

# HYPERSTART WEBSITE PRIVACY POLICY

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HyperVerge Technologies Private Limited (“**HyperStart**”, “**we**”, “**our**”, “**us**”) is committed to respecting and protecting the privacy of our users.

## SCOPE OF PRIVACY POLICY

This Privacy Policy (“**Policy**”) outlines the manner in which your Personal Data (*defined below*) is collected, processed, transmitted in relation to your access and use of our website visit <https://www.hyperstart.com/> (“**Website**”). This Policy also documents the basis for such collection, use, processing and transmission, the purposes for which it is used, the duration for which it is stored and whom it is shared with along with the rights you have.

The usage of the terms “**you**”, “**your**”, “**user**” shall refer to the user who may be a visitor on the Website.

We recommend that you read and understand this Policy carefully and continue your use or access of our Website on your complete and voluntary acceptance of the same.

You fully agree and understand that there is no legal requirement/obligation mandating you to provide us with any data including Personal Data (as defined below) and that all data shared is out of your own volition.

Any updates, modifications, revisions or amendments to this Policy shall be published herein from time to time. The most updated version of the Policy as published from time to time will govern your use and interaction with our Website. Your continued use of our Website on the publication of the amended Policy shall signify your consent to the updated terms. We recommend that you peruse our Policy as updated from time to time.

## WHAT IS PERSONAL DATA?

Personal Data means any information that describes, relates to or identifies a natural person, or is capable of identifying such a person (“**Personal Data**”).

## DATA THAT WE COLLECT

In your interaction and use of our Website we may collect both personal and non-personal information from you as following:

### *A. Personal Data that You provide to Us voluntarily*

Type of Information	Contents
Personal Details	<ol style="list-style-type: none"><li>i. Name, Mobile Number and Email ID as voluntarily submitted by You while booking a request for a demo/ submit information on ROI calculator page.</li><li>ii. Any other Personal Data submitted by you on our website in the chat bot.</li></ol>
IP Address	IP address to redirect to a website hosted in Your country and to manage your cookie preferences.

### *B. Non-Personal Information That We Collect when You Access the Website*

**Log Files and Traffic Data:** Our Website uses logs to see how many people visit and what they do on the Website. We may collect your IP addresses, browser settings, referring/exit pages, operating system, date/time stamps, country location. The purpose of this information is to help us analyse how people are using the Website, and to see how users are moving around it. These are not linked to any information that can identify an individual and therefore is treated as Non-Personal Information. When you submit your Personal Data on our Website, we will associate the first and last page visited by you along with your personal information.

**Cookies:** Cookies are small bits of data we store on the device you use to access our Website which includes non-personal usage data about you. This includes user preferences, IP address, such as your default language in cookies to personalize the content you see and to improve our Website, trends of our Website, tracking pages visited on our Website, to track referral data, as well as to occasionally display different versions of content to you.

You can also disable cookies to prevent your browser from giving us information, however, if you do, certain features of our Website may not work properly. For more information, please refer our Cookie Policy.

We use analytics and tracking technology services provided by third parties. These services are used to collect information such as browser settings (if cookies are accepted), operating system, to track the number of visitors to the Website, country you access our Website from, and to get a general understanding of how our visitors access the Website. Following is a list of data we receive from such third party service providers:

Following are the relevant third-parties we use on our website:

<b>Third Party</b>	<b>Jurisdiction</b>	<b>Processing</b>	<b>Short Description</b>
HotJar Analytics	EU	Tracks Website usage (heatmaps, recordings); all inputs are masked.	Website Analytics
Microsoft Clarity	US	Tracks Website usage (heatmaps, recordings); all inputs are masked,	Website Analytics
Google Analytics	US	Collects anonymized Website event streams. (no raw PII).	Website Analytics
Hubspot	US	Hosts information related to potential customers of HyperStart (Names, Email IDs and Emails submitted by you).	Customer relationship management
Intercom	US	Helps Website visitors reach out to our support team for quicker conversations. (Name, email IDs and conversation submitted by you in the Chat bot).	Customer relationship management

## **DATA WE DO NOT COLLECT**

We do not collect any information about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, genetic, or any information about criminal convictions and offences.

## YOUR CONSENT

By using or accessing our Website, you acknowledge that you accept and consent to this Policy. You are responsible for ensuring accuracy of Personal Data submitted to us.

