

# Privacy and Security Policy

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## Our Commitment to Your Privacy

At Mavs AI (NeoMavericks AI Pvt Ltd.), trust is foundational to everything we build. This Privacy Policy explains how we collect, use, and protect personal information when you interact with us through our website, marketing activities, events, and business communications.

### We are committed to:

- Collecting only what is necessary
- Using information responsibly and transparently
- Never selling personal information
- Protecting data with enterprise-grade security practices

## Who This Policy Applies To

### This Privacy Policy applies when you:

- Visit our website or pages that link to this Policy
- Register for demos, events, webinars, or newsletters
- Contact us for sales, partnerships, or general inquiries
- Interact with Mavs AI for marketing or business communications

### This Policy does not apply to:

- Job applicants or recruitment activities
- Third-party websites, products, or services with their own privacy policies

## Information We Collect

We collect information primarily in a **business-to-business context** and limit collection to what is necessary to respond to your requests and operate our business.

### Information You Provide

- Name, business email address, phone number, company name
- Information submitted through forms, emails, event registrations, or inquiries
- Communications you send us, including questions or feedback

### Marketing and Engagement Information

- Preferences for receiving communications
- Interaction with emails, newsletters, or event invitations

### Automatically Collected Information

When you visit our website, we may collect:

- IP address and general location (city, region)
- Browser type and device information
- Pages visited, time spent, and navigation paths
- Cookies and similar technologies are used to operate and improve our site

We use this information to understand user engagement, improve our content, and ensure optimal site performance.

### Information from Other Sources

We may receive business contact information from:

- Event partners or co-sponsors
- Publicly available sources, such as company websites or professional networks

# How We Use Your Personal Information

We use personal information for the following purposes:

- **Website and Marketing:** When you visit our website or interact with our digital properties, we use personal information to operate, maintain, and improve the website and its content. This includes responding to inquiries, enabling demo requests, and providing information about our products, services, events, and thought leadership. We may personalize website experiences based on general location or preferences to make content more relevant and useful. Information collected through website interactions also helps us understand how visitors engage with our site so we can improve performance, usability, and overall experience.
- **Newsletter, Events, and Communications:** If you register for or attend webinars, events, meetings, or briefings, or subscribe to newsletters or updates, we use personal information to manage registrations, confirm participation, and communicate relevant information before and after the event. We may also use this information to follow up on expressed interest, share related content, or continue business discussions. Where required by law, we honor consent preferences and provide the ability to opt out of marketing communications at any time.
- **Administering the Solutions:** When you subscribe to or evaluate Mavs AI's products and services, we use personal information to provision, operate, and support the Solutions. This includes creating and managing administrator and user accounts, authenticating access, enforcing permissions, and enabling configuration of product settings and policies. We also use information to communicate service-related updates, provide customer support, respond to requests, and ensure the secure and reliable operation of the platform. Information collected in this context is used solely to deliver the Solutions, maintain operational integrity, and meet contractual obligations, and not for advertising purposes.
- **Business Operations:** We use personal information to manage and grow our business relationships with customers, partners, and prospective customers. This includes maintaining records, managing contracts, processing payments through authorized service providers, forecasting business needs, and supporting internal planning.

Information may also be used to evaluate engagement trends, improve go-to-market effectiveness, and better understand how organizations interact with Mavs AI, always within a business-to-business context.

