

PRIVACY POLICY

At Zth SmartDeck Engine™, we are committed to operating with integrity, transparency, and respect for your privacy. We believe that trust is the foundation of our relationship with our users, and because your personal and business information is valuable, we consider it our responsibility and legal obligation to protect it.

OUR COMMITMENT TO PRIVACY

This Privacy Policy has been created to clearly explain how we collect, use, store, and safeguard your information when you use our AI-powered pitch deck creation platform. By making these practices transparent, we aim to give you the confidence that your data is handled with the highest ethical and legal standards.

The policy is designed to reflect our compliance with data protection laws such as GDPR (General Data Protection Regulation) and India's Digital Personal Data Protection Act, 2023 (DPDP Act) and other applicable laws, while also upholding the highest industry standards for confidentiality, data protection, and transparency.

PURPOSE AND SCOPE OF THIS POLICY

This Privacy Policy informs you about the nature of the data we collect, explains how and why that data is processed, outlines the circumstances under which it may be shared, communicates your rights as a user, and describes the steps we take to secure your information. It also explains how long we retain your data and the procedures we follow to discard it when it is no longer required for the original purpose for which it was collected.

By using our services, you agree to the practices described in this Privacy Policy. If you do not agree with any aspect of this policy, you should immediately stop using our platform and services.

INFORMATION WE COLLECT

We collect various categories of information in order to provide, improve, and secure our services. This includes your contact and profile information such as your name, email address, phone number, company name, role or title, account credentials, and saved preferences. It also includes user-generated content such as pitch decks, presentations, business plans, uploaded documents, notes, and any other materials you choose to store or create on our platform. In

addition, we collect usage data related to how you interact with the platform, including features accessed, templates used, time spent, navigation paths, IP address, browser type, operating system, device identifiers, cookies, and session logs. If you choose to connect third-party accounts such as Google or LinkedIn, we may also receive profile/s and related information from those platforms in accordance with your authorization and their privacy policies.

METHODS OF DATA COLLECTION

We obtain information directly from you when you register, submit pitch decks or other content, provide feedback, or communicate with our team. We also collect it automatically through cookies, analytics tools, and logging technologies that capture device and interaction data in the background. In some cases, we may obtain data from third parties such as linked services or integrated platforms only where you have explicitly granted permission for such access.

PURPOSE OF PROCESSING YOUR INFORMATION

The information we collect is used to operate and deliver our services, including providing you with AI-powered analysis of your pitch decks and generating strategic recommendations. We also use it to personalize your experience, improve platform features, enhance AI models through aggregated insights, provide customer support, and communicate important product updates, announcements, or offers. Additionally, your information is used to protect the platform from fraud, misuse, and security threats, and to comply with legal obligations under the DPDP Act, GDPR and other applicable law.

AI- SPECIFIC DATA PROTECTION OF YOUR INFORMATION

In terms of AI-specific processing, any pitch materials or business data you upload are analyzed exclusively by our proprietary AI systems to simulate venture capitalist thinking, draw from sector-specific benchmarks, and provide actionable investor-ready insights. All such processing is handled confidentially, and we do not sell, rent, or publicly share your pitch content without your explicit consent. Where necessary for AI model improvement, your data may be anonymized to prevent identification.

DATA SHARING AND DISCLOSURE CONDITIONS

We do not sell your personal information under any circumstances. Your data may only be shared with trusted service providers such as cloud hosting partners, analytics services, and

secure communication tools, who are contractually bound to maintain confidentiality and use your data solely for the purposes we specify. We may also disclose information if required to do so by applicable law, regulation, legal process, or governmental request, or in the context of a corporate transaction such as a merger or acquisition, in which case your information will continue to be protected under this Privacy Policy.

USE OF COOKIES AND TRACKING TECHNOLOGIES

Our platform uses cookies and similar tracking technologies to manage session security, remember your preferences, and analyze usage patterns to improve performance. These technologies may also be used, within the scope of your consent, to deliver a more personalized experience. You may adjust your browser settings to disable cookies; however, doing so may limit the functionality of certain features on the platform.

DATA RETENTION

We will retain your personal and business data only as long as necessary to provide our services, comply with our legal obligations, or to fulfill legitimate business purposes communicated to you. Once the retention period has expired, we will anonymize your data, except for any aggregated statistical information that cannot be used to identify you, which we may retain indefinitely to help us improve our services.

DATA SECURITY

Security is a core priority for Zth SmartDeck Engine™. We implement robust technical and organizational measures including encryption of data in transit and at rest, role-based access controls, firewall protection, and continuous security monitoring, in order to protect your information from unauthorized access, alteration, disclosure, or destruction. While we take every reasonable step to ensure data security, it is important to acknowledge that no online service or storage system can be guaranteed as completely secure.

INTERNATIONAL DATA TRANSFERS

In some cases, your data may be processed or stored outside India. Where such cross-border transfers occur, we will ensure that they are made only to jurisdictions permitted by the Government of India under the DPDP Act, and that appropriate contractual safeguards are in place to guarantee that your data enjoys the same level of protection as it would in India.

THIRD-PARTY LINKS

Our platform may contain links to third-party websites or integrate with external services over which we have no control. This Privacy Policy does not extend to those external sites or services, and we encourage you to review their privacy statements before providing any personal information to them.

CHANGES TO THIS POLICY

We may update this Privacy Policy periodically to reflect changes in our business operations, applicable laws, or industry standards. When we do, we will revise the “Last Updated” date at the top of this page, and if the changes are significant, we will provide notice through the platform or via email. We encourage you to review this policy regularly to stay informed about how we are protecting your information.

CONTACT US

If you have any questions, concerns, or requests regarding this Privacy Policy or our data handling practices, you may contact us at admin@zth.co.in.