

Privacy Policy

Effective Date: May 5, 2026

BPS Technology Public Company Limited ("Company", "we", "us", or "our") respects your privacy. This Privacy Policy explains how we collect, use, store, disclose, and protect personal and device-related information when you use the Zyta app ("App").

By using the App, you consent to the practices described in this Privacy Policy.

1. Information We Collect

- Account Information:
Name, email address, phone number, login credentials.
- Device Information:
Device identifiers, model, firmware version, connectivity status, operational data.
- Usage Data:
App interactions, feature usage, alerts, analytics, crash reports, and logs.
- Location Data (if enabled):
Device or app location to support monitoring, alerts, or features.
- Third-Party Data:
Information from integrated devices, cloud services, or third-party platforms, subject to your consent.

2. How We Use Information

- Provide, operate, maintain, and improve the App and services.
- Display device data, alerts, notifications, and status updates.
- Support account management, authentication, and customer support.
- Analyze app and device usage to improve features, performance, and reliability.
- Communicate updates, promotional messages, or service notices, if permitted.
- Comply with legal obligations and enforce the Terms of Service.

3. How We Share Information

- With Service Providers:
Cloud hosting, analytics, and technical service providers may process your data on our behalf.
- With Third-Party Devices/Platforms:
Data may be shared with integrated device manufacturers or platforms to enable app functionality.
- For Legal or Safety Reasons:
When required by law, regulation, or legal process, or to protect rights, safety, or property.
- Aggregated or De-identified Data:
Non-identifiable data may be used for research, analytics, or app improvement.

4. User Rights

- Access: Request a copy of personal data we hold.
- Correction: Request correction of inaccurate or incomplete data.
- Deletion: Request deletion of personal data, subject to legal or operational requirements.
- Consent Withdrawal: Withdraw previously granted consents where applicable.
- Data Portability: Request your data in a portable format where feasible.

5. Data Retention

- We retain personal, device, and usage data only as long as necessary to provide services, comply with legal obligations, or fulfill legitimate business purposes.
- Retention periods may vary depending on the type of data and applicable law.

6. Security Measures

- We implement reasonable technical, organizational, and administrative safeguards to protect your information.
- No system is completely secure; we cannot guarantee absolute security of your data.
- You are responsible for securing your account credentials and devices.

7. Cookies, SDKs, and Tracking

- We may use cookies, SDKs, or similar technologies to improve app functionality and analytics.
- We do not use these tools for advertising tracking unless explicitly disclosed and consented to.

8. Children's Privacy

- The App is not intended for children under the age of 13 (or local age of consent).
- We do not knowingly collect personal information from children.

9. Third-Party Services and Integrations

- When using third-party devices or services, your data may be shared according to the third-party's privacy policies.
- You are responsible for reviewing and understanding any applicable third-party privacy practices.

10. Changes to Privacy Policy

- We may update this Privacy Policy periodically.
- Material changes will be notified through the App or by other reasonable means.

- Continued use of the App after updates constitutes acceptance of the revised Privacy Policy.

11. Contact Information

If you have questions about this Privacy Policy or your personal data:

BPS Technology Public Company Limited

25/34-38, 47-51 Sukhumvit Road, Pak Nam Subdistrict,

Mueang Samut Prakan District, Samut Prakan 10270, Thailand

Tel: 02 755 2688