Customer and the third parties authorised by it in writing, including the destination provider, by providing the exportable data, the documentation of their structure and formats and answers to technical questions on them;

b) acts with due care to maintain business continuity;

c) informs the Customer in writing of any known risk to the continuity of the Service;

d) maintains a high level of security, in particular for the data in transfer and for the data kept during the retrieval period.

2.3 If a transitional period of 30 days is technically unfeasible, Terahold informs the Customer within 14 Working Days of the request, and in any case within the period set by Article 25(4) of the Data Act, giving reasons and indicating an alternative transitional period not exceeding 7 months, during which the Service continues.

2.4 The Customer can extend the transitional period once, by notice sent before its end, for the period it states in the notice. During the extension the Service continues and the fees remain due at the price in force.

2.5 On request, Terahold supports the Customer's exit strategy with all relevant information on the Service, including the list of exportable data, the export methods and formats and the known technical limitations.

2.6 Terahold notifies the termination by email to the Owners on the day it takes effect. During the 30 days after the end of the transitional period and of any extension (the retrieval period), Terahold makes the package available to the Owner through a link valid for 30 days, which it generates again on request. Within 15 days after the end of the retrieval period, or after the delivery of an export requested during it, Terahold erases the data, as provided in Section 16.2 of the Data Processing Agreement, and confirms the erasure by email to the Owners within 10 Working Days of its completion; the copies in the backups of the database are overwritten within the following 7 days.

2.7 Terahold does not charge switching fees or data egress fees. For Customers with a Palasil Custom Agreement, a switching request made before the end of the term is a withdrawal under Article 13.7 of the General Terms of that contract, and the consideration for withdrawal is payable in the cases and in the amount provided in Article 13.7 of those General Terms; it is not a switching fee.

3. Content of the package

3.1 The package is a zip file named "palasil-export-[brand]-[date]" containing:

Path	Content
dati/[table].json	the rows of each table, as a JSON array of objects, one key per column
dati/[table].csv	the same table in CSV
file/library/	the original files of the library, with the same paths that appear in the tables

Path	Content
persone.json	the people referred to in the tables as authors, with identifier, name, role and, for the members of the Brand Workspace team, email address; for Terahold staff only the name
README.md and LEGGIMI.md	the description of the package, of every table and of every column, in English and in Italian
manifest.json	date of creation, author of the export, version of the software, number of rows of each table, size and SHA-256 fingerprint of each file, list of the excluded tables and columns

3.2 The package contains the data present in the Brand Workspace at the time of the export, with their metadata: authors, dates, approvals and versions. The tables are the following.

Area	Tables (file names under dati/)
Brand Workspace and Subscription	accounts, brands, subscriptions
Credits and languages	crediti_brand, crediti_movimenti (without the cost incurred by Terahold), crediti_pacchetti, lingue_brand, lingue_pagate
Team and access	account_members, account_assignments, invitations (without the secret invitation code), user_notifications
Connected Tools	account_integrations (provider, store, status and permissions, without the keys), klaviyo_template_list, klaviyo_image_uploads, klaviyo_lingua_messaggi
Contract and Palasil access	legal_acceptances (acceptances and signatures, with company, signatory and role, documents and versions, approved clauses, time, IP address and browser), support_access_grants, palasil_access_log
Calendar	calendar_entries, calendar_entry_copy, calendar_entry_newsletter, calendar_entry_klaviyo, calendar_modifications, calendar_temi, calendar_day_chats, uscita_scorte
Brand kit	brand_kit_fields, brand_kit_versions, brand_kit_jobs, brand_moods, brand_operating_notes, brand_references, brand_send_defaults, brand_audience_langs, brand_templates, brand_kit_suggerimenti
Chats and AI agent	ai_conversations, ai_conversation_members, ai_messages, ai_proposals, ai_message_reports, agent_runs (without the cost incurred by Terahold), agent_run_events, agent_run_tool_data, chat_mentions, chat_presence, chat_riferimenti, month_plan_proposals, livello_chat, preferenze_modello
Reviews	reviews, review_versions
Library and products	library_folders, library_folder_items, library_imports, shop_product_images, catalogo_lettura
Analyses	analytics_snapshots, brand_metrics_daily, brand_predictive, brand_dossiers, campaign_moods, flow_objectives
Features no longer available	tasks, task_comments, brand_memories, memory_proposals, memory_distill_state, support_messages

3.3 The README.md and LEGGIMI.md files of each package describe every table and, for every column, its name, its type, whether it is a key, the table it refers to and its allowed values. That description is generated from the structure of the database at the time of the export. On request to support@palasil.com, Terahold sends the current description of the tables and columns without data.

