# GoZupees Privacy Policy

**Last Updated:** January 2025  
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## Introduction and Our Commitment to Privacy

Silicon Biztech Limited Trading As (DBA) GoZupees ("GoZupees," "we," "us," or "our") is committed to protecting the privacy and security of personal information entrusted to us by our website visitors, clients, and business partners. As an artificial intelligence technology company that develops and deploys AI solutions for enterprise clients, we understand that privacy protection is fundamental to maintaining the trust that enables our business relationships and supports our mission of delivering innovative AI technologies that enhance business capabilities.

This Privacy Policy explains how we collect, use, protect, and share personal information when you visit our website at gozupees.com, use our AI services, or engage with us in other business contexts. We have designed our privacy practices to comply with applicable data protection laws including the General Data Protection Regulation (GDPR), the UK Data Protection Act 2018, and other privacy regulations that apply to our operations in the European Union, United Kingdom, United States, and India.

Our approach to privacy reflects our understanding that different individuals and organizations have different privacy expectations and requirements. We strive to be transparent about our privacy practices while providing meaningful choices about how personal information is collected and used. This policy describes our standard privacy practices, though specific client relationships may involve additional privacy protections and agreements that provide enhanced privacy safeguards for particular types of information or business activities.

We recognize that privacy protection is an ongoing responsibility that requires continuous attention to evolving technologies, changing business practices, and developing legal requirements. We regularly review and update our privacy practices to ensure they remain effective and appropriate for our business operations and the expectations of the individuals and organizations we serve.

## Information We Collect and How We Collect It

The personal information we collect depends on how you interact with our website and services, but generally includes information that you provide directly to us, information that we collect automatically through your use of our website and services, and information that we receive from other sources in connection with our business relationships.

When you visit our website, we collect information automatically through various technologies including cookies, web beacons, and similar tracking technologies that help us understand how our website is used and how we can improve the user experience. This automatically collected information typically includes your IP address, browser type and version, operating system, referring website addresses, pages viewed on our website, time spent on different pages, and other technical information about your device and browsing activities.

When you contact us through our website contact forms, email, or other communication channels, we collect the information you choose to provide, which typically includes your name, email address, company affiliation, and the content of your communications with us. We use this information to respond to your inquiries, provide information about our services, and maintain records of our business communications.

If you request information about our services, subscribe to our newsletter, or register for webinars or other events, we collect the information necessary to fulfill these requests, which may include your name, email address, job title, company information, and specific interests or requirements related to AI technology and services.

For clients who engage our AI development and consulting services, we collect additional information necessary to provide these services effectively, including business contact information, technical requirements and specifications, project-related communications, and other information relevant to delivering AI solutions that meet client needs and requirements.

We may also collect information from publicly available sources, business partners, and other third parties when this information is relevant to our business relationships and is collected in accordance with applicable privacy laws and the privacy policies of these third parties.

## How We Use Personal Information

We use personal information for legitimate business purposes that enable us to provide our services effectively, maintain our business relationships, and operate our company in accordance with applicable legal requirements. Our use of personal information is guided by principles of data minimization, purpose limitation, and transparency that ensure personal information is used appropriately and only for the purposes for which it was collected.

We use website visitor information to operate and improve our website, understand how our content and services are used, respond to inquiries and requests for information, and provide relevant information about our AI technology capabilities and services. This includes analyzing website usage patterns to improve user experience, customizing content based on visitor interests and preferences, and maintaining security and preventing fraud or abuse of our website.

For prospective clients and business partners, we use contact information and business-related information to communicate about our services, provide requested information and proposals, maintain records of business communications and relationships, and develop and maintain business partnerships that support our service delivery capabilities.

For existing clients, we use personal information to deliver AI development and consulting services, manage client relationships and project communications, provide technical support and maintenance services, process payments and maintain billing records, and fulfill our contractual obligations and legal requirements related to client services.

We may use personal information for marketing and business development purposes, including sending newsletters and updates about our services, inviting individuals to webinars and events that may be of professional interest, and maintaining contact with business partners and industry contacts. We provide clear options for individuals who prefer not to receive marketing communications from us.

We also use personal information to comply with legal obligations, protect our legitimate business interests, and ensure the security and integrity of our systems and services. This includes maintaining records required by applicable laws and regulations, protecting against fraud and security threats, and enforcing our terms of service and other legal agreements.

## Legal Basis for Processing Personal Information

Under applicable data protection laws, we must have a lawful basis for processing personal information. The legal basis for our processing depends on the specific personal information involved and the context in which we collect and use it.

