

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.

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.

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.

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.

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.

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@onalytics.co.

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.

9. Governing Law

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

10. Contact

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

 contact@onanalytics.co