4. Formats and standards

4.1 The package uses the following formats:

a) container: ZIP;

b) data: JSON (RFC 8259), UTF-8; the JSON files are the complete source;

c) tables for spreadsheets: CSV (RFC 4180), UTF-8 with byte order mark, comma as separator, first row with the column names;

d) dates and times: ISO 8601, in UTC; dates without time as YYYY-MM-DD;

e) identifiers: UUID; every column ending in "_id" or "_by" refers to another table, indicated in the description, or to persone.json;

f) columns of type json or jsonb: objects or lists in the JSON files and JSON text in the CSV cells;

g) missing values: null in the JSON files and an empty cell in the CSV files;

h) amounts in columns ending in "_cent": cents of euro or of the currency indicated;

i) files of the library: in their original format, as uploaded or imported;

j) integrity: SHA-256 fingerprint of each file in manifest.json.

4.2 Until common specifications or harmonised standards for the interoperability of services of the same type as Palasil are published and apply under Article 30 of the Data Act, the package uses the structured, commonly used and machine-readable formats in Section 4.1.

5. Data that are not exported

5.1 The following data are excluded from the package, because their disclosure would compromise the security of the Service or would risk breaching trade secrets of Terahold, or because they are not data of the Customer:

a) the keys of the Connected Tools, the secret invitation codes and the codes used for the signature of the contract (security data);

b) the internal log of Terahold's administration panel (security log of the platform);

c) the copies of content deleted by the Customer or by its Users that Terahold keeps solely as evidence in connection with a dispute;

d) the newsletters of other brands in the inspiration feed, which are not data of the Customer and are protected by rights of third parties; the references to them in the Brand kit are exported;

e) the profile photos of the Users, which belong to each person;

f) the source code of the Service, the system prompts and the agent configurations prepared by Terahold, and the technical log of the server of the AI agent, kept for 14 days, which contains the system prompts; the messages and the results of the tools are exported in the tables of Section 3.2;

g) the register of fingerprints of the copy generated with AI described on the AI and Transparency page, which contains no reference to the Brand Workspace;

h) the cost incurred by Terahold for each operation of the AI agent (column costo_usd of crediti_movimenti and of agent_runs), which is a trade secret of Terahold; the other columns of those tables are exported.

5.2 The data held in the Customer's own accounts with Klaviyo and Shopify, such as campaigns, profiles and orders, are not data of the Service: the Customer exports them from those services. The package contains the identifiers that link the data of Palasil to those accounts.

6. Known technical limitations

6.1 The package contains only the data present at the time of the export. Data already deleted under the retention periods, such as the working data of the AI agent after 90 days, are not included.

6.2 The copy of each send is one record for each send and language, overwritten at each change: the package does not contain previous versions of the copy, nor the identity of the User who changed it. The Brand kit and the reviews have versions, which are exported.

6.3 The Service has no programming interface for the destination provider. The destination provider uses the package, its description and the answers of Terahold under Section 2.2.

6.4 The "Export all data" button has a time limit of 800 seconds. A Brand Workspace whose export requires more time is exported on request under Section 1.2.

6.5 Only one export with the button can start for each Brand Workspace within one minute.

7. Security of the export

7.1 Only the Owners can use the "Export all data" button. Each export is recorded in the "Palasil access" register of the Brand Workspace, which the Owners, Managers and Editors can read and which is kept for 12 months.

7.2 Palasil does not keep the zip file created with the button: the file exists only while it is being downloaded. A package created on request is delivered as described in Section 1.2.

7.3 The package contains personal data of the Users of the Brand Workspace, such as names, email addresses and, for the person who signed the contract, IP address and browser. The Customer processes them as controller.

8. Contacts and changes

8.1 For questions on the data, the formats or the switching, also from a destination provider authorised by the Customer, write to support@palasil.com.

8.2 Terahold updates this page when the structures or the formats of the exportable data change. The current version is available at palasil.com/legal/data-export, and the previous versions remain available in the archive at palasil.com/legal/archive.