

Privacy Policy for AI Lead Management System

****Effective Date: November 18, 2025****

****Last Updated: November 18, 2025****

AI Lead Management System ("we," "us," "our," or the "System") is a Customer Relationship Management (CRM) platform designed to help businesses manage leads, customer interactions, sales pipelines, and related activities efficiently using artificial intelligence features.

We are committed to protecting the privacy and security of your personal data. This Privacy Policy explains how we collect, use, disclose, store, and protect personal information in compliance with the ****Digital Personal Data Protection Act, 2023 (DPDP Act)**** of India and other applicable laws.

By accessing or using the AI Lead Management System (including our website, mobile app, or any related services), you consent to the practices described in this Privacy Policy. If you do not agree, please do not use our System.

1. Definitions

- ****Personal Data****: Any data that relates to an identified or identifiable individual (also referred to as "digital personal data" under the DPDP Act).
- ****Data Principal****: The individual to whom the personal data relates (i.e., you, our users, or your customers/leads whose data is processed via the System).
- ****Data Fiduciary****: AI Lead Management System, as the entity that determines the purpose and means of processing personal data.
- ****Processing****: Any operation performed on personal data, including collection, storage, use, disclosure, or deletion.

2. Information We Collect

We collect personal data in the following ways:

a. Information Provided by You (Account Holders/Business Users)

When you register, use, or interact with the System:

- Name, email address, phone number, company name, job title, and billing information.
- Login credentials (encrypted passwords).
- Any other information you voluntarily provide (e.g., profile details or preferences).

b. Information About Your Leads/Customers (Processed on Your Behalf)

As a CRM tool, you (our user) may upload or input data about your leads, customers, or contacts, such as:

- Names, email addresses, phone numbers, addresses, job titles, company details.
- Interaction history (calls, emails, meetings, notes).
- Lead sources, preferences, purchase history, or custom fields.

We act as a ****Data Processor**** for this data (processing it on your instructions as the Data Controller/Fiduciary). You are responsible for ensuring lawful collection and consent from your leads/customers.

c. Automatically Collected Information

- Device information (IP address, browser type, operating system).
- Usage data (pages viewed, features used, time spent on the System).
- Log data and analytics (for security and improvement purposes).

We do ****not**** collect sensitive personal data (e.g., health, financial account details, biometric data) unless explicitly uploaded by you, in which case you must ensure compliance with applicable laws.

3. How We Use Your Information

We process personal data only for specified, lawful purposes:

- To provide and maintain the CRM services (e.g., lead tracking, AI-powered insights, email/SMS automation).
- To manage your account, process payments, and provide customer support.
- To improve the System (e.g., analytics, bug fixes, AI model training using anonymized data only).
- To communicate with you (updates, newsletters – with your consent, which can be withdrawn).
- To comply with legal obligations or prevent fraud/security threats.

Processing is based on:

- Consent (where required).
- Performance of contract (to deliver services).
- Legitimate interests (e.g., security, service improvement – balanced against your rights).
- Legal compliance.

4. Consent

- Before collecting or processing personal data, we provide clear notice and obtain verifiable consent where required under the DPDP Act.
- For your leads/customers: You must obtain their consent before uploading data to our System.
- You can withdraw consent at any time by contacting us (this may limit service functionality).

For children's data (under 18): We do not knowingly process data of minors. If required, verifiable parental consent must be obtained.

5. Sharing and Disclosure of Information

We do not sell personal data. We may share data only in limited cases:

- With service providers (e.g., cloud hosting like AWS/Google Cloud in India or compliant locations, payment gateways, email services) bound by strict contracts.
- For legal reasons (e.g., court orders, government requests).
- In case of business transfer (merger/acquisition).

- With your explicit consent.

Cross-border data transfer: Data may be stored/processed in secure servers (including outside India) only if equivalent protection is ensured.

6. Data Security

We implement reasonable security safeguards to protect personal data, including:

- Encryption (in transit and at rest).
- Access controls, firewalls, and regular audits.
- Breach notification: In case of a data breach, we will notify affected Data Principals and the Data Protection Board of India as required by law.

7. Data Retention

- We retain personal data only as long as necessary for the purposes outlined or as required by law.
- Account data: Retained during active use + reasonable period after inactivation.
- You can request deletion at any time (subject to legal obligations).

8. Your Rights as a Data Principal

Under the DPDP Act, you have the right to:

- Access your personal data.
- Correct or update inaccurate data.
- Erase (delete) your data (right to be forgotten, where applicable).
- Withdraw consent.
- Nominate someone in case of death/incapacity.
- File a complaint with the Data Protection Board of India.

To exercise rights, contact us at the details below. We will respond promptly (within timelines prescribed by law) and free of charge (unless excessive requests).

9. Cookies and Tracking Technologies

Our website/app uses cookies for functionality, analytics, and performance. You can manage preferences via browser settings.

10. Changes to This Privacy Policy

We may update this policy periodically. Changes will be posted here with the updated date. Material changes will be notified via email or in-app notice.

11. Contact Us

If you have questions, requests, or complaints regarding this Privacy Policy or your data:

****AI Lead Management System****

Phone: +91 8866560333

Email: project@seawindsolution.com

For grievances: Contact our Grievance Officer at the above details.

We value your trust and are dedicated to protecting your privacy responsibly. Thank you for using AI Lead Management System!