- **Testimonials:** With your consent, we may use testimonials, case studies, or quotes to share experiences with Mavs AI on our website or in marketing materials. Testimonials may include limited personal or business information such as a name, title, or company. You may request updates or removal of testimonials at any time by contacting us, and we will honor such requests promptly. If you wish to update or delete your testimonial, you can contact us at [privacy@mavsai.ai](mailto:privacy@mavsai.ai).
- **Partners:** If you engage with Mavs AI as a partner, we use personal information to establish, manage, and administer the partnership. This includes coordinating joint activities, evaluating partnership performance, supporting co-marketing or co-selling initiatives, and communicating operational or contractual information. Partner information is used solely to support the partnership relationship and related business activities.
- **For Research and Improvement:** We may use personal information, typically in aggregated or de-identified form, to analyze usage patterns, improve our products, services, and website, and support research and development activities. These efforts help us enhance functionality, performance, security, and user experience. Where personal information is transformed into anonymous or aggregated data, it is no longer identifiable to individuals and may be used for lawful business purposes, including product improvement and market analysis.
- **Compliance and Protection:** We use personal information as necessary to comply with applicable laws, regulations, and legal obligations. This includes responding to lawful requests from authorities, enforcing our terms and policies, protecting the rights, privacy, safety, and security of Mavs AI, our customers, and others, and preventing or investigating fraud, misuse, security incidents, or other harmful or unlawful activity. Information may also be used to establish, exercise, or defend legal claims.

## How We Share Information

### We do not sell personal information

We may share information with:

- **Affiliates:** All Mavs AI entities in the US, India, and worldwide, for purposes consistent with this Policy.
- **Service providers** who help us operate our website, marketing, analytics, communications, and business operations
- **Professional advisors**, such as legal, accounting, or insurance providers
- **Authorities** where required by law or to protect rights, safety, and security
- **Business successors** in the event of a merger, acquisition, or corporate transaction

### Cookies and Tracking Technologies

Mavs AI Sites, Solutions, and advertisements may use automatic data collection tools such as cookies, embedded web links, and web beacons.

You can manage or disable cookies through your browser settings, though some features of the site may not function as intended.

### Third-Party Links

The Sites may include links to third-party sites, products, or services. Please note that your access to and use of these third-party sites, products, or services may result in the collection of or sharing of your information, including personal information. These third parties have separate and independent privacy policies, and we are not responsible or liable for your interactions with such third parties. The option to link to such third-party sites, products, or services is not an endorsement or representation regarding any third-party sites, products, or services, and we encourage you to review and understand such third-party privacy policies.

## Your Privacy Choices and Rights

**Opt out of marketing communications.** You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions. You may continue to receive service-related

and other non-marketing emails.

**Privacy rights.** Depending on your location, you could be entitled to submit the following requests about your personal information:

- **Access.** Request that we provide you with information about our processing of your personal information and give you access to your personal information.
- **Deletion.** Request that we delete the personal information that we maintain about you.
- **Correction.** Request that we update or correct inaccuracies in your personal information.
- **Transfer.** Request that we transfer a machine-readable copy of your personal information to you or a third party that you designate.
- **Restriction.** Request that we restrict the processing (including sharing) of your personal information.
- **Objection.** Object to our reliance on our legitimate interests as the basis of our processing of your personal information that impacts your rights.

To exercise all choices described above, please contact us at [privacy@mavsai.ai](mailto:privacy@mavsai.ai). To avoid security breaches, we will need to authenticate your identity before we respond to the request and assess whether these rights apply to you.

## Data Retention

We retain personal information only as long as necessary to:

- Respond to inquiries
- Maintain business relationships
- Meet legal and regulatory obligations

Retention decisions consider the nature of the information, the purpose of use, and legal requirements.

Where applicable, retention periods may be influenced by contractual obligations with customers or partners.

## Security

Mavs AI maintains (and requires its service providers to maintain) appropriate technical and organizational safeguards designed to protect personal information against unauthorized access, loss, or misuse.

While no system can be guaranteed to be completely secure, we continuously review and strengthen our security practices.

**Children's Privacy.** Mavs AI website and services are intended for business users and are not directed at children under 13. We do not knowingly collect personal information from children.

## Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Material changes will be reflected by updating the Last updated date and posting the revised policy.

## Contact us

Please direct any questions or comments about this Policy or our privacy practices to [privacy@mavsai.ai](mailto:privacy@mavsai.ai).