# Privacy Policy

\_Last updated: October 2025\_

## Overview

Welcome to Urban Uplink Pvt. Ltd. (“Urban Uplink,” “we,” “our,” or “us”). Your privacy is important to us, and we are committed to protecting your personal data. This Privacy Policy explains what information we collect, how we use it, and the choices you have.  
  
By using our website or services, you agree to the terms outlined here.

## Who We Are

Urban Uplink Pvt. Ltd., provides innovative tools that help creators and businesses build and manage photo galleries, websites, and more.  
  
In this document:  
- “Users” refers to customers using our website or platform.  
- “Clients” refers to individuals who interact with our Users’ sites or services (for example, by viewing or purchasing from a gallery).

## Information We Collect

We collect different types of information depending on how you interact with our platform.  
  
Account & Client Information: When you register with us, we collect your name, email address, business name, and website, along with any Client details you share (like their names and emails). If Clients purchase through your gallery, we also collect billing and shipping details.  
  
Log & Usage Data: We automatically collect technical information including IP address, browser type, device details, access times, and any site errors. We may also track gallery creation or communication activity.  
  
Third-Party Integrations: When you connect external apps like Lightroom or Google Workspace, we collect data according to your permissions (email metadata, calendar details, Gmail configuration). All integrations comply with Google’s Limited Use Requirements and we do not use Google API data for AI or ML model training.  
  
Additional Interactions: We may collect details when you contact us via support, social media, or third-party channels.

## How We Collect Information

We collect information in three ways:  
  
- Directly from you: When you sign up, manage your profile, or contact us.  
- Automatically: Through cookies, analytics tools, and similar technologies that track site usage.  
- From third-party sources: Including payment processors, analytics, or advertising partners, which may include limited location or engagement data.

## How We Use Your Information

We use your information to provide, improve, and protect our services, and to communicate effectively with you. Specifically, we use it to:  
  
- Provide and maintain our services  
- Facilitate projects, communication, and payment processing  
- Monitor and enhance platform performance  
- Verify your identity when needed  
- Send updates, feature announcements, or support notices  
- Run marketing and referral programs (opt-out available)  
- Fulfill legal obligations and respond to requests  
- Enable automation and CRM workflows via integrations.

## How We Share Information

We do not sell your data. However, we may share limited information:  
  
- With trusted service providers (hosting, payments, analytics)  
- With your consent or instruction (e.g., sending client galleries)  
- In case of business transfers (mergers or acquisitions)  
- To comply with laws and protect rights or safety  
- For marketing with minimal data shared to networks like Meta or Google (excluding your content).

## Data Security

We follow industry-standard practices to protect your data from unauthorized access, alteration, or loss. This includes encryption, secure storage, firewalls, and access controls. While no system is completely secure, we continually update our safeguards.

## Data Retention

We retain your data while your account is active or as needed for services. Some data may be kept temporarily for legal or operational purposes. You may delete your account anytime via your dashboard or by contacting hello@urbanuplink.ai. Deleted data is removed, though anonymized information may remain for analytics.

## International Transfers

Your information may be processed outside your country. Urban Uplink ensures all international transfers comply with recognized protection frameworks such as the EU Standard Contractual Clauses (SCCs) and Canada’s PIPEDA to safeguard your data.

## Your Privacy Rights

You control your data. You can access, correct, delete, or restrict use directly via your account. For help, contact admin@urbanuplink.ai.  
  
If you’re in the EEA, we only process your data when:  
1. You’ve given consent,  
2. It’s needed to fulfill a contract, or  
3. We have a legitimate interest that doesn’t override your rights.  
  
Clients should contact the User they interacted with directly, as we act only as a processor.

## Contact & Grievance

If you have questions or concerns, please contact our Grievance Officer:  
  
Ms. Rekha Krishnamurthy  
Email: admin@urbanuplink.ai  
  
We aim to resolve all privacy-related issues promptly and transparently.  
  
Thank you for trusting Urban Uplink with your information.