



PRIVACY POLICY

Effective Date: May 1, 2023

This **Privacy Policy** ("Policy") outlines how Maxa ("we," "us," or "our") collects, uses, discloses, and protects personal information obtained from users ("you" or "your") who access and use our software-as-a-service ("SaaS") platform and related services (collectively referred to as the "Service").

1. Collection of Personal Information

1.1. **Information You Provide:** When you sign up for our Service or interact with us, we may collect personal information such as your name, email address, contact information, and payment details.

1.2. **Automatically Collected Information:** We may collect certain information automatically when you use our Service, including IP addresses, browser type, operating system, and usage data.

1.3. **Cookies and Similar Technologies:** We may use cookies and similar technologies to enhance your experience and collect information about your usage patterns and preferences.

2. Use of Personal Information

2.1. **Providing the Service:** We use your personal information to deliver, maintain, and improve our Service, respond to your inquiries, and customize your experience.

2.2. **Communication:** We may use your contact information to send you service-related notifications, updates, and promotional materials.

2.3. **Analytics and Performance:** We analyze usage data to monitor and improve the performance and security of our Service.

3. Disclosure of Personal Information

3.1. **Service Providers:** We may engage third-party service providers to assist with the operation of our Service or perform certain functions on our behalf. These providers will have access to your personal information only to the extent necessary to perform their services.

3.2. **Legal Compliance:** We may disclose personal information if required by law, court order, or governmental regulation, or to protect our rights, property, or safety.

4. Data Retention and Security

4.1. **Retention Period:** We retain your personal information for as long as necessary to fulfill the purposes outlined in this Policy, unless a longer retention period is required or permitted by law.

4.2. Security Measures: We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, loss, misuse, or alteration.

5. Your Rights and Choices

5.1. Access and Update: You have the right to access, correct, and update your personal information by contacting us at [insert contact details].

5.2. Opt-Out: You may choose to opt-out of receiving promotional communications from us by following the instructions provided in the communication or contacting us.

5.3. Do Not Track Signals: Our Service does not respond to "Do Not Track" signals.

6. Children's Privacy

Our Service is not intended for children under the age of 13. We do not knowingly collect personal information from children. If you believe we have inadvertently collected personal information from a child, please contact us immediately.

7. Changes to this Policy

We reserve the right to modify this Policy at any time. We will notify you of any material changes through our Service or other means. Your continued use of the Service after the effective date of the revised Policy constitutes your acceptance of the changes.

8. Contact Us

If you have any questions, concerns, or requests regarding this Policy or the privacy practices of Maxa, please contact us at privacy@maxa.ai.

By using our Service, you acknowledge that you have read and understood this Privacy Policy and agree to the collection, use, and disclosure of your personal information as described herein.