

KONTEXTITY

PRIVACY POLICY

Welcome to [Kontextity](#), a website owned and operated by Context Systems Private Limited, a Private Limited Company incorporated under the Companies Act 2013, having its registered office at Pune MH India (hereinafter referred to as “**Kontextity**,” “**Platform**,” “**we**,” “**our**,” or “**us**”).

Kontextity is engaged in the development and deployment of artificial intelligence-driven solutions that enable product teams to make informed, timely, and strategic decisions through a unified digital platform (collectively referred to as the “**Platform**”). In the course of providing the services, the Company is committed to safeguarding personal data, ensuring transparency in data handling practices, and maintaining reliability, security, and accountability in its digital operations, as set out in this Privacy Policy;

Your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, store, and protect your personal data when you use our Platform, website, or any related services. We are committed to handling your personal data responsibly and in compliance with applicable privacy and data protection laws, including the Applicable Data Protection and Information Technology Laws, and, to the extent applicable, the Applicable Data Protection Laws.

By accessing or using our Platform, you acknowledge that you have read, understood, and agreed to this Privacy Policy. If you do not agree with any part of this Policy, you should refrain from using our Platform or services.

1. DEFINITIONS

- 1.1. “**Clients**” refers to organizations, enterprises, or other legal entities that access or subscribe to the Platform for the purpose of using Kontextity’s AI-enabled product intelligence, analytics, and decision-support services.
- 1.2. “**Data**” means any personal, non-personal, technical, operational, or system-generated information collected, stored, processed, or analyzed by Kontextity

in connection with access to or use of the Platform and Services, including User-provided data and data synchronized from integrated third-party tools.

- 1.3. **“EMEA”** means the geographical region comprising Europe, the Middle East, and Africa, including all countries located within these regions where data hosting or processing may be enabled based on regulatory, contractual, or client-specific requirements.
- 1.4. **“APAC”** means the geographical region comprising Asia-Pacific, including countries in East Asia, South Asia, Southeast Asia, and Oceania, where data hosting or processing may be enabled based on regulatory, contractual, or client-specific requirements.
- 1.5. **“Applicable Data Protection Laws”** means all laws, regulations, rules, and legal requirements relating to the protection, processing, privacy, and security of personal data that are applicable to the Company or the User, as the case may be, including but not limited to the Digital Personal Data Protection Act, 2023 (India), the General Data Protection Regulation (EU), and other comparable data protection or privacy laws in relevant jurisdictions.
- 1.6. **“Information”** refers to any Personal Data or Non-Personal Data collected from Users, including identification details, contact information, usage data, technical identifiers (such as IP address), communication records, and metadata generated through interaction with the Platform.
- 1.7. **“Applicable Data Protection and Information Technology Laws”** means all applicable laws, regulations, and legal requirements governing electronic communications, information technology systems, cybersecurity, and data protection, including, where applicable, the Information Technology Act, 2000 and its rules (India), as well as corresponding or equivalent laws in other jurisdictions where Kontexity offers its Platform or Services.

- 1.8. **"Platform"** refers to Kontexity's AI-enabled digital platform, including its Website (<https://www.kontexity.com>), the application (<https://app.kontexity.com>), dashboards, APIs, integrations, and application interfaces, through which Users access product intelligence, analytics, and decision-support functionalities and through which personal information may be collected and processed in accordance with this Privacy Policy. Platform
- 1.9. **"Privacy Policy"** refers to this document, which governs the collection, processing, storage, disclosure, and protection of personal data when Users access or interact with the Platform and services of Kontexity.
- 1.10. **"User"** refers to any individual accessing or using the Platform on behalf of a Client, including authorized employees, contractors, administrators, or other permitted representatives, as well as any visitor accessing the Platform.

2. **APPLICABILITY OF THIS PRIVACY POLICY**

This Privacy Policy applies to all Users who access, visit, or interact with the Platform operated by Kontexity, and governs the manner in which the Platform collects, uses, stores, discloses, and protects personal information obtained through the Platform.