For most of our business activities, we process personal information based on our legitimate interests in operating our business, providing our services, and maintaining our client relationships. These legitimate interests include developing and marketing our AI technology services, maintaining our website and online presence, communicating with clients and business partners, and protecting our business assets and intellectual property. We balance these legitimate interests against the privacy rights and expectations of individuals to ensure that our processing is appropriate and proportionate.

When we process personal information to fulfill contracts with clients or to take steps requested by prospective clients before entering into contracts, we rely on the legal basis of contract performance. This includes processing personal information necessary to deliver AI development services, provide technical support, and fulfill other contractual obligations to our clients.

For certain types of processing, we may rely on consent as the legal basis, particularly for marketing communications and other activities where individuals have clear choices about whether to provide personal information or participate in particular activities. When we rely on consent, we ensure that consent is freely given, specific, informed, and withdrawable.

We may also process personal information when necessary to comply with legal obligations that apply to our business operations, such as tax and accounting requirements, regulatory reporting obligations, and other legal requirements that apply to technology companies operating in multiple jurisdictions.

In some circumstances, we may process personal information to protect the vital interests of individuals or to perform tasks carried out in the public interest, though these legal bases are less commonly applicable to our business activities.

## Information Sharing and Disclosure

We share personal information only when necessary for legitimate business purposes and in accordance with applicable privacy laws and our contractual obligations. We do not sell personal information to third parties, and we implement appropriate safeguards to protect personal information when it is shared with others.

We may share personal information with service providers and business partners who assist us in operating our business and providing our services. These third parties include cloud service providers who host our website and business applications, communication and collaboration platforms that enable our distributed workforce, professional service providers such as legal and accounting firms, and technology vendors who provide specialized tools and services that support our AI development work.

When we share personal information with service providers, we implement appropriate contractual protections that require these providers to protect personal information in accordance with our privacy standards and applicable legal requirements. We limit the personal information shared to what is necessary for the specific services being provided, and we require service providers to use personal information only for the purposes specified in our agreements with them.

For clients who engage our AI development services, we may need to share certain personal information with subcontractors or specialized service providers who contribute to project delivery. This sharing is governed by our client agreements and is conducted in accordance with client requirements and applicable privacy laws.

We may disclose personal information when required by law, such as in response to court orders, subpoenas, or other legal processes, or when necessary to protect our legal rights, prevent fraud, or ensure the safety and security of our systems and services. We evaluate such requests carefully and disclose only the information that is legally required, while notifying affected individuals when permitted by law.

In the event of a business transaction such as a merger, acquisition, or sale of assets, personal information may be transferred as part of the transaction. We would provide notice of such transfers and ensure that personal information continues to be protected in accordance with applicable privacy laws.

We may also share aggregated or anonymized information that does not identify specific individuals for business purposes such as industry analysis, service improvement, and marketing activities.

## International Data Transfers

As a company with operations in multiple countries and clients around the world, we may transfer personal information across international borders in connection with our business operations and service delivery. We implement appropriate safeguards to ensure that international transfers of personal information comply with applicable data protection laws and provide adequate protection for personal information.

For transfers of personal information from the European Union and United Kingdom to other countries, we rely on adequacy decisions issued by the European Commission or UK authorities when available, or implement appropriate safeguards such as Standard Contractual Clauses approved by relevant data protection authorities.

Our use of cloud service providers and other international service providers involves transfers of personal information to various countries where these providers operate their services. We evaluate the privacy and security practices of these providers and implement contractual protections that ensure appropriate safeguards for international data transfers.

For client projects that involve international data processing or storage, we work with clients to understand their specific requirements for international data transfers and implement appropriate technical and legal safeguards that meet both our privacy standards and client requirements.

We monitor developments in international data transfer regulations and update our practices as necessary to ensure ongoing compliance with applicable legal requirements and to provide appropriate protection for personal information regardless of where it is processed or stored.

## Data Security and Protection

We implement comprehensive technical and organizational security measures to protect personal information from unauthorized access, use, disclosure, alteration, and destruction. Our security practices are designed to provide appropriate protection for the sensitivity of different types of personal information and the risks associated with our business operations.

Technical security measures include encryption of personal information during transmission and storage, access controls that limit access to personal information based on business need and role responsibilities, network security controls that protect against unauthorized access and cyber attacks, and monitoring systems that detect and respond to potential security incidents.

Organizational security measures include employee training and awareness programs that ensure team members understand their responsibilities for protecting personal information, background verification procedures for employees who have access to sensitive information, incident response procedures that enable rapid response to potential security breaches, and regular security assessments and audits that verify the effectiveness of our security controls.

