Privacy Policy

*Last updated: 18 September 2025*

This Privacy Policy explains how CUNE (“Company,” “we,” “us,” or “our”), operated by Masteryoda Solutions Pvt. Ltd., collects, uses, discloses, and safeguards personal information when you visit our website, use our product demo(s), or access our AI-powered workspace for insurance operations (collectively, the “Services”).

We act as:

- a data controller for personal information we collect through our website, marketing, and account administration; and

- a data processor/service provider for Customer Content processed within our enterprise platform pursuant to a Data Processing Addendum (“DPA”) with our business customers.

If you are a Customer, your agreement with us (including the DPA) governs our processing of Customer Content on your behalf.

# 1) Scope & Who This Policy Covers

This Policy applies to:

- Visitors to our website and demo pages,

- Prospective and current customers and their representatives,

- Authorized end-users who access our platform under a customer account.

This Policy does not apply to information we process strictly on behalf of a customer inside the platform (Customer Content) where we act as a processor—those activities are governed by the DPA between us and the customer.

# 2) Categories of Personal Information We Collect

A. Information you provide

- Contact details (name, business email, phone, company, role)

- Account and profile data (username, preferences)

- Content shared with support or success teams (tickets, attachments, feedback)

- Marketing preferences (subscriptions, event registrations, survey responses)

B. Automatically collected information

- Device and technical data (browser/OS, device type, screen size, IP address, general location)

- Usage and telemetry (pages visited, session duration, navigation paths, feature usage, crash/diagnostic logs)

- Cookies and similar technologies (see Cookies & Tracking below)

# 3) Sources of Personal Information

- Directly from you (forms, emails, in-product prompts)

- Automatically via the Services (telemetry, cookies)

- From your employer (when they provision platform access)

- From service providers and partners (e.g., analytics, payment, CRM)

- From integrations you enable (e.g., email/calendar, data storage, or AMS/CRM connectors)

If you connect Google services, our use/transfer of Google API data adheres to Google API Services User Data Policy (including “Limited Use”).

# 4) How We Use Personal Information (Purposes)

- Provide and secure the Services (authentication, hosting, fraud prevention, incident response)

- Operate, maintain, and improve features (including diagnostics, analytics, and quality)

- Customer support and service communications

- Research & development for new capabilities and workflows (de-identified/aggregated where feasible)

- Marketing (with your consent or as otherwise permitted by law); you can opt out anytime

- Legal compliance and enforcing terms, protecting rights, safety, and property

# 5) AI & Automated Processing Disclosures

We use AI models to assist with workflow automation (e.g., intake, routing, summarization) within the scope of the Services and applicable law. We implement strict access controls, encryption, and audits. We do not use Customer Content to train external foundation models and do not expand use beyond the agreed scope. Where possible, we anonymize or aggregate data for model quality and safety evaluations.

If the Services surface automated outputs, your organization remains the decision-maker; human-in-the-loop and override mechanisms are available within the product. You may request information about the logic involved in any solely automated decisions that produce legal or similarly significant effects, where required by law.

# 6) Legal Bases (GDPR/UK GDPR)

- Contract (to provide the Services you or your organization requested),

- Legitimate interests (to secure and improve Services, prevent fraud, and market to business contacts),

- Consent (where required for marketing, cookies, or specific data uses),

- Legal obligations (compliance, regulatory requests).

# 7) Sharing of Personal Information

- Service providers (hosting, cloud, analytics, communications, payments, security)

- Professional advisors (legal, audit, insurance)

- Compliance and safety (fraud prevention, security incidents, law enforcement where lawful)

- Business transfers (merger, acquisition, financing, or insolvency events; we’ll require the recipient to honor this Policy)

We do not sell personal information, and we do not share it for cross-context behavioral advertising where prohibited without required notices/rights.

# 8) International Transfers

We may process and store data in countries other than where it originates (e.g., the United States, the EU, the UK, India). When transferring personal data internationally, we implement appropriate safeguards (such as Standard Contractual Clauses and additional measures) consistent with applicable laws.

# 9) Data Retention

We keep personal information only as long as necessary for the purposes described above (or as required by law). For Customer Content, retention follows the customer’s instructions and our DPA. We may retain limited records after account closure to comply with legal obligations, resolve disputes, and enforce agreements.

# 10) Security

We maintain administrative, organizational, and technical safeguards designed to protect personal information against unauthorized access, loss, misuse, alteration, or destruction (e.g., encryption in transit and at rest, access controls, monitoring, audits, and incident response). No method of transmission or storage is 100% secure.

We align our ISMS to internationally recognized frameworks (e.g., ISO standards) and reasonable security practices, and we require vendors handling personal data to implement comparable protections.

# 11) Your Privacy Rights

Depending on your location, you may have rights to:

- Access and port your personal information,

- Correct inaccuracies,

- Delete/erase personal information,

- Restrict or object to processing,

- Withdraw consent (where processing is based on consent),

- Opt out of marketing.

We will not discriminate against you for exercising your rights. To exercise rights, contact us at hello@getcune.com (or see regional contact details below). We may verify your identity and request additional information as needed.

# 12) Cookies & Tracking

We use cookies and similar technologies for authentication, analytics, feature performance, and remembering preferences. You can manage cookies via your browser settings and, where required, via our cookie banner or preference center.

Do Not Track: some browsers send “DNT” signals. We currently do not respond to DNT signals.

# 13) Children’s Privacy

The Services are not directed to children under 13. If we learn we collected personal information from a child under 13 without required consent, we will delete it.

# 14) Regional Disclosures

India (Digital Personal Data Protection Act, 2023):

- We act as Data Fiduciary when determining purposes and means of processing personal data and as Data Processor when processing on a customer’s instructions.

- You may exercise applicable rights (e.g., access, correction, erasure, grievance redressal) by contacting our Grievance Officer below.

- Cross-border data transfers occur in accordance with the DPDP Act and any notified restrictions.

India Grievance Officer (DPDP 2023):

Name: Hardik Agarwal

Email: hello@getcune.com

Address: Mantri Commercio Tower-A, Marathahalli - Sarjapur Outer Ring Rd, Kariyammana Agrahara, Bellandur, Bengaluru, Karnataka 560103

California (CCPA/CPRA):

- We do not “sell” personal information as defined by the CCPA/CPRA, nor do we “share” it for cross-context behavioral advertising without required notices/rights.

- California residents may exercise access, deletion, and correction rights and limit certain sensitive information uses by contacting us at hello@getcune.com.

# 15) Third-Party Sites & Integrations

The Services may link to third-party sites or allow integrations. We don’t control third-party privacy practices; review their policies before providing personal information.

# 16) Changes to this Policy

We may update this Policy from time to time. If changes are material, we will notify you by updating the “Last updated” date and, where appropriate, through the Services or email.

# 17) Contact Us

Masteryoda Solutions Pvt. Ltd. (d/b/a CUNE)

Global Privacy: hello@getcune.com

Postal: Mantri Commercio Tower-A, Marathahalli - Sarjapur Outer Ring Rd, Kariyammana Agrahara, Bellandur, Bengaluru, Karnataka 560103

For security incidents, suspected misuse, or rights requests, please email hello@getcune.com.

If you use Google integrations: our use and transfer of Google API-derived data complies with Google’s API Services User Data Policy (Limited Use).

# 18) Data Processing Addendum (for Customers)

If your organization needs a DPA (including SCCs/UK IDTA and India DPDP alignment), contact hello@getcune.com for our standard DPA and Trust Pack.

*— End of Privacy Policy —*