

# 1. Introduction

Nyaayam AI Technologies Pvt. Ltd (“**Nyaayam**”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit <https://nyaayam.ai> (the “**Site**”) or use any related services (collectively, the “**Services**”).

By accessing or using our Site and Services, you acknowledge that you have read, understood, and agree to the practices described in this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not use our Site or Services.

## 2. Information We Collect

### 2.1 Personal Information

**Personal Information** refers to any information that can be used to identify you directly or indirectly. The types of personal information we may collect include, but are not limited to:

- **Contact Details:** such as your name, email address, and mobile phone number.
- **Demographic Information:** such as your occupation, professional background, or other details you choose to provide.
- **Account Information:** any information you provide when you create an account, including username and password.

### 2.2 Non-Personal Information

We may also collect **non-personal information** that cannot be used to identify you directly, such as:

- **Technical Information:** browser type and version, device type, operating system, referring URLs.
- **Usage Data:** pages you viewed or searched for, the length of visits to certain pages, and other metrics related to your interaction with our Site and Services.

### 2.3 IP Address and Location Data

- **IP Address:** When you access our Site, we automatically collect your Internet Protocol (IP) address. Your IP address may provide us with general information about your approximate geographic location.
- **Location Data:** Depending on your device settings, we may also collect approximate or generalized location information to help us understand where our Services are being used and to customize your user experience.

You can manage certain location settings at the device or browser level; however, disabling location access may affect some functionality of our Site or Services.

### 2.4 Cookies & Similar Technologies

We may use **cookies**, web beacons, and similar tracking technologies to:

- Remember your preferences and settings;
- Analyze site traffic and usage;
- Provide personalized content or advertisements.

You can manage your cookie preferences through your web browser settings. If you choose to disable cookies, some features of our Site may not function properly.

## 3. How We Use Your Information

### 3.1 Providing and Improving Our Services

We use your information to:

- **Create and manage your user account;**
- **Facilitate your access** to our AI-based legal research, lawyer suggestions, analytics, and other Services;
- **Respond** to your inquiries and **communicate** with you about our Services;
- **Improve** the functionality and user experience of our Site and Services, including tailoring certain features based on your location or IP address.

### 3.2 Communication and Feedback

- **Contacting You:** We may use your contact details (e.g., email, phone number) to **request feedback**, conduct surveys, or inform you about updates, new features, or promotional offers.
- **Marketing:** Where permitted by law, and if you have not opted out, we may send you marketing communications that we believe may be of interest to you.

### 3.3 Analytics and Personalization

We use **IP addresses** and **approximate location data** for analytics and statistical purposes to understand user behavior and geographic reach. This helps us optimize our Site and Services, troubleshoot technical issues, and develop new features or content that may be relevant to users in specific regions.

### 3.4 Compliance and Protection

We may use your information to:

- **Comply** with legal obligations, such as court orders or applicable laws;
- **Enforce** our Terms of Service and other agreements;
- **Protect** the rights, property, or safety of Nyaayam, our users, or others.

## 4. Legal Basis for Processing (If Applicable)

Depending on the jurisdiction and applicable data protection laws, our legal basis for collecting and using your personal information may include:

- **Your Consent:** For instance, when you create an account or sign up for marketing emails;
- **Performance of a Contract:** To provide the Services you have requested;
- **Legitimate Interests:** For improving our Services, user experience, and conducting analytics;
- **Compliance with Legal Obligations:** Where we need to comply with relevant laws, regulations, or court orders.

## 5. How We Share Your Information

### 5.1 Third-Party Service Providers

We may share your personal information with **third-party service providers** who help us operate, maintain, and improve the Site and Services, such as:

- **Hosting Providers**
- **Analytics Services**
- **Email and Communication Platforms**

These providers only have access to the information necessary to perform their tasks and are contractually obligated to maintain the confidentiality and security of your information.

### 5.2 Legal Requirements

We may disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

### 5.3 Business Transfers

If Nyaayam is involved in a **merger, acquisition, reorganization, or sale of assets**, your personal information may be transferred as part of that transaction, subject to reasonable confidentiality measures.

## 6. Data Retention

We retain your personal information for as long as necessary to:

- **Fulfill** the purposes outlined in this Privacy Policy;
- **Provide** the Services;
- **Comply** with legal obligations (e.g., record-keeping requirements);
- **Resolve** disputes and enforce our agreements.

Once we no longer need your personal information for these purposes, we will securely **delete or anonymize** it.

## 7. Security Measures

We implement a variety of **security measures** to help maintain the safety of your personal information. These measures may include:

- **Encryption** of sensitive data in transit (e.g., using SSL/TLS);
- **Restricted Access**: Limiting access to personal information to authorized personnel only;
- **Regular Reviews**: Monitoring our systems for potential vulnerabilities.

However, no method of transmission over the internet or method of electronic storage is completely secure. While we strive to protect your information, **we cannot guarantee absolute security**.

## 8. Your Rights and Choices

Depending on the jurisdiction and applicable law, you may have certain rights regarding your personal information, such as:

- **Access:** Request a copy of the personal information we hold about you;
- **Correction:** Ask us to correct inaccurate or incomplete information;
- **Deletion:** Request the deletion of your personal information under certain circumstances;
- **Objection:** Object to certain processing activities, including those based on our legitimate interests;
- **Withdrawal of Consent:** If we rely on your consent, you can withdraw it at any time.

To exercise any of these rights, please contact us at **berty@nyaayam.ai**. We will respond to your request in accordance with applicable laws.

## 9. International Data Transfers

If you access our Site or Services from outside India, your information may be transferred to, stored, or processed in India. We take steps to ensure that appropriate security measures are in place to protect your personal information.

## 10. Third-Party Links

Our Site may contain links to **third-party websites**. This Privacy Policy does not apply to those third-party sites. We encourage you to review the privacy policies of any third-party websites you visit.

## 11. Children's Privacy

Our Services are **not directed** to individuals under the age of **18**. We do not knowingly collect personal information from children. If you believe that a child under 18 has provided us with personal information, please contact us at **berty@nyaayam.ai**, and we will take steps to delete such information.

## 12. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. If we make material changes, we will **notify you** by posting a prominent notice on our Site or sending you an email. Your continued use of our Site and Services after such changes indicates your acceptance of the updated Privacy Policy.

## 13. Contact Us

If you have any **questions** or concerns about this Privacy Policy or our data practices, please contact us at:

**Nyaayam AI Technologies Pvt. Ltd**

**Email:** [berty@nyaayam.ai](mailto:berty@nyaayam.ai)

**Last Updated:** 19.03.2025