## CONSENT WITHDRAWAL

If you do not accept the terms of this Policy, you should discontinue use of our Website, or if you are an existing visitor, you may withdraw your consent, opt out of sharing your Personal Data or address any specific concerns regarding this Policy by writing to us at [dpo@hyperstart.com](mailto:dpo@hyperstart.com)

## PURPOSE OF COLLECTION AND USE

Broadly we seek to use the data you provide us with and that we collect in your use and interaction with our Website for the following purposes:

- Contact you for service/product related query or sharing updates about new service/product with you, in case you have submitted information on book a demo page.
- To create features relevant for you based on your usage
- To collect Website usage feedback in order to improve Website experience
- To ensure our compliance with applicable laws, including instituting or defending any legal actions/proceedings or investigations, as applicable.
- In the event of a corporate sale, merger, reorganization, dissolution, acquisition or similar event, any Personal Data and other data We receive from You may become part of the assets We transfer or share in preparation for any such transaction. Any acquirer or successor shall continue to process your data consistent with this Policy.

## LEGAL BASIS OF PROCESSING

We rely on the following legal bases for processing your Personal Data:

- **Consent:** Where we have express consent from you to process your Personal Data.
- **Legitimate business interest.** This refers to the interest in conducting and managing Our business. We ensure to consider and balance any potential impact on you (both positive and negative) and your rights before we process your Personal Data for our legitimate interests. You can find out more about how we assess our legitimate interests in relation to the potential impact of certain activities by contacting us.
- **To comply with a legal obligation.** This means processing Your Personal Data if it is necessary to fulfil a legal obligation imposed on us or defending any claim against us relating to your Personal Data. To comply with a valid legal subpoena, request, or other lawful process that meets the regulatory requirements or that we otherwise determine is necessary to respond to.

## DISCLOSURE OF YOUR PERSONAL DATA

Third Parties: The Personal Data you provide to us may be hosted on servers located in the United States, operated by HubSpot and Intercom, as well as on our own servers located in India. By providing your Personal Data, you consent to the transfer and

hosting of such information on servers located in these jurisdictions. We disclose Personal Data shared by you to Hubspot and Intercom for recording and managing details you have provided for HyperVerge's use. We require Hubspot and Intercom to respect your privacy and keep your personal data safe, confidential and to only be used for the specific purpose it was disclosed and in accordance with Our instructions.

For users located in EEA, United Kingdom, and Switzerland: We take measures to help protect your Personal Data when it is transferred from the EEA, United Kingdom, and Switzerland to third countries. Where applicable, we rely on standard clauses approved by the European Commission in our contracts with third parties that receive information from both inside and outside the EEA, or transfer on the basis of permissible statutory derogations.

Disclosure to Governmental Agencies: In certain extraordinary situations where required by law, We may also share your Personal Data investigating authorities, regulators, courts or government authorities to comply with a court order, direction, notification or request in accordance with the applicable laws.

## **NO SALE OF DATA**

We do not sell your Personal Data to any third parties and have not undertaken any such sale within the preceding 12 months.

## **SOCIAL MEDIA FEATURES**

Our websites may include social media links and the use of these features may allow those websites to collect your IP address, detect which page you are visiting on our site, and set a cookie to enable the feature to function properly. Your interactions with these features are governed by website terms of use and privacy policy of such social media third parties. The use of tracking technologies by such third parties on their website is not covered by our Policy. We do not have access or control over such technologies.

## **CHILDREN'S PRIVACY**

Our Website is not directed to children under the age of 18 or such other age designated by applicable law ("Minors"), and we will not knowingly collect personal or other information from Minors. If you are a Minor, please do not use our Website or send us your Personal Data. If we become aware that we have collected Personal Data from a Minor, we will take reasonable steps to delete it as soon as possible. It is assumed that the users who provide Personal Data are no Minors.

Please write to [dpo@hyperstart.com](mailto:dpo@hyperstart.com), if you believe we might have Personal Data from or about a Minor that should be removed from our system.

## **YOUR LEGAL RIGHTS**

The rights provided hereunder apply to you according to the data protection laws of the country which you are based on. In the situation you would like to access, rectify, erase, restrict or object to processing, or exporting your Personal Data, we will extend our sincere support in responding to your request within a reasonable timeframe.

If you make a request or would exercise any of the below mentioned rights, please contact us at [dpo@hyperstart.com](mailto:dpo@hyperstart.com)

Depending on where you live, you may be entitled to the following rights:

- a. **Right to Information and Access:** You have the right to obtain clear and transparent information about how we process your personal data. You have the right to request access to the Personal Data we hold about you, including details about the information source, period and purpose of processing, the categories of data involved, and the recipients of your data.

- b. **Right to Rectification:** You have the right to revise the Personal Data we hold about you or to remedy any inaccuracies. Based on the purpose for which we use your information, you may intimate us to either add additional information about you in our database or correct any wrong information we may have about you on our database.
- c. **Right to Revoke Consent and Erasure:** You have the right to revoke your consent and ask us to delete your Personal Data. Withdrawal will not affect the lawfulness of processing before the revocation.

