

# Privacy Policy

**Last updated:** [12, 19, 2025]

OnAnalytics (“**we**,” “**us**,” or “**our**”) values your privacy. This Privacy Policy explains how we collect, use, and protect information when you use our website <https://onanalytics.co> and application <https://app.onanalytics.co> (collectively, the “**Service**”).

By using the Service, you agree to this Privacy Policy.

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## 1. Information We Collect

### a. Contact Information

We may collect contact information such as:

- First and last name
- Email address
- Phone number
- Mailing address
- Communication preferences

We use this information primarily to:

- Provide and operate the Service
  - Communicate with you directly
  - Send marketing communications in accordance with your preferences
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### b. Customer Content

You may upload or submit files, documents, data, images, or other content to the Service (“**Customer Content**”).

We use Customer Content:

- To provide document extraction and related services

- To facilitate your requests
- To improve the Service (in the current free plan)

We do **not** retain uploaded documents or extracted outputs after processing.

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### c. Metadata and Usage Data

We collect metadata and usage-related information, such as:

- Interaction with the Service
- Processing metrics
- Technical and operational data

This information is used for analytics, monitoring, security, and improving the Service. Metadata does not include the full contents of your documents.

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## 2. How We Use Information

We use the information we collect to:

- Provide, maintain, and improve the Service
  - Communicate with users
  - Monitor performance and prevent misuse
  - Send Service-related and marketing communications
  - Comply with legal obligations
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## 3. Marketing Communications

We may use your email address to send marketing and promotional messages (“**Marketing Emails**”), including updates about features and special offers.

You may opt out at any time by:

- Clicking the “unsubscribe” link in a Marketing Email, or
- Contacting us at **contact@onanalytics.co**

Opting out will not affect receipt of essential Service-related communications.

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## 4. Data Retention

- Uploaded documents and extracted outputs are **stored temporarily** after processing, primarily to provide the requested services, facilitate your requests, and improve our services.
  - Metadata and contact information may be retained as long as necessary to operate and improve the Service, comply with legal obligations, or enforce our Terms.
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## 5. Data Sharing

We do **not** sell your personal data.

We may share information only:

- With trusted service providers who help operate the Service
  - If required by law or legal process
  - To protect the rights, security, or integrity of the Service
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## 6. Data Security

We implement reasonable technical and organizational measures to protect your information. However, no system is completely secure, and we cannot guarantee absolute security.

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## 7. Your Rights

Depending on applicable law, you may have the right to:

- Access your personal data
- Request correction or deletion
- Withdraw consent for marketing communications

To exercise your rights, contact **[contact@onanalytics.co](mailto:contact@onanalytics.co)**.

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## 8. Changes to This Policy

We may update this Privacy Policy from time to time. Continued use of the Service after changes take effect constitutes acceptance of the updated policy.

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## 9. Governing Law

This Privacy Policy is governed by the laws of **Colombia**, without regard to conflict of law principles.

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## 10. Contact

If you have questions about this Privacy Policy, contact us at:

 [contact@onanalytics.co](mailto:contact@onanalytics.co)