We maintain security standards that are appropriate for our role as a technology service provider to enterprise clients, including compliance with industry security frameworks and regular updates to our security practices to address evolving threats and vulnerabilities.

Our security practices extend to our relationships with service providers and business partners, including contractual requirements for appropriate security measures and regular assessment of third-party security practices to ensure they meet our standards for protecting personal information.

We regularly review and update our security measures to ensure they remain effective against current threats and continue to provide appropriate protection for the personal information we handle in connection with our business operations.

## Individual Rights and Choices

Individuals have various rights regarding their personal information under applicable data protection laws, and we are committed to facilitating the exercise of these rights in accordance with legal requirements and our business capabilities.

The right of access enables individuals to obtain information about whether we process their personal information and, if so, to receive a copy of that information along with details about how it is processed. We respond to access requests promptly and provide information in a clear and understandable format.

The right of rectification allows individuals to request correction of inaccurate or incomplete personal information. We investigate rectification requests promptly and make appropriate corrections when we determine that personal information is inaccurate or incomplete.

The right of erasure, sometimes called the "right to be forgotten," enables individuals to request deletion of their personal information in certain circumstances, such as when the information is no longer necessary for the purposes for which it was collected or when consent is withdrawn. We evaluate erasure requests carefully and delete personal information when legally required to do so, while considering our legitimate business interests and legal obligations that may require retention of certain information.

The right to restrict processing allows individuals to request that we limit how we use their personal information in certain circumstances, such as when the accuracy of the information is disputed or when processing is unlawful. We implement appropriate restrictions when legally required to do so.

The right to data portability enables individuals to receive their personal information in a structured, commonly used format and to transmit that information to another organization in certain circumstances. We provide personal information in portable formats when this right applies.

The right to object allows individuals to object to certain types of processing, particularly processing based on legitimate interests or for direct marketing purposes. We respect objections and cease processing when required by law, while considering our legitimate business interests and legal obligations.

Individuals also have the right to withdraw consent when processing is based on consent, though withdrawal of consent does not affect the lawfulness of processing that occurred before consent was withdrawn.

To exercise these rights, individuals can contact us using the contact information provided in this policy. We respond to requests promptly and provide clear information about the actions we take in response to requests.

## Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance user experience, analyze website usage, and support our marketing and business development activities. We provide clear information about our use of these technologies and offer choices about how they are used.

Essential cookies are necessary for our website to function properly and cannot be disabled without affecting website functionality. These cookies enable basic website features such as page navigation, access to secure areas, and form submission.

Analytics cookies help us understand how our website is used by collecting information about page views, user interactions, and website performance. We use this information to improve our website design and content and to better understand the interests and needs of our website visitors.

Marketing cookies enable us to provide relevant content and advertisements based on user interests and to measure the effectiveness of our marketing activities. These cookies may track user activities across different websites to provide personalized content and advertising.

We provide clear information about our use of cookies through our cookie notice and offer choices about non-essential cookies through our cookie preference center. Users can also control cookies through their browser settings, though disabling certain cookies may affect website functionality.

We regularly review our use of cookies and tracking technologies to ensure they remain appropriate for our business purposes and comply with applicable legal requirements.

## Children's Privacy

Our website and services are not directed to children under the age of 16, and we do not knowingly collect personal information from children under 16. If we become aware that we have collected personal information from a child under 16, we will take appropriate steps to delete that information promptly.

Parents and guardians who believe that their child has provided personal information to us can contact us using the contact information provided in this policy, and we will investigate and take appropriate action to address their concerns.

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices, legal requirements, or other factors that affect how we handle personal information. We will provide appropriate notice of material changes to this policy and will not reduce the protection afforded to personal information without providing clear notice and, where required by law, obtaining consent for such changes.

When we update this policy, we will update the "Last Updated" date at the top of the policy and provide notice of significant changes through our website or other appropriate communication channels.

We encourage individuals to review this policy periodically to stay informed about our privacy practices and their rights regarding personal information.

## Contact Information

If you have questions about this Privacy Policy, want to exercise your rights regarding personal information, or need to report a privacy concern, you can contact us at:

**GoZupees Limited**  
Email: [privacy@gozupees.com](mailto:privacy@gozupees.com)  
Address: [London Office Address]

For individuals in the European Union, you also have the right to lodge a complaint with your local data protection authority if you believe that our processing of your personal information violates applicable data protection laws.

We are committed to addressing privacy concerns promptly and working with individuals to resolve any issues related to the handling of personal information.