*Note: If You revoke Your consent, We will stop processing and delete Your Personal Data as soon as practicable but not later than 30 days after receiving the request, provided that we may be required to retain such necessary information, as required by applicable law.*

- a. **Right to Object or Restrict processing:** You have the right to restrict or object processing of your Personal Data, except where we are obliged to process such Personal Data in compliance with our legal obligations or where we cannot satisfy this request, based on a prohibition from a statutory provision.
- b. **Right to lodge complaint with the regulator:** You have the right to complain to the appropriate regulatory authority if you have any grievance regarding the collection, processing or sharing of your Personal Data by us.
- c. **Right to portability:** Some jurisdictions may provide you with the legal right to transfer your Personal Data to a third party or yourself in a structured, commonly used and machine-readable format. We will transmit your Personal Data to a third party service provider where technically feasible.
- d. **Rights in Relation to Automated Decision Making and Profiling:** You have the right not to be subject to a decision based solely on automated processing of Personal Data, including profiling, if the decision significantly affects you. Please note that we do not process your Personal Data for automated decision making or profiling that has significant effects.
- e. **Right to Non-Discrimination:** We will not discriminate against you for exercising your rights.
- f. **Right to Appeal:** If you are a resident of the United States of America, you may request an appeal of a refusal of a request regarding your privacy rights under the applicable state data protection laws by sending an email to [dpo@hyperstart.com](mailto:dpo@hyperstart.com) with the subject title of the email to contain “*Appeal*”.

*Note: If you are a resident of the United States of America, you may also designate an authorized agent to submit a request on your behalf to access or delete your Personal Data. To do so, you must (1) provide that authorized agent written and signed permission to submit such a request, and (2) verify your own identity directly with us.*

## **DATA RETENTION**

We retain your data for as long as necessary to fulfil the purposes outlined in this Policy, unless a longer retention period is required by applicable law. Thereafter, we will delete the data securely. Your data is processed and stored in India and the United States of America. You may request the deletion of your data at any time, and we will take appropriate measures to delete it from our records.

## **DATA RETENTION FOR AUDIT TRAIL**

We may retain your limited data to maintain an audit trail of your requests and consent. This retention is necessary to demonstrate compliance with applicable data protection laws and to provide proof of consent, if required by regulators. Such records may include name, IP address, timestamps, and details of the request or consent given. These records are retained for

compliance purposes and cannot be deleted, even upon your withdrawal of consent or request for data deletion, except as required by law. Such data is not used for any other purpose.

## **OPTING OUT OF MARKETING**

We send promotional emails and newsletters from time to time to users who have registered on the Website and have opted in to receive such emails. You can unsubscribe from mail threads in the following 2 ways:

- You may unsubscribe from our emails or newsletters by clicking on the 'unsubscribe' option that is available in the email or newsletter; or
- Write to us at [dpo@hyperstart.com](mailto:dpo@hyperstart.com)

## **CROSS BORDER TRANSFER**

The data collected is primarily stored within the geographical territory of India, US and may also be processed or stored on a cross border basis subject to the same standards of security and compliance being maintained. You hereby grant your express consent for such cross border transfer where specifically applicable subject to the compliance with the obligations of this clause.

## **INFORMATION SECURITY PROTOCOLS AND COMPLIANCES**

HyperStart is ISO 27001:2013 certified and also has a SOC2 Type 2 certification with a keen focus on ensuring information security and privacy of user data. We implement information security standards and protocols in accordance with generally accepted industry standards as stipulated under the applicable laws and as amended from time to time. This includes appropriate encryption and firewalls to protect the safety and security of user data.

We recommend that you use the latest available versions of browsers in order to take advantage of updates in security technology. Although we strive to protect your information, no data transmission over the internet is completely secure. However, we have put in place necessary procedures to deal with any suspected or possible breaches of Personal Data and will notify you and any applicable regulatory authority of a breach where we are legally required to do so without undue delay.

## **GRIEVANCE REDRESSAL/SUPPORT AND CONTACT INFORMATION**

If you have any questions, concerns, grievance regarding our Policy or processing of Personal Data, please send us a detailed email to [dpo@hyperstart.com](mailto:dpo@hyperstart.com)

You can also contact our Data Protection Officer at the address below referencing "Website Privacy Policy" through mail as well. The Data Protection Officer shall redress the grievances or provide information expeditiously but within one month from the date of receipt of the grievance:

**Details of Data Protection Officer/Chief Privacy Officer**

**Attention: Data Protection Officer**

**Name:** Mr. Saiventakesh Ashokkumar

**Address:** HyperVerge Technologies Private Limited, No. 12, 2nd Floor, Urban Vault, 17th cross, Sector 7, HSR Layout, Bengaluru Karnataka – 560102

**Email:** [dpo@hyperstart.com](mailto:dpo@hyperstart.com)

We will endeavour on a best efforts basis to share a first response to your query/concern or grievance within 10 business days of receipt and resolve your grievance within 45 days of receipt.