

Privacy Policy

Effective Date: June 1, 2025

Last Updated: June 15, 2025

Pipaltree Digital Solutions Private Limited ("Pipaltree", "we", "us", or "our") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, share, and protect personal information through our website [<https://www.pipaltree.ai>] and any related services (collectively, the "Service").

This policy is aligned with our **SOC 2 compliance standards** to ensure data is handled with security, availability, processing integrity, confidentiality, and privacy.

1. Information We Collect

a. Information You Provide

- **Contact Information:** Name, email address, phone number, company name, and job title when you fill out forms (e.g., demo request, newsletter signup).
- **Communication Data:** Content of your messages when you contact us or use our AI-powered chat features.

b. Automatically Collected Information

- **Usage Data:** Pages visited, time spent, browser type, IP address, and referring URLs.
- **Device Information:** Type of device, OS, screen resolution.
- **Cookies and Tracking Technologies:** We use cookies to improve user experience and analyze traffic. You can manage cookie preferences through your browser.

c. Conversational Data

- When you use our platform or demos, we may process natural language input to provide insights. This data is anonymized unless explicitly linked to a user profile.
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2. How We Use Your Information

We use the information we collect to:

- Provide, operate, and improve our services and website.

- Respond to inquiries and provide customer support.
 - Send updates, marketing communications, and event information (with your consent).
 - Monitor and enhance platform performance and user experience.
 - Maintain **auditability, access controls**, and logs required under SOC 2.
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3. Legal Basis for Processing

We process your personal information on the basis of:

- Your **consent**;
 - The need to perform a **contract** (e.g., demo request, inquiry response);
 - **Legal obligations**, including data retention and regulatory requirements;
 - Our **legitimate interests**, such as improving services and ensuring information security.
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4. How We Share Your Information

We do **not sell** your personal data.

We may share information with:

- **Service Providers** who assist with cloud hosting, analytics, CRM, etc. (All under strict confidentiality agreements and SOC 2-aligned processes).
 - **Legal Authorities** if required by law or to protect rights and safety.
 - **Affiliates or in M&A transactions**, with appropriate safeguards and notice.
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5. Data Retention and Security

We retain your information only as long as necessary for the purposes described in this Policy, unless a longer period is required by law.

Security Measures Include:

- Data encryption (in transit and at rest)
 - Role-based access controls
 - Regular audits and monitoring
 - Logging and alerting for unauthorized access attempts
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6. Your Rights

Depending on your location, you may have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your data
- Object to or restrict processing
- Withdraw your consent at any time

You can make a request by contacting us at privacy@pipaltree.ai.

7. Cookies

We use cookies to:

- Understand website traffic and usage
- Customize user experience
- Enable core functionality (authentication, session tracking)

You can disable cookies via your browser settings. Disabling may affect some site functionality.

8. International Transfers

If you are accessing our services from outside India, please note that your information may be transferred to, stored, and processed in countries with data protection laws that may differ from those in your jurisdiction.

We ensure such transfers are done with adequate safeguards, such as **standard contractual clauses**.

9. Children's Privacy

Our website and services are not intended for individuals under the age of 16. We do not knowingly collect data from children.

10. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Effective Date" above and post the updated policy on this page. We encourage you to review it periodically.

11. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact:

Pipaltree Digital Services Private Limited

Email: privacy@pipaltree.ai

Website: <https://www.pipaltree.ai>