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- **SOCIALMOON — PRIVACY POLICY**

**Effective Date:** 18 August 2025

**Last Updated:** 18 August 2025

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- **1. Overview**

This Privacy Policy explains how **SocialMoon** (“Company”, “we”, “us”) collects, uses, stores, and protects your personal data when you interact with our website, services, or communications.

We comply with:

- The **Digital Personal Data Protection Act, 2023 (DPDP Act)** – India
- Information Technology Act, 2000
- Standard global privacy practices

By using our services, you agree to the practices described in this Privacy Policy.

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- **2. Definitions**

- **“Personal Data”** – Any data that identifies an individual (name, email, phone, IP address, etc.)
  - **“Processing”** – Collection, storage, usage, sharing, deletion of personal data
  - **“User/Client”** – Any individual or business using our services
  - **“Data Fiduciary”** – SocialMoon (the entity responsible for determining how your data is used)
  - **“Data Processor”** – Vendors/subcontractors helping us deliver services
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- **3. What Personal Data We Collect**

We collect data in three categories:

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**A. Data You Provide Directly**

- Full name
  - Email address
  - Phone number
  - Business name & details
  - Login credentials (if creating an account)
  - Documents, brand assets, or content shared for service delivery
  - Payment-related information (via secure payment processors only)
  - Messages, inquiries, or feedback
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**B. Data Collected Automatically**

When you access our website or digital platforms, we may collect:

- IP address
- Device information
- Browser details

- Location (approximate)
- Pages visited
- Interaction logs
- Cookies, pixels, session analytics

This helps us improve security, functionality, and user experience.

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### **C. Data from Third-Party Sources**

We may receive data if:

- You interact with our ads on Google, Meta, LinkedIn, etc.
  - You grant access to social media/business accounts for service delivery
  - You use integrated tools (payment gateways, analytics tools, CRM systems)
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- **4. How We Use Your Data**

We use personal data strictly for legitimate business purposes:

#### **A. Service Delivery**

- Managing your account
- Running ads, campaigns, posting content
- Designing, developing, or maintaining websites
- Providing support and communication
- Improving platform experience

#### **B. Communication**

- Project updates
- Billing & transaction notifications
- Important policy or security updates
- Marketing/promotional messages (optional)

#### **C. Security & Compliance**

- Fraud prevention
- Abuse detection
- Legal compliance
- Protecting intellectual property

#### **D. Analytics and Improvement**

- Website analytics
- Performance measurement
- A/B testing
- Trend analysis

**We never sell your personal data.**

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- **5. Legal Basis for Processing (DPDP-Act Compliance)**

We process your data based on:

- **Your Consent** (when you submit forms or subscribe)
  - **Performance of Contract** (to deliver services you purchased)
  - **Legal Obligations** (invoices, audits, compliance)
  - **Legitimate Business Interest** (security, analytics, quality improvement)
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- **6. How We Share Your Data**

We may share personal data with:

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**A. Service Providers (Data Processors)**

- Payment gateways (Razorpay, Stripe, PayPal)
- Hosting providers
- Email services
- Analytics tools
- Social media platforms (Meta, Google, LinkedIn)
- Cloud storage providers

They receive only the data needed to perform their function.

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**B. Internal Team & Authorized Contractors**

Only those who require access for service delivery can access your data.

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**C. Legal Authorities**

We may disclose data if required by:

- Court order
  - Law enforcement
  - Compliance with Indian law
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**D. Business Transfers**

If we merge, acquire, or restructure, data may be transferred with the business — with notice provided.

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- **7. Data Retention Policy**

We retain data only for as long as necessary:

- Project files: **6–24 months**
- Financial & invoice data: **7+ years** (legal requirement)
- Communication logs: **1–3 years**
- Unused user accounts: deleted after inactivity

Upon request, we will delete or anonymize data unless retention is required by law.

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- **8. Your Rights (DPDP Act, 2023)**

You have the following rights:

**1. Right to Access**

Request a copy of your stored personal data.

**2. Right to Correction**

Ask us to correct inaccurate or outdated data.

**3. Right to Deletion**

Request deletion of your personal data, unless required for:

- Legal compliance
- Fraud prevention
- Tax/audit obligations

**4. Right to Withdraw Consent**

You may withdraw consent for marketing or non-essential data processing.

**5. Right to Know About Sharing**

You can request details of third parties your data was shared with.

**6. Right to Nominate**

Under DPDP, you may appoint someone to act on your behalf for your data rights.

To exercise these rights, email: [socialmoon.in@gmail.com](mailto:socialmoon.in@gmail.com)

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- **9. How We Protect Your Data**

We implement strong security measures:

- Encrypted storage
- Restricted internal access
- Regular security reviews
- Secure sockets layer (SSL) on website
- Two-factor authentication where applicable
- Secure deletion protocols

No system is 100% secure, but we use industry best practices.

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- **10. International Data Transfers**

Some tools (Google, Meta, AWS, etc.) process data outside India.

By using our services, you consent to such transfers as per global standards.

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- **11. Cookies, Pixels & Tracking Technologies**

We use:

- Essential cookies
- Analytics cookies (Google Analytics, Meta Pixel)
- Advertising cookies
- Session cookies

These help with:

- Performance tracking
- Visitor analysis
- Improving our services
- Running ad campaigns

You can disable cookies in browser settings, but some features may stop working.

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- **12. Marketing Communications**

When you share your email or phone number, you agree to receive:

- Important service notifications
- Account updates
- Marketing messages (optional)

You may unsubscribe anytime.

Essential service notifications **cannot be opted out**.

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- **13. Third-Party Links**

Our website may contain links to:

- Social platforms
- Partner tools
- External websites

We are not responsible for their privacy practices.

Review their privacy policies before engaging.

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- **14. Children's Privacy**

Our services are **not intended for children under 18**.

We do not knowingly collect data from minors.

If a child submitted data, contact us for immediate deletion.

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- **15. Data Breach Procedure**

In the rare event of a breach:

- We will assess and contain the incident
  - Notify affected users as required by law
  - Cooperate with authorities
  - Strengthen security measures
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- **16. Changes to This Privacy Policy**

We may update the Privacy Policy at any time.

Updated versions are effective immediately upon posting on our website.

Continued use signifies acceptance.

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- **17. Contact Information**

For any concerns regarding privacy, data rights, or this policy:

**Email:** [contact@socialmoon.in](mailto:contact@socialmoon.in)

**Phone:** +91 9118439107

**Address:** Lucknow, Uttar Pradesh, India

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- **18. Consent**

By using SocialMoon's website or services, you agree to:

- The collection and use of data described above
  - The processing of your data as per applicable Indian laws
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