

Mevia Privacy Policy

Effective Date: July 21, 2025

1. Introduction

Sumpin Technologies Private Limited (“Sumpin”, “Company”, “We”, “Our”, “Us”) is committed to protecting the privacy and security of personal information collected from users (“User”, “You”, “Your”) through our product **Mevia**, including its website, mobile applications, and any services provided thereon (collectively, the “Platform”). This Privacy Policy (“Policy”) describes how we collect, use, process, share, and protect your information in accordance with the Information Technology Act, 2000, the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Information) Rules, 2011, applicable Indian privacy regulations, and platform-specific policies including Meta and Google APIs.

By accessing and using the **Mevia Platform**, you explicitly acknowledge that you have read, understood, and agreed to this Policy. If you do not agree, please do not use the Platform.

2. Information We Collect

2.1 Personal Information

We collect personal information necessary for the provision of services, which may include:

- Full name, email address, contact number, and physical address
- Date of birth, gender, professional details, and preferences
- Social media account information via authorized API integrations (Instagram, Facebook, LinkedIn, YouTube, etc.) including username, profile picture, and metrics (followers, engagement, demographics)
- KYC and tax-related documentation as required for transactions
- Payment information such as bank account details or UPI IDs

2.2 Usage Information

We may collect data related to:

- Device identifiers, IP addresses, browser types, operating systems
- Pages visited, session times, clicks, and user journey behavior
- Cookies and similar technologies for analytics, user behavior tracking, and personalization

2.3 Communications

Records of correspondence with Mevia, including emails, chat interactions, and customer support communications.

3. Legal Basis for Processing Personal Information

We process your personal information on the following legal bases:

- Consent
- Performance of a contract
- Compliance with legal obligations
- Legitimate business interests

4. How We Use Your Information

We use the information collected to:

- Provide, operate, and maintain the Mevia Platform
- Facilitate influencer-brand matchmaking
- Execute marketing campaigns and manage reporting

- Process payments, invoices, and manage financial records
- Communicate with you about updates, support, promotions, or opportunities
- Improve user experience through analytics and feedback
- Ensure compliance with applicable laws and policies of API providers such as Meta and Google

5. Data Sharing & Disclosure

We do not sell your data. We may share your information under these circumstances:

- With trusted service providers (hosting, payment processors, analytics tools, API services)
- With law enforcement or regulatory bodies if legally required
- During mergers, acquisitions, or asset sales where data forms part of business assets
- With affiliated companies under common control for operational purposes

6. International Transfers

Where necessary, your information may be transferred to, stored, and processed outside India. In such cases, we ensure adequate safeguards are in place as required by applicable law.

7. Data Retention

We retain personal data for as long as necessary to fulfill contractual, legal, and operational obligations. Upon account deletion or request, your data will be removed, subject to exceptions mandated by law.

8. Security Measures

Mevia employs stringent security protocols including:

- SSL encryption for data transmission
- Firewalls, intrusion detection, and access controls
- Regular security audits and vulnerability assessments
- Secure servers and data minimization practices

However, no digital platform is entirely secure, and we disclaim liability for unauthorized access beyond reasonable safeguards.

9. Cookies and Tracking Technologies

Cookies help us enhance user experience, monitor site usage, and deliver personalized content. Users may manage cookies via browser settings, although this may affect certain functionalities.

10. Your Rights

In accordance with Indian law and applicable global standards, you have the right to:

- Access, correct, or update your personal information
- Withdraw consent and delete your account
- Object to certain types of processing
- Opt-out of marketing communications
- Lodge complaints with data protection authorities

11. API Usage (Meta, Google)

We utilize APIs from Meta (Facebook, Instagram) and Google (YouTube). By connecting your accounts, you agree to their respective terms:

- [Meta Privacy Policy](#)
- [Google Privacy Policy](#)

Users may revoke access via respective platform security settings.

12. Protection of Minors

Mevia's services are intended for users aged 18+. We do not knowingly collect data from minors.

13. Updates to This Policy

We may update this Privacy Policy periodically. Changes will be posted on our website, and continued use implies acceptance of the updated terms.

14. Contact Information

For any privacy-related concerns or requests:

Email: info@meviastudio.com