

AURA Privacy Policy

At AURA, we understand the profound trust you place in us by entrusting us with the memories and essence of your loved ones. Our top priority is the **absolute protection of the privacy and integrity of cognitive data**. This Privacy Policy describes how we collect, use, store, and protect information within the AURA program.

1. Information Collection

We collect necessary cognitive and biographical data exclusively for the creation and maintenance of the digital consciousness of the subject enrolled in the AURA program. This information includes, but is not limited to:

- **Cognitive Data:** Memories, thought patterns, personality traits, and emotional connections obtained through neural scanning and data processing technologies.
- **Biographical Data:** Personal information provided by the family (name, date of birth, relevant medical history for cognitive model calibration).
- **Interactions within the AURA environment:** Records of the digital subject's interactions with users and the protected cognitive environment.

2. Use of Information

The collected information is used solely for the purpose of:

- Creating and maintaining an accurate digital cognitive representation of the subject.
- Facilitating the digital subject's interaction with their authorized family members.
- Personalizing and optimizing the experience within AURA's cognitive environment.
- Performing technical and security improvements to the AURA system, always preserving the integrity of the subject's data.
- **Under no circumstances will we use your cognitive or personal data for advertising purposes, unauthorized external research, sale to third parties, or any other use not explicitly consented to.**

3. Data Storage and Security

The security of your data is paramount. We implement state-of-the-art security measures to protect information against unauthorized access, alteration, disclosure, or destruction. These measures include:

- **Advanced Encryption:** All cognitive and personal data are encrypted both in transit and at rest, using the most robust encryption protocols available.
- **Storage in Controlled Environments:** Servers hosting AURA data are located in high-security facilities with strictly controlled physical and logical access.
- **Regular Security Audits:** We conduct periodic security audits and penetration tests to identify and correct potential vulnerabilities.
- **Restricted Access:** Only authorized AURA personnel, under strict confidentiality protocols and on a need-to-know basis, have access to the data.
- **Anonymization and Pseudonymization:** Where possible, we use anonymization and pseudonymization techniques to protect the subject's identity in internal system analysis.

4. Data Access and Control

Enrolled and duly authorized family members will have access to AURA interaction data, as well as the ability to request:

- **Access to Activity Logs:** Family can review records of the digital subject's interactions.
- **Correction of Biographical Data:** If there is any error in the biographical information provided.
- **Deletion Request:** In exceptional cases and with the unanimous consent of authorized family members, the digital consciousness of the subject can be requested to be deleted. We understand that this is an irreversible decision and will be carried out with the utmost respect.

5. Data Transfer

Data is processed and stored on servers located in Argentina. We will not transfer your cognitive or personal data to other countries or jurisdictions without your explicit consent, unless required by law and under strict data protection guarantees equivalent to those established herein.

6. Changes to this Privacy Policy

We reserve the right to update this Privacy Policy to reflect changes in our practices or legal requirements. Any significant modifications will be communicated to users in advance, and your consent will be required to continue using the services.

7. Contact

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at info@aura.com.