

Privacy Policy

Last Updated on: 31st July 2026

This Application ("**App**") is operated by Inogic Tech (India) Pvt. Ltd. (hereinafter referred to as "**We**", "**Us**", "**Our**", and "**Inogic**"). We offer a software as a service product for integrating social and communication channels like WhatsApp, Texts/SMS and Web Chat tool with Microsoft Dynamics 365 CRM. This application enables Our clients/ customers across all sectors ("**Customers**") to communicate with their prospects and customers on such channels from right within Microsoft Dynamics 365 CRM and maintain the entire conversation history within Dynamics 365. InoWiz is a chat assistant provided to the agents while using the chat interface to assist agents in responding to the messages received as well as assist them with quick summary of the conversation till date to better understand and assist ("**Services**").

This Privacy Policy ("**Policy**") provides for the practices for the collection, possession, storage, handling and dealing of personal identifiable information/ data and sensitive personal data of the User. The Company urges the User to read and understand this Policy and the Terms of Use available at <https://www.inogic.com/terms-of-use> ("**ToU**") carefully for details on the way.

This Policy constitutes an electronic record in terms of the applicable laws. We handle Your Personal Information in accordance with all the applicable data protection and privacy laws, regulations and statutory requirements in force from time to time in the jurisdiction relevant to the Users as on the relevant date ("**Applicable Privacy Laws**").

We encourage You to read the Policy in full and understand Our privacy practices. Your usage of Our App constitutes Your acceptance of this Policy and Your consent to the usage of the information in compliance with this Policy.

We may also update the terms of the Policy from time to time, and We encourage You to review this page regularly. The continued usage of the App following the changes to the Policy will mean that You accept the changes.

1. Who does this Policy apply to?

This Policy will apply to (a) all employees and personnels of Customers who, in their capacity as the authorized representative of Customer are providing their Personal Information or allowing Us to collect their Personal Information for availing the Services on behalf of Customers; and (b) any employees of Our Customers whose Personal Information is transferred to Us by Our Customers for availing the Services (hereinafter collectively referred to as "**User**", "**You**", "**Your**"). This Policy applies only to this App and describes how and why We collect information about Users.

2. What is the Company's role in processing Your Personal Information?

We do not collect or store any Personal Information of the Users other than the User Information (as defined below) of which is collected for the purposes of creating the User account for enabling Our Customers to use the Services. Any other Personal Information of the Users will be directly accessed/ processed by META, as applicable and We do not access or process the same.

3. What type of information do We collect?

- 3.1 In the course of providing the Services to the Users through the App, We may collect the First name, last name, email address, and phone number ("**User Information**").
- 3.2 This Policy shall not apply to the User Information if the User Information does not qualify as 'personal information' or 'personal data' under the Applicable Privacy Laws ("**Personal Information**"). Any such non-Personal Information may be used, processed, or disclosed by Us without the restrictions set out in this Policy.

4. How and when We collect Your information?

- 4.1 **Data provided by the User:** When You use this App, You may provide Us with Personal Information for using Our Services (including demo/trial of the product). If You provide Us with third-party data, You will be held responsible for having shared such information. You must be legally authorized to share it (i.e., authorized by a third party to share information, or for any other legitimate reason).
- 4.2 **Third party sources:** We may receive Your Personal Information from certain third parties with whom We have entered into certain arrangements ("**Partners**"). In the event in relation to any transfers of Personal Information from Our Partners to Us for the purpose of Our Services, We are an independent data fiduciary under the Applicable Privacy Laws, the processing of such Personal Information by Us shall be done as per this Policy. In the event We are data processor for Our Partners, such data shall flow and shall be subject to the agreement entered into by Us and such Partners.

5. How We use Your information?

We use the User Information for the following purposes:

- (a) To facilitate the User to access the App and use the Services;
- (b) To allow Us to respond to Your Customer service requests;
- (c) To send periodic emails regarding Our products and Services;
- (d) To follow up after correspondence (email or phone inquiries);
- (e) For the legitimate uses as per the Applicable Privacy Laws.

- (f) To meet Our legal obligations under the applicable laws, which are the legal basis for the processing of Your Personal Information. Some legislations may require Us to disclose Your Personal Information to public authorities.
- (g) To the extent permissible under Applicable Privacy Laws, We may need to process Your Personal Information to detect, react to and prevent fraudulent and illegal behavior or activities which could compromise the security of Our Services and Our App.
- (h) To resolve disputes, provide customer support and troubleshoot problems as permitted by law.

We may approach the User for the User's consent for any other specific purpose not listed in this Policy.

6. What are Cookies and how do We collect and use them?

We do not collect any personal information of Users through Cookies. Any collection, processing or use of Personal Information through Cookies by third parties shall be governed by the respective privacy and cookie policies of such third parties, and We shall have no responsibility or liability in relation thereto.

7. Where is Your Personal Information stored?

The Personal Information that We collect in respect of the User is hosted within Our secured database system in India and We have data back-up for business continuity purposes.

