

Privacy Policy

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At **Artiv AI Solutions** ("Artiv", "we", "us", "our"), we uphold the highest standards of privacy, data protection, and transparency. Your privacy is our priority, and we are committed to safeguarding your personal data in a responsible and secure manner, in alignment with the most stringent international regulations. This Privacy Policy applies to our services, websites, mobile applications, communication channels, and all user interactions with Artiv's platforms.

As a data controller, we determine the purposes and means of processing your personal data (such as visitors, customers, subscribers). As a data processor, we follow instructions from our customers regarding data processing (e.g., customer content uploaded into our services).

By accessing our Services or engaging with Artiv, you consent to the practices outlined in this Privacy Policy.

If you have any questions or concerns, please contact us at: artiv.intelligence@gmail.com.

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1. Introduction

At Artiv AI Solutions, we take privacy seriously. Our core values focus on responsible handling of your data in compliance with international best practices, including the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and other relevant data protection laws globally.

2. How We Collect Personal Data

We collect personal data in the following ways:

- **Account Registration:** When you create an account, connect social media or third-party integrations (Google, Facebook, etc.), and subscribe to our services.
- **Communication:** Through direct interactions, including emails, customer service inquiries, and feedback.
- **Website Usage:** Through cookies, tracking technologies, and website forms.
- **Third-party Integrations:** Data shared via third-party services, such as social media groups or other integrations.
- **Transaction Data:** Payment details and financial transactions through payment providers.

We use cookies and similar technologies to collect data about user preferences and enhance your experience on our website. By continuing to use our site, you consent to the use of these technologies.

3. What Types of Personal Data We Process

We process the following types of personal data:

- **Account Information:** Name, email, user ID, subscription details, location.
- **Transaction Information:** Billing details, payment methods, billing history.
- **Communication Data:** Emails, messages, chat history, customer support queries.
- **Usage and Device Information:** IP address, browser type, operating system, device identifiers, geolocation, and browsing activity.
- **Customer Content:** Information provided by our customers when they use our services (e.g., data uploaded by customers).

4. Purpose of Data Collection

We collect and process your personal data for the following purposes:

- To provide, maintain, and improve our services.

- To communicate with you regarding your account, services, and new offerings.
- To process payments, handle billing, and manage subscriptions.
- To support customer inquiries and troubleshoot service issues.
- To comply with legal obligations and ensure regulatory compliance.
- To enhance the user experience, including personalized marketing and promotional content (with consent).
- To monitor, prevent fraud, and ensure the security of our services.

5. Sharing and Disclosure of Personal Data

We do not sell personal data. However, we may share personal data under the following circumstances:

- **Service Providers:** We share data with trusted third parties who assist in delivering our services, including payment gateways, cloud services, and communication tools.
- **Legal Requirements:** To comply with legal obligations, such as responding to lawful requests from public authorities or regulatory bodies.
- **Business Transactions:** In the event of a merger, acquisition, or sale of assets, personal data may be transferred as part of the business transaction.
- **Affiliates and Partners:** We may share data with corporate affiliates or business partners to provide you with services, products, or information.

6. Your Data Protection Rights and Choices

You have the following rights with respect to your personal data:

- **Access:** You can request access to your personal data that we hold.
- **Correction:** You can request that we update or correct any inaccurate or incomplete data.
- **Deletion:** You can request the deletion of your personal data, subject to our retention obligations.
- **Object to Processing:** You can object to certain types of processing, such as marketing communications.
- **Data Portability:** You have the right to receive your personal data in a structured, commonly used format.
- **Withdraw Consent:** You can withdraw your consent for specific data processing activities at any time.

To exercise your rights, please email us at artiv.intelligence@gmail.com. If you are a user of a customer's account, please contact the customer directly to exercise your rights.

7. Retention of Personal Data

We will retain your personal data for as long as necessary to fulfill the purposes for which it was collected, including legal, contractual, and business needs. Retention periods may vary based on the type of data and applicable regulations.

8. International Data Transfers

We may store and process personal data outside your country, including in jurisdictions such as the United States, the European Union, and India. To ensure the protection of your data, we implement appropriate safeguards, including Standard Contractual Clauses (SCCs), and comply with relevant data protection laws governing international transfers.

By using our services, you consent to the processing of your data in these jurisdictions.

9. Children's Information

Our services are not intended for children under the age of 18, and we do not knowingly collect personal data from children. If we learn that we have inadvertently collected such information, we will delete it immediately.

10. Security Measures

We maintain state-of-the-art security practices to protect your personal data:

- **Encryption:** Data is encrypted during transit and at rest.
- **Access Control:** We limit access to your data to authorized personnel only.
- **Multi-factor Authentication:** For internal systems and user accounts.
- **Regular Audits:** Ongoing security audits to identify and address vulnerabilities.

While we implement robust security measures, no system is completely invulnerable. We encourage users to take their own precautions to protect their accounts.

11. Legal Basis for Processing (EEA, UK, Switzerland)

If you are located in the European Economic Area (EEA), the UK, or Switzerland, we process your personal data based on the following legal grounds:

- **Contractual Necessity:** Processing is necessary to fulfill a contract or provide services to you.
- **Consent:** Where required, we rely on your consent to process personal data, especially for marketing activities.
- **Legal Obligations:** Processing is necessary to comply with legal requirements.
- **Legitimate Interests:** Processing is necessary for our legitimate business interests, such as security and fraud prevention.

12. California Residents' Privacy Rights (CCPA Compliance)

Under the **California Consumer Privacy Act (CCPA)**, California residents have the following rights:

- **Right to Access:** Request access to personal data we hold.
- **Right to Delete:** Request the deletion of your personal data.
- **Right to Opt-out:** Opt-out of the sale of personal data (Note: We do not sell personal data).
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your CCPA rights.

To exercise your CCPA rights, please contact us at artiv.intelligence@gmail.com.

13. Data Protection for Other Regions

We are committed to respecting privacy regulations globally and will adapt our data practices to comply with laws in various jurisdictions. If you are located in a region with specific data protection laws, we will apply those laws where applicable to ensure that your rights are respected.

14. Data Subject Rights in the Context of Artificial Intelligence

As part of our AI-driven solutions, we ensure that any automated decision-making or profiling is performed in a transparent manner. You have the right to:

- Not be subject to automated decision-making that significantly affects you, unless consent is provided or specific conditions are met.
- Access information about how AI decisions are made and request a review of such decisions by a human.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify users of significant changes where required by law. Please review this page regularly for any updates.

16. Contact Us

For any questions or concerns regarding this Privacy Policy or our data practices, please contact us:

- **Email:** artiv.intelligence@gmail.com
- **Website:** <https://www.artiv.in>

- **Help Center:** <https://www.help.artiv.in>

