

# Privacy Policy

Excelleta Tech Pvt. Ltd.

**Effective Date:** January 1, 2026

**Last Updated:** January 1, 2026

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## 1. Introduction

Excelleta Tech Pvt. Ltd. ("Excelleta," "we," "us," "our," or "Company") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal data in compliance with the **Digital Personal Data Protection (DPDP) Act, 2023**, and other applicable Indian data protection laws.

This policy applies to:

- Our website: <https://www.excelleta.tech/>
- Our SaaS platform and services
- All interactions with our Company

## 2. Information We Collect

We collect personal data that you voluntarily provide or that is automatically collected:

### Information You Provide Directly

- **Contact Data:** Name, email address, phone number, company name, job title
- **Account Data:** Login credentials, user preferences, profile information
- **Business Data:** Manufacturing specifications, RFQ details, quotation requirements, pricing information
- **Communication Data:** Inquiries, support requests, feedback, messages
- **Payment Data:** Billing address, payment method, transaction records

### Information Collected Automatically

- **Technical Data:** IP address, browser type, device information, operating system
- **Usage Data:** Pages visited, time spent, features used, download history
- **Location Data:** General location based on IP address (not precise)
- **Cookies:** Session and persistent cookies for functionality and analytics

### Information from Third Parties

- Business partners and referral sources
- Publicly available business information about your company
- Social media platforms (if you link your account)

## 3. Purpose of Data Collection

We process your personal data for:

- **Service Delivery:** Providing RFQ automation platform and costing solutions
- **Account Management:** Creating and managing your account
- **Customer Support:** Responding to inquiries and resolving issues
- **Billing and Payments:** Processing invoices and payments
- **Business Operations:** Contract fulfillment, compliance, fraud prevention
- **Marketing:** Sending newsletters and promotional communications (with consent)
- **Product Improvement:** Analytics, feature enhancement, understanding user needs
- **Legal Compliance:** Fulfilling legal obligations and responding to authorities

## 4. Legal Basis for Processing

We process your personal data based on:

- **Consent:** For marketing and optional features
- **Contract Performance:** To deliver services you requested
- **Legal Obligation:** As required by law
- **Legitimate Interest:** Business operations, fraud prevention, security
- **Data Principal Consent (DPDP Act):** Explicit consent for data processing

## 5. Sharing of Personal Data

We may share your personal data with:

- **Service Providers:** Cloud hosting (AWS), payment processors, email services, analytics tools
- **Business Partners:** Manufacturing industry partners (with your consent)
- **Legal Requirements:** Law enforcement, court orders, regulatory authorities
- **Business Transfers:** In case of merger, acquisition, or restructuring

**We do NOT sell your personal data to third parties.**

## 6. Data Storage and Retention

### Where We Store Data

- Personal data is primarily stored on servers located in **India**
- Backup and redundancy systems comply with data protection requirements
- No transfer outside India without explicit consent

### Retention Periods

- **Account Data:** Duration of account + 90 days after closure
- **Financial Records:** 7 years (tax and accounting compliance)
- **Support Records:** 2 years after last interaction
- **Marketing Data:** Until you unsubscribe
- **Technical Logs:** 1 year for security purposes
- **Analytics Data:** 12 months (anonymized data retained longer)

## 7. Data Security

We implement industry-standard security measures:

- **Encryption:** TLS/SSL for data in transit; AES-256 for data at rest
- **Access Control:** Role-based access, multi-factor authentication
- **Security Audits:** Regular third-party security assessments
- **Employee Training:** Mandatory data protection training
- **Incident Response:** Breach notification within 72 hours

In case of unauthorized access or breach, we will notify affected individuals and regulatory authorities as required by law.

## 8. Your Rights and How to Exercise Them

### Your Rights Under DPDP Act 2023

You have the right to:

### **Right to Notice and Transparency**

- Receive clear information about data collection before processing
- Understand purposes and lawfulness of processing

### **Right to Consent**

- Provide or withdraw consent at any time
- Withdraw retroactively and immediately

### **Right to Access**

- Request a copy of your personal data in machine-readable format
- Request processed within 30 days

### **Right to Correction**

- Correct inaccurate or incomplete personal data
- Correction completed within 30 days

### **Right to Erasure (Deletion)**

- Request deletion of your personal data
- Subject to legal retention requirements
- Confirmation provided within 48 hours of completion

### **Right to Grievance Redressal**

- Lodge grievances with our grievance officer
- Grievance acknowledged within 48 hours
- Response provided within 30 days
- Escalation to Data Protection Board of India available

### **Right to Nominate**

- Nominate an individual to exercise your rights after death

## **How to Exercise Your Rights**

### **Contact Us:**

- **Email:** info@excelleta.tech
- **Mailing Address:** Excelleta Tech Pvt. Ltd. No 706 Block-E 7th floor, Dwarka Sector 19B, (Opposite Dwarka Golf Course) New Delhi 110075
- **Phone:** +91-7290076170

### **Request Process:**

1. Clearly state which right you are exercising
2. Provide identifying information for verification

3. We will acknowledge receipt within 48 hours
4. We will respond within 30 days (extensions possible for complex requests)
5. No fees charged for standard requests

## 9. Cookies and Tracking Technologies

### Types of Cookies We Use

#### Essential Cookies

- Required for platform functionality and security
- Enable authentication and session management

#### Performance Cookies

- Analytics (Google Analytics, Mixpanel)
- Measure website performance and user behavior

#### Marketing Cookies

- Track campaign performance
- Enable targeted advertising

#### Third-Party Cookies

- Set by external services (LinkedIn, Microsoft Clarity)
- Used for analytics and marketing

### Managing Cookies

You can:

- Accept or reject non-essential cookies via our banner on first visit
- Manage preferences through browser settings
- Use privacy tools and extensions to block tracking
- Withdraw consent at any time

## 10. Children and Minors

Our services are **not intended for children under 18 years of age**. We do not knowingly collect personal data from minors.

For individuals under 18 in India, we require parental or guardian consent before processing personal data.

If you believe we have collected information from a minor, contact [privacy@excelleta.tech](mailto:privacy@excelleta.tech) immediately.

## **11. Third-Party Services**

We are not responsible for the privacy practices of third-party services. Review their privacy policies before providing information.

## **12. Changes to This Privacy Policy**

We may update this privacy policy at any time. Changes will be effective upon posting to our website.

**For material changes:**

- We will provide prominent notice
- Notify existing customers via email (if applicable)
- Allow 30 days for review before implementation

Your continued use of our services constitutes acceptance of the updated Privacy Policy.

## **Acknowledgment**

By accessing or using Excelleta Tech's website and platform, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy.

**If you do not agree with our privacy practices, please do not use our services.**

**This Privacy Policy was last updated on January 1, 2026.**

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**END OF PRIVACY POLICY**