2.1. Specifically, this Policy applies to:

- a) Visitors browsing the Kontexity Platform or engaging with its content and features;
- b) Collection of non-personal, technical, or aggregated data that may be automatically gathered through cookies, trackers, or analytical technologies during a User's visit to the Platform;
- c) access or use of the Platform through any device, including desktops, laptops, tablets, and mobile devices, irrespective of the User's geographical location; and

- d) Individuals communicating with Kontexity via phone, email, WhatsApp, social media, or other online or offline channels.
- 2.2. For Clients availing the Platform's services, any data processed in the course of providing access to the Platform or its AI-enabled features shall be governed by the applicable service agreement, data processing addendum (DPA), or order form executed between Kontexity and the Client.
- 2.3. By accessing, using, or interacting with the Kontexity Platform, you acknowledge that you have read, understood, and consented to the collection, processing, storage, and use of your personal data in accordance with this Privacy Policy.
- 2.4. If you do not agree with this Policy, you should immediately discontinue the use of our Platform and services.

3. PURPOSE OF THIS PRIVACY POLICY

- 3.1. The purpose of this Privacy Policy is to inform Users about how Kontexity collects, uses, stores, processes, and protects personal data in connection with access to and use of its AI-enabled Platform, and to demonstrate the Company's commitment to lawful, fair, and transparent data handling practices.
- 3.2. This Policy aims to:
 - a) Explain the categories of personal data collected by Kontexity, the manner of collection (including direct submission, automated collection through the Platform, or integration with authorized third-party tools), and the purpose for which such data is processed.
 - b) Clarify how personal data is used to operate, secure, improve, and provide the Platform's features, including product insights, analytics, communications, support, and compliance with applicable legal obligations.

- c) Outline the rights available to Users under applicable data protection laws, including the right to access, correct, update, delete, or withdraw consent in relation to their personal data, subject to lawful limitations.

4. INFORMATION WE COLLECT

Kontexity may collect personal data that Users voluntarily provide while accessing or using the Platform, including names, official email addresses, contact details, and information submitted through onboarding, account administration, support communications, or authorized data integrations. The Platform may also automatically collect technical and usage data such as device identifiers, IP address, browser type, operating system, access logs, feature usage, and interaction data through cookies, analytics tools, and similar technologies. In addition, Kontexity may generate and process non-personal, aggregated, or anonymized data derived from Platform usage for the purposes of improving system performance, enhancing user experience, enabling analytics, and supporting internal research and compliance. All data is collected and processed strictly for lawful, legitimate, and Platform-related purposes.

5. USE OF DATA FOR SERVICE DELIVERY

Kontexity uses personal and transactional data to ensure smooth and efficient operation of its services. This includes:

- 5.1. Personal information submitted by Users for the purpose of responding to enquiries, booking demos, providing requested information, and facilitating communication regarding the Platform's services.
- 5.2. The information collected through the Platform may be used to understand User preferences, improve Platform functionality, and enhance the performance, accuracy, and reliability of the Platform's AI-enabled product intelligence, analytics, and decision-support features.

- 5.3. Kontexity may process User data to manage Client relationships, prepare proposals, undertake preliminary assessments, and deliver services in accordance with any agreed scope of work or contractual arrangement.
- 5.4. Personal information may also be used to send service-related updates, notifications, or administrative communications essential for the delivery of services or operation of the Platform.
- 5.5. Kontexity shall use the data solely for legitimate business purposes connected with service delivery and shall not utilise such information for any unrelated, unlawful, or unauthorised activities.

6. USE OF DATA FOR OPERATIONAL EFFICIENCY

Kontexity may use collected data to enhance the performance, reliability, and security of its Platform and business operations. This includes:

- 6.1. Monitoring and Maintenance: Monitoring platform performance, identifying and resolving technical issues, preventing fraudulent activities, and improving system security.
- 6.2. Service Improvement: Analyzing usage trends to refine platform features, optimize Consultancy experience, and ensure a seamless and responsive service experience.
- 6.3. Administrative Functions: Managing internal operations such as record-keeping, auditing, compliance verification, and financial reconciliation.

7. DATA SHARING WITH AUTHORIZED PARTIES

Kontexity values your trust and only shares data with authorized and reliable entities for legitimate business or legal purposes:

- 7.1. Kontexity may share personal information with trusted third-party service providers who assist in Platform operations, analytics, hosting, marketing automation, or customer communication, strictly on a need-to-know basis.

- 7.2. All such third parties are bound by confidentiality obligations and are required to process information only in accordance with the Company's instructions and applicable data protection laws.
- 7.3. The Company does not sell, rent, or commercially distribute personal information to unauthorized entities. Information may be shared only when necessary for service delivery, legal compliance, protection of rights, or with the User's explicit consent.

8. PROVIDING NOTIFICATIONS AND UPDATES

Kontexity may use your contact information to communicate important information or promotional content, including:

- 8.1. Service and Account Notifications: Sending contact/meeting confirmations, demo confirmation, payment receipts, invoices, and updates related to your transactions or account status.
- 8.2. System and Security Alerts: Notifying Users about system upgrades, maintenance schedules, or important security-related updates.
- 8.3. Promotional and Marketing Updates: Informing you about new services, seasonal offers, loyalty programs, or upcoming features, based on your preferences and previous interactions.
- 8.4. Opt-Out Option: Users may choose to opt out of non-essential marketing or promotional communications at any time through the unsubscribe link in the email or by updating notification settings on the Platform.

9. ENSURING LEGAL COMPLIANCE

Kontexity processes and shares personal data when necessary to fulfill legal and regulatory obligations and to maintain a safe and trustworthy environment. This includes:

- 9.1. **Regulatory Compliance:** Complying with all applicable laws, data protection rules, and government regulations concerning online platforms and commercial transactions.
- 9.2. **Responding to Legal Requests:** Providing information to law enforcement agencies, courts, or government authorities in response to valid legal processes such as subpoenas or court orders.
- 9.3. **Fraud and Misuse Prevention:** Identifying, investigating, and preventing fraudulent, unauthorized, or unlawful activities on the Platform.
- 9.4. **Dispute Resolution:** Addressing User complaints, third-party claims, or legal disputes arising out of any kind of transactions with the Platform.
- 9.5. **Protection of Rights and Interests:** Safeguarding the rights, property, and safety of Kontextity, its partners, Clients, and Users.

10. ADDITIONAL USES OF DATA

Apart from the purposes mentioned above, Kontextity may use data for broader legitimate business and operational objectives, such as:

- 10.1. **Audits and Compliance Reviews:** Conducting internal audits, security assessments, and compliance checks to maintain platform integrity and ensure adherence to ethical business standards.
- 10.2. **Dispute Management:** Assisting in resolving disputes between Users, Clients, or third-party collaborators concerning marketing, payments, or service experiences.
- 10.3. **Marketing and Strategy Development:** Utilizing non-personal, statistical data to analyze market trends, Clients behavior, and engagement levels, thereby designing more effective marketing and promotional campaigns.

- 10.4. **Research and Innovation:** Leveraging anonymized or aggregated data to improve platform efficiency, develop new service features, and enhance User satisfaction through continuous innovation.

11. **INFORMATION COLLECTED AUTOMATICALLY**

When you visit or use the Kontexity Platform or mobile platform, some information is automatically collected from your device without you having to provide it manually. This information helps us understand how our Users interact with the Platform, improve its performance, and provide a smoother, more personalized experience. We collect the following types of information automatically:

- 11.1. **Device and Technical Data:** When you browse our Platform, our systems automatically record basic technical details about the device and network you are using. This may include your IP address, browser type and version, device type (such as mobile, tablet, or computer), operating system, internet service provider, and the date and time of your visit. This information helps us maintain Platform security, ensure compatibility across devices, and improve technical performance.
- 11.2. **Usage Data:** We also collect information about how you interact with our Platform and its features. This may include the pages you visit, time spent on each page, links or buttons you click, searches you perform, and the Platform or link that directed you to Kontexity. This data helps us understand User behavior, identify popular sections, and make the platform more User-friendly.
- 11.3. **Cookies and Tracking Technologies:** Like most websites, we use cookies and similar tracking technologies to remember your preferences, enhance functionality, and analyze site traffic. Cookies are small text files stored on your device that help us recognize you when you return to our site, so you don't have to re-enter certain information each time. Some cookies are essential for the Platform to function properly, while others help us provide a customized experience.

- 11.4. You can control or delete cookies at any time through your browser settings. However, please note that if you disable certain cookies, some parts of the Platform may not function as smoothly or may become inaccessible.

12. INFORMATION FROM THIRD PARTIES

We may also receive certain information about you from trusted third-party sources to ensure smooth operation of our services and to enhance your overall experience on the platform. This may include:

- 12.1. Authorized service providers and technology partners that support Platform operations, analytics, communications, infrastructure, or customer support, who may share limited usage data, technical information, or feedback necessary for service delivery and improvement.
- 12.2. Integrated third-party tools and enterprise systems (such as project management, communication, or CRM platforms) where Users or Clients have expressly authorized data synchronization with Kontexity, in accordance with applicable permissions and settings.
- 12.3. Identity or access management providers, where applicable, when Users authenticate or access the Platform through third-party sign-in or enterprise authentication mechanisms, subject to the User's configured permissions.
- 12.4. All information received from third parties is processed in accordance with this Privacy Policy and applicable data protection laws and is subject to appropriate confidentiality and security safeguards.

13. TYPES OF DATA COLLECTED

We broadly categorize the data we collect into:

Type	Description
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Personal Data	Identifiable information such as your name, contact details, and login credentials.
Sensitive Personal Data	Financial information (e.g., card numbers, bank details) and official IDs (if provided).
Usage Data	Data about how you interact with our Platform and features.
Device Data	Technical identifiers like IP address, device ID, or browser data.
Communication Data	Clients' queries, demo booking, reviews, and feedback records.

14. LEGAL BASIS FOR PROCESSING DATA

Kontextity collects and processes your personal data only when there is a valid legal reason to do so. These reasons, also known as lawful bases, ensure that your information is handled fairly, transparently, and in compliance with applicable data protection laws. The primary lawful bases under which we process your data are explained below:

- 14.1. **Consent:** Kontextity may process personal data based on the User's free, specific, informed, and unambiguous consent, including for communications such as product updates, newsletters, or marketing information. Users may withdraw their consent at any time through the contact details provided in this Privacy Policy.
- 14.2. **Legal Obligation:** Kontextity may process personal data where such processing is necessary to comply with applicable legal or regulatory requirements, including identity verification, record retention, compliance reporting, or lawful requests from governmental or regulatory authorities.
- 14.3. **Legitimate Use and Business Purposes:** Kontextity may process personal data for legitimate and lawful business purposes necessary to operate, secure, maintain, and improve the Platform, including system monitoring, security and fraud prevention, performance analytics, user support, and service enhancement, provided that such processing does not override the rights and interests of Users.

15. HOW WE USE YOUR INFORMATION

Kontexity collects and uses personal data solely for lawful, necessary, and transparent purposes connected with the operation and improvement of its AI-enabled product intelligence Platform. All information is processed responsibly and strictly in accordance with applicable data protection laws. The primary purposes for which personal data may be used are set out below:

- 15.1. **Platform Access and Service Delivery:** Personal data is used to enable access to the Platform, manage user accounts, authenticate authorized Users, and provide core features such as data integrations, dashboards, analytics, and automated insights. This also includes maintaining Platform security and ensuring reliable service performance.
- 15.2. **Communication and Support:** Kontexity may use contact and account-related information to communicate with Users regarding onboarding, product updates, technical support, service notifications, security alerts, and responses to inquiries or support requests.
- 15.3. **Platform Improvement and Analytics:** Usage data and interaction metrics may be analyzed to monitor system performance, identify usage patterns, enhance functionality, improve user experience, and develop new features. Such analysis supports product optimization and operational efficiency.
- 15.4. **Personalization and Operational Configuration:** Information may be used to customize Platform settings, preferences, alerts, and reports in accordance with the User's role, access level, and usage behavior, enabling more relevant insights and efficient workflows.
- 15.5. **Marketing and Business Communications:** Subject to applicable law and User consent where required, Kontexity may use contact details to share information relating to product updates, feature announcements, events, or other

communications relevant to the Platform. Users may opt out of non-essential communications at any time.

15.6. **Legal, Security, and Compliance Purposes:** Personal data may be processed to comply with legal obligations, enforce contractual terms, prevent fraud or misuse, ensure data security, respond to lawful requests, and maintain audit and compliance records

15.7. Kontextity ensures that personal data is used only to the extent necessary for the purposes outlined above, is protected through appropriate technical and organizational measures, and is processed in a manner consistent with applicable data protection laws.

16. **COOKIES AND TRACKING TECHNOLOGIES**

Kontextity uses cookies and similar tracking technologies to make your browsing experience smoother, more personalized, and more efficient. These tools help us understand how Users interact with our Platform, improve its overall functionality, and display content and services that are most relevant to your needs.

17. **What Are Cookies?**

Cookies are small text files that are automatically placed on your device, such as your computer, tablet, or smartphone, when you visit our Platform. These files help us recognize your browser or device on subsequent visits, store your preferences, and enhance your User experience. For example, cookies allow the Platform to remember your login details, language settings, or previous contact information so that you do not have to enter them each time you visit.

18. **TYPES OF COOKIES WE USE**

18.1. **Essential Cookies:** These cookies are strictly necessary for the core functioning of the Platform. They enable key features such as secure login, avail services, and inquire. Without these cookies, certain parts of the Platform may not work properly.

- 18.2. **Performance Cookies:** These cookies help us analyze how visitors use the Platform by collecting anonymous information such as the number of visitors, the most visited pages, and the source of Platform traffic. This data helps us understand User behavior and improve the platform's design and performance.
- 18.3. **Functional Cookies:** These cookies allow the Platform to remember your preferences, such as your language, location, or display settings, so that your experience is more convenient and customized when you return to the site.

19. **MANAGING COOKIES**

You can choose to disable or manage non-essential cookies by adjusting the settings in your web browser. Please note, however, that if you choose to block or delete certain cookies, some features of the Kontextity Platform, such as saved preferences or faster navigation, may not function as intended.

By continuing to browse or use our Platform without changing your cookie settings, you consent to the use of cookies and other tracking technologies in accordance with this policy.

20. **SHARING AND DISCLOSURE OF INFORMATION**

Kontextity does not sell or rent your personal data to third parties. However, we may share data in limited cases as described below:

- 20.1. **With Users:** Relevant User details (name, contact number, requirements, etc.) are shared to contact and manage inquiries.
- 20.2. **With Service Providers:** We may engage trusted third-party service providers to help us operate our platform efficiently and enhance your overall experience. These partners may assist us in areas such as payment processing, data analytics, Clients service, technical support, or marketing communication. Such entities are only given limited access to the information they need to perform their duties and are bound by strict confidentiality and data protection obligations.

- 20.3. For Legal or Regulatory Reasons: We may disclose information when required by law, court order, or governmental authority.
- 20.4. For Business Transfers: In the event of a merger, acquisition, or restructuring, User data may be transferred as part of the transaction.
- 20.5. With Your Consent: We may share information with other parties if you give explicit consent for such sharing.

21. DATA RETENTION

Kontextity retains personal data only for as long as necessary to fulfill the purposes for which it was collected, to provide the Platform and related support, or to comply with applicable legal and regulatory obligations. Account and usage data is generally retained for the duration of an active account and may be deleted, anonymized, or securely archived once the account is deactivated or upon a valid request, subject to lawful retention requirements. Communication and support records may be retained for service quality, audit, and compliance purposes and are securely deleted or anonymized after the applicable retention period.

22. DATA SECURITY

- 22.1. **Data Security Measures:** Kontextity implements reasonable and industry-standard technical and organizational safeguards to protect personal data against unauthorized access, loss, misuse, alteration, or disclosure. These measures include secure data transmission, controlled access to systems, and ongoing monitoring to maintain confidentiality and integrity of data.
- 22.2. **Access Controls and Audits:** Access to personal data is limited to authorized personnel and service providers on a need-to-know basis for legitimate operational purposes. Kontextity periodically conducts security reviews, audits, and risk assessments to identify and mitigate potential vulnerabilities.

- 22.3. **No Absolute Security Guarantee:** While Kontexity takes commercially reasonable steps to safeguard data, no digital system can be guaranteed to be completely secure. Users are responsible for maintaining the confidentiality of their login credentials and must promptly notify Kontexity of any suspected unauthorized access.
- 22.4. **User Data Protection Rights:** Subject to applicable law, Users may exercise the following rights in relation to their personal data:
- a) right to access personal data held by Kontexity;
 - b) right to correction or updating of inaccurate or incomplete data;
 - c) right to deletion of personal data, subject to legal or regulatory retention requirements;
 - d) right to withdraw consent for non-essential communications;
 - e) right to restrict or object to certain processing activities; and
 - f) right to data portability, where legally applicable.
- 22.5. **Exercising Rights:** Users may exercise their rights by contacting Kontexity's Grievance Officer/Data Protection Officer (DPO) at: admin@kontexity.com . Kontexity may verify the User's identity before processing any request.
- 22.6. **Response Time:** Kontexity will respond to valid requests within a reasonable timeframe and in accordance with applicable data protection laws, subject to the nature and complexity of the request.

23. **ELIGIBILITY AND AUTHORIZED USE**

The Platform is intended solely for use by individuals who are eighteen (18) years of age or older and who are authorized representatives of an organization or legal entity. If you are below eighteen (18) years of age, you must not access or use the Platform under any circumstances.

By accessing or using the Platform, you represent and warrant that you meet the above eligibility requirements. Kontexity does not knowingly collect personal

information from minors, and any data identified as having been collected from a minor shall be deleted in accordance with applicable law.

24. DATA TRANSFER OUTSIDE INDIA

24.1. Client data and personal information are primarily stored and processed in data centers located in the United States. Depending on the Client's location and operational requirements, data may be hosted in specific regions within the United States. Where required by regulatory, contractual, or Client-specific needs, Kontexity may enable data hosting or processing in additional regions, including EMEA or APAC, subject to appropriate technical and organizational safeguards and applicable data protection laws..

24.2. Where Client data is stored or processed in data centers located in the United States, or in additional regions such as EMEA or APAC based on regulatory or Client-specific requirements, Kontexity implements appropriate contractual, technical, and organizational safeguards to protect such data. These safeguards include data protection agreements, access controls, and industry-standard encryption and security measures, ensuring that personal information is handled in accordance with applicable data protection laws and protected against unauthorized access, misuse, or disclosure, irrespective of the hosting location.

25. TERMINATION OF ACCOUNT

25.1. Kontexity reserves the right to restrict, suspend, or terminate a User's access to the Platform, with or without notice, where the User is found to be in violation of these Terms, the Privacy Policy, or any other applicable Kontexity policies, including unauthorized use of the Platform, misuse of intellectual property, or breach of acceptable use standards.

25.2. Access may be suspended or terminated in cases involving suspected or actual fraudulent activity, unauthorized access attempts, security breaches, or any conduct

that threatens the integrity, confidentiality, or availability of the Platform or its systems.

- 25.3. Kontexity may take such action where the User's use of the Platform is non-compliant with applicable laws