

# Privacy Policy

Effective Date: 10/28/2024

## 1. Introduction

Welcome to Sequra. We value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard your data when you use our services. By accessing or using Sequra, you agree to the terms outlined in this policy.

## 2. Information Collection

We collect various types of information to provide and improve our services, including:

- **Personal Information:** This may include your name, email address, phone number, and any other information you provide when you register or interact with our app.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies to track user activity and enhance your experience. You can manage your cookie preferences through your browser settings.

## 3. Use of Information

We use the information we collect for various purposes, including:

- **To Provide and Maintain Our Service:** We use your data to ensure the functionality and security of our app.
- **To Improve Our Services:** Your feedback and usage data help us understand how to enhance our app and user experience.
- **To Communicate With You:** We may use your contact information to send updates, newsletters, and promotional materials. You can opt out of these communications at any time.

## 4. Sharing of Information

We value your privacy and do not sell your personal information. However, we may share your information in the following circumstances:

- **Service Providers:** We may employ trusted third-party companies and individuals to assist us in providing our services. These service providers may include payment processors, data analysis services, email communication platforms, and customer support services. These third parties have access to your personal data only to perform tasks on our behalf and are obligated not to disclose or use it for any other purpose.
- **Legal Requirements:** We may disclose your information if required to do so by law, in response to a subpoena or other legal process, or to protect our rights or the rights of others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.
- **Business Transfers:** If we are involved in a merger, acquisition, or asset sale, your personal data may be transferred. In the event of such a transfer, we will provide notice before your personal data is transferred and becomes subject to a different privacy policy.
- **Consent:** We may share your information for any other purpose with your explicit consent.

We ensure that any third parties we share your information with are compliant with applicable data protection laws and that they implement appropriate measures to protect your data.

## 5. Data Security

We take the security of your personal data seriously and implement a variety of measures to protect it from unauthorized access, disclosure, alteration, or destruction. These measures include:

- **Encryption:** We use industry-standard encryption technologies to secure sensitive information transmitted online. Data stored on our servers is also encrypted to enhance security.
- **Secure Servers:** Your personal information is stored on secure servers that are protected by firewalls and other security measures. We regularly review our security practices to ensure the highest level of protection.
- **Access Controls:** Access to personal data is restricted to authorized personnel only, who need the information to perform their job duties. We conduct regular training for our staff on data protection and privacy best practices.
- **Regular Security Audits:** We conduct regular security audits and assessments to identify and mitigate potential vulnerabilities in our systems.

While we strive to protect your personal information, please be aware that no method of transmission over the Internet or electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security.

## 6. User Rights

You have certain rights regarding your personal data, which include:

- **Access:** You have the right to request copies of your personal data that we hold. We will respond to your request within a reasonable timeframe.
- **Correction:** If you believe that any information we hold about you is inaccurate or incomplete, you have the right to request that we correct it. We will take reasonable steps to verify the accuracy of the data and make corrections as needed.
- **Deletion:** You have the right to request the deletion of your personal data under certain circumstances, such as when the data is no longer necessary for the purposes for which it was collected or if you withdraw your consent.
- **Data Portability:** You have the right to request that we transfer your personal data to another organization or directly to you, in a structured, commonly used, and machine-readable format, where technically feasible.
- **Objection:** You have the right to object to the processing of your personal data for certain purposes, such as direct marketing.

To exercise any of these rights, please contact us using the information provided in the "Contact Information" section below.

## 7. Changes to This Privacy Policy

We may update our Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. When we make changes, we will revise the "Effective Date" at the top of this policy.

We will notify you of any significant changes by:

- Posting a notice on our website or within the app.
- Sending you an email if you have provided us with your email address.

We encourage you to review this Privacy Policy periodically to stay informed about our practices regarding your information. Your continued use of our services after the changes have been made constitutes your acceptance of the updated policy.

## 8. Contact Information

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us:

- **Email:** [info@sequra.ai](mailto:info@sequra.ai)
- **Mailing Address:**  
Sequra  
961 Broadway  
Woodmere, NY, 11598

We will respond to your inquiries as promptly as possible.