Privacy Policy

Last Updated: 18-03-2025

1. Introduction

BrandPulse Analytics ("we," "us," or "our") values your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you use our services.

By accessing or using our platform, you agree to the terms outlined in this Privacy Policy.

2. Information We Collect

We collect two types of data:

a) Information Provided by Users

- **Account Information:** Name, email address, company details, and payment information.
- **Uploaded Assets:** Images and text submitted for testing.

b) Automatically Collected Data

- **Technical Data:** IP address, browser type, device information, and operating system.
- **Usage Data:** Interactions with our platform, including order history and test preferences.
- **Cookies & Tracking Technologies:** We use cookies and similar technologies to improve user experience and analyze usage patterns.

3. How We Use Your Information

We use collected data for the following purposes:

- **To provide and improve our services:** Processing orders, generating test results, and enhancing platform functionality.
- **To ensure security and compliance:** Detecting fraud, enforcing Terms & Conditions, and complying with legal requirements.
- **To improve our AI models:** Test data may be used internally to refine and enhance BrandPulse Analytics, unless you opt out.
- **To communicate with you:** Sending important updates, reports, and service-related notifications.

4. Data Sharing & Third Parties

We do **not** sell or share personal data with third parties, except in the following cases:

- **Legal Compliance:** If required by law, we may disclose user data to regulatory authorities.
- **Fraud Prevention & Security:** We may share information with cybersecurity partners to detect threats.
- **Service Providers:** We may use trusted third-party vendors for payment processing and cloud hosting, ensuring GDPR compliance.

5. Data Retention & Security

- **Retention Period:** We store data only as long as necessary for business operations, unless a longer retention period is required by law.
- **Opt-Out of AI Model Training:** Users can request exclusion from AI model training by emailing [support@brandpulse.com].
- **Security Measures:** We implement encryption, access controls, and other safeguards to protect your data from unauthorized access.

6. User Rights & Choices

You have the following rights regarding your data:

- **Access & Correction:** Request a copy of your stored data and correct inaccuracies.
- **Deletion:** Request the deletion of your personal data, subject to legal obligations.
- **Data Portability:** Obtain a structured copy of your data.
- **Opt-Out of Tracking:** Disable cookies through your browser settings.

For privacy-related requests, contact **support@brandpulse.com**.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Significant changes will be communicated via email or platform announcements.

8. Contact Information

For questions about this Privacy Policy, contact us at:

✉ **Email:** support@brandpulse.com
📍 **Address:** Weesperstraat 107-121, 1018VN Amsterdam, The Netherlands