8. Disclosure of Your information

We may use the information We collect from You in the following ways:

- (a) We do not sell or disclose individually identifiable information obtained online about Our visitors to anyone outside of Maplytics unless the law requires it, or disclosure is necessary to protect the safety of Customers, employees or property;
- (b) **Persons authorized by Us to perform any of the Personal Information related activities described in this document:** Our employees or those of Processors including the system administrators who have delegated the management of Our IT systems and are therefore able to access, modify, suspend or limit the processing of Your Personal Information. Such individuals have undertaken an obligation of confidentiality and abide by specific rules concerning the processing of Your Personal Information. These individuals managing the system administrators have been selected, adequately trained and their activities are tracked by systems;

- (c) **Law enforcement or any other authority whose provisions are binding on Us:**
This is the case when We have to comply with a judicial order or the law or defend ourselves in legal proceedings;
- (d) **For corporate transactions:** We may transfer Users' Personal Information as part of any sale, transfer, merger, acquisition, or other corporate transaction involving the Company, its shares, assets, or business. In such a case, the new entity will follow this Policy to protect Your Personal Information.

9. Security

- 9.1 We exercise great care to protect Your personally identifiable information. This includes, among other things, using industry standard techniques such as firewalls, encryption, intrusion detection and site monitoring. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while We strive to protect Your personally identifiable information, We cannot ensure or warrant the security of any information You transmit to Us or receive from Us. This is especially true for information You send to Us via e-mail. We have no way of protecting that information until it reaches Us. Once We receive Your transmission, We make Our best effort to ensure its security on Our servers.
- 9.2 If there is a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, Personal Information transmitted, stored or otherwise processed, where required by the applicable data privacy laws, You will be notified along with the competent data protection authority.

10. How long We keep Personal Information

- 10.1 We shall retain the User's Personal Information processed for the purposes of providing Our Services and related support and protection of Your interests (see Paragraph 4.1) only for as long as is necessary, and after such reasonable time, it is destroyed appropriately and securely or anonymized in accordance with the applicable law.
- 10.2 However, the Personal Information might be stored for a longer period in case of potential and/or actual claims and resulting liabilities and/or in the case of other mandatory legal retention requirement and/or storage obligations.
- 10.3 Personal Information processed to comply with legal obligations (see Paragraph 4) will be retained for the period provided by applicable laws and regulations.

11. What are Your Rights and obligations in relation to Your Personal Information?

- 11.1 Save and except the rights provided herein in this Policy, all rights to the Personal Information shall belong to the User. The Users shall ensure the following:
 - (a) To provide true and accurate details of Personal Information;

- (b) To keep their information up to date;
- (c) To regularly review this Policy;
- (d) To keep their account credentials confidential and notify the Company or the Customers of the Company, as the case may be, of any security breaches.

11.2 You have the following rights pertaining to the Personal Information shared by You:

- (a) Right to know what Personal Information We hold and to have the information communicated to You;
- (b) Right to access the copies of Your Personal Information. We may charge You a small fee for this service;
- (c) Right to request that the Personal Information held by Us be corrected, rectified or deleted;
- (d) Right to object to the processing of the Personal Information or to request restriction thereof;
- (e) Right to Opt Out of targeted advertisements (if applicable);
- (f) Right to withdraw Your consent to submit or process any or all Personal Information or decline to provide any permissions on its App as covered above at any time;
- (g) Right to nominate any other individual, who shall, in the event of Your death or incapacity exercise Your rights.

11.3 Any such request to update, delete or correct the Personal Information, or to withdraw consent regarding sharing and use of Personal Information (including opting out for targeted advertisements) should be done by sending an e-mail to sales@inogic.com. Requests to view or change Personal Information may take a few days to process. Each of Our communications including the instructions for opting out of receiving future emails from Us should be sent with the subject line “**Opt Out**”. Notwithstanding the opt-out from targeted advertisements, You may continue to receive transactional and service-related communications.

11.4 If You withdraw consent, object to processing, or request deletion of Personal Information, Your access to the App or Services may be limited.

11.5 Deletion requests will be reviewed on a case-by-case basis in accordance with applicable law, and certain information may be retained for legal or compliance purposes.

12. What this Policy does not cover?

This Policy explains and covers only the processing of Personal Information We carry out as data fiduciary in relation to Our App and Web. This Policy does not cover processing carried out by persons other than Us. In these instances We are not responsible for any processing of Your Personal Information that is not covered by this Policy.

13. Usage of Personal Information for other purposes

Should We need to process Your Personal Information differently or for purposes other than those indicated herein, You will receive specific notice before such processing begins.

14. How do We update this Policy?

14.1 This Policy is current as of the last updated date set forth above.

14.2 We may periodically change this Policy to keep pace with new technologies, industry practices, and regulatory requirements, among other reasons. While, We expect most such changes to be minor, We request the Users periodically to review the changes.

15. How to contact Us?

Any queries or complaints with regard to use, processing or disclosure of Personal Information provided by the User or breach of the terms of this Policy may be taken up with the Grievance Officer. The details of the Grievance Officer are as follows:

Grievance Officer: Grievance Cell

Email: sales@inogic.com

The Grievance Officer shall acknowledge and dispose of the complaint within such time period as prescribed under the applicable laws.