

PRIVACY POLICY

Last updated January 08, 2026

This Privacy Notice explains how *Stay On Brand* (“we,” “us,” or “our”) collects, uses, and handles personal information when you use our services (“Services”).

Stay On Brand is operated by an individual (a sole founder), not a registered company or legal entity. References to “we,” “us,” or “our” in this notice refer to the individual operating the service.

We may collect and process limited personal information when you interact with the Services, including when you visit the website, create an account, or otherwise use the product.

Questions or concerns? Reading this Privacy Notice will help you understand what information is collected, how it is used, and what choices you have regarding your data. The operator of Stay On Brand determines how personal information is processed.

If you do not agree with the practices described in this Privacy Notice, you may choose not to use the Services.

SUMMARY OF KEY POINTS (Edited)

This summary highlights the main points of this Privacy Notice. You can find additional details by reviewing the full notice below.

What personal information do we process?

When you visit or use the Services, we may process limited personal information depending on how you interact with the product, the features you use, and the information you choose to provide. This typically includes basic contact details, usage information, and technical data. Further details are provided below.

Do we process sensitive personal information?

No. The Services are not intended to collect or process sensitive personal information.

Do we collect information from third parties?

We do not purchase personal data or collect information from data brokers. Information may be received only if you choose to interact with a third-party service that integrates with the Services.

How do we use your information?

We use personal information to operate and maintain the Services, communicate with users, improve functionality, and protect the security and integrity of the product. Information is used only for purposes described in this Privacy Notice.

Do we share personal information?

Personal information may be shared with limited third-party service providers (such as hosting, analytics, or email tools) solely as necessary to operate the Services.

What are your rights?

Depending on your location, you may have certain rights regarding your personal information, including the right to access, correct, or request deletion of your data.

How can you contact us about privacy?

You can contact us directly using the details provided in the “Contact Information” section. Requests will be handled in accordance with applicable data protection laws.

To learn more about how information is handled, please review the full Privacy Notice below.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you provide to us

In Short: We collect personal information that you choose to provide.

We collect personal information that you voluntarily provide when you use the Services, such as when you create an account (if applicable), contact us, request information, or otherwise interact with the product.

The personal information collected may include basic contact details (such as an email address) and any other information you choose to share.

We do not intentionally collect or process sensitive personal information.

Please ensure that any information you provide is accurate and kept up to date.

Information automatically collected

In Short: Some technical information is collected automatically when you use the Services.

When you visit or use the Services, certain information is automatically collected. This information does not directly identify you but may include technical and usage details such as your IP address, browser type, device characteristics, operating system, language preferences, referring URLs, approximate location (based on IP address), and information about how you interact with the Services.

This information is used to operate the Services, maintain security, and understand usage patterns so the product can be improved.

Like many online services, we may use cookies or similar technologies to support basic functionality and analytics. Additional details are provided in the section on cookies and tracking technologies.

2. HOW DO WE PROCESS YOUR INFORMATION?

In Short: We process personal information only as necessary to operate, maintain, and improve the Services, communicate with users, and protect the Services from misuse.

We process personal information depending on how you interact with the Services. The purposes for processing may include:

- **Providing and operating the Services**, including account functionality and core features
- **Communicating with you**, such as responding to inquiries or sending service-related messages
- **Improving and maintaining the Services**, including understanding how the product is used and fixing issues
- **Protecting the Services**, including maintaining security and preventing misuse or abuse
- **Complying with applicable legal obligations**, if and when required

Where we rely on your consent for specific processing activities, this will be clearly disclosed at the time, and you may withdraw your consent where applicable.

3. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

In Short: We share personal information only when necessary to operate the Services or when legally required.

We do **not** sell personal information and do **not** share it for advertising or promotional purposes.

Personal information may be shared in the following limited situations:

- **Service Providers:**
We may share personal information with third-party service providers that help operate the Services, such as website hosting, analytics, email delivery, or infrastructure providers. These providers are permitted to use personal information only to perform services on our behalf.

- **Legal Requirements:**
Information may be disclosed if required to comply with applicable laws, regulations, or lawful requests from public authorities.
- **Service Transition:**
If the Services are transferred, sold, or discontinued in the future, personal information may be transferred as part of that transition. If this occurs, reasonable notice will be provided where practicable.

Other than the situations described above, personal information is not shared with third parties.

4. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

In Short: We may use limited cookies and similar technologies to support basic functionality and understand how the Services are used.

We may use cookies or similar technologies to collect limited information when you interact with the Services. These technologies help support essential site functions, remember preferences, maintain security, fix bugs, and understand general usage patterns.

We may also use third-party analytics tools (such as privacy-focused or standard analytics providers) to help understand how the Services are used. These tools collect information in an aggregated or pseudonymous form and are used only to improve functionality and performance.

We do **not** use cookies or tracking technologies for targeted advertising, behavioral profiling, or selling personal information.

You can control or disable cookies through your browser settings. If a separate Cookie Notice is provided, it will contain additional details about cookie usage and controls.

5. HOW DO WE HANDLE YOUR SOCIAL LOGINS?

In Short: If social login is available and you choose to use it, we may receive limited profile information from the social login provider.

If the Services offer social login functionality and you choose to register or sign in using a third-party account, we may receive certain basic profile information from that provider. The information received depends on the provider and your privacy settings, but typically includes your name and email address. We do **not** receive your account password.

We use this information only to create or authenticate your account and to operate the Services as described in this Privacy Notice.

We do not control how third-party social media providers collect or use your personal information. Their use of your information is governed by their own privacy policies, and we encourage you to review those policies to understand your choices and settings.

If social login is not available, this section does not apply.

6. IS YOUR INFORMATION TRANSFERRED INTERNATIONALLY?

In Short: Your information may be processed in countries other than your own.

The Services are operated from India, and our servers are currently located in India. If you access the Services from outside India, your personal information may be transferred to, stored in, and processed in India or in other countries where service providers are located.

Data protection laws in these countries may differ from those in your place of residence. We take reasonable and appropriate steps to protect personal information in accordance with this Privacy Notice and applicable laws.

By using the Services, you acknowledge that your information may be transferred to and processed in jurisdictions outside your own.

7. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: We keep personal information only for as long as necessary to operate the Services and fulfill the purposes described in this Privacy Notice.

We retain personal information for as long as needed to provide and maintain the Services, comply with applicable legal obligations (where required), resolve disputes, and enforce our agreements.

When personal information is no longer needed for these purposes, we take reasonable steps to delete or anonymize it. In some cases, information may be retained for a limited period in backup or archival systems and will be isolated from active use until it is deleted in the normal course of system maintenance.

We do not retain personal information longer than necessary for the purposes described in this Privacy Notice.

8. DO WE COLLECT INFORMATION FROM MINORS?

In Short: The Services are not intended for children, and we do not knowingly collect personal information from children.

The Services are not directed to children under the age required by applicable law (generally under 13). We do not knowingly collect, solicit, or process personal information from children.

If we become aware that personal information has been collected from a child without appropriate authorization, we will take reasonable steps to delete that information.

If you believe that a child has provided personal information through the Services, please contact us using the contact information provided below.

9. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: Depending on where you live, you may have certain rights regarding your personal information.

Depending on your country, state, or region of residence, you may have rights to request access to, correction of, or deletion of your personal information. These rights vary based on applicable data protection laws.

Withdrawing consent

Where we rely on your consent to process personal information, you may withdraw that consent at any time by contacting us using the details provided below. Withdrawing consent will not affect processing that occurred before the withdrawal or processing that is otherwise permitted under applicable law.

Account information

If you have an account and would like to review, update, or request deletion of your information, you can contact us using the contact information provided below. Where applicable, we will take reasonable steps to deactivate or delete your information from active systems.

In some cases, limited information may be retained for a reasonable period where necessary for security, system integrity, or compliance with legal obligations.

10. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems include a Do-Not-Track (“DNT”) setting that allows users to signal a preference regarding the tracking of their online activities.

There is currently no widely accepted standard for recognizing or responding to DNT signals. As a result, the Services do not respond to DNT browser signals or similar automated tracking preference mechanisms.

If an applicable standard for online tracking is adopted in the future that requires changes to this practice, we will update this Privacy Notice accordingly.

11. HOW DO WE HANDLE PAYMENTS?

In Short: Payments, if offered, are handled by third-party payment providers. We do not store full payment details.

If the Services include paid features now or in the future, payments will be processed by third-party payment processors. We do not collect, store, or process full payment card details or other sensitive financial information on our own servers.

The payment processors may collect and process payment-related information (such as billing details and transaction information) in accordance with their own privacy policies and security practices. We recommend reviewing the privacy policies of the applicable payment provider to understand how your payment information is handled.

We may receive limited information related to payments, such as confirmation of payment status, subscription details, or transaction identifiers, solely for the purpose of providing the Services and managing access to paid features.

12. DO WE MAKE UPDATES TO THIS NOTICE?

In Short: Yes, this Privacy Notice may be updated from time to time.

We may update this Privacy Notice occasionally to reflect changes to the Services, changes in how information is handled, or other operational or legal considerations. When updates are made, the revised version will be indicated by an updated “Revised” date at the top of this notice.

If we make material changes, we may provide notice by posting an updated version of this Privacy Notice on the Services or, where reasonably practicable, by other appropriate means.

We encourage you to review this Privacy Notice periodically to stay informed about how personal information is handled.

13. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or concerns about this Privacy Notice or how personal information is handled, you can contact the operator of *Stay On Brand* at:

Email: codacrewcodelabs@gmail.com

Location: Chennai, Tamil Nadu, India

We will make reasonable efforts to respond to inquiries in a timely manner.

14. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Depending on where you live, you may have certain rights regarding your personal information. These may include the right to request access to the information we hold about you, request corrections, or request deletion of your personal information.

You may also have the right to withdraw your consent where processing is based on consent. These rights may be limited in some circumstances under applicable law.

To make a request, please contact us using the contact information provided in this Privacy Notice. We may need to verify your identity before responding to certain requests. We will make reasonable efforts to respond in accordance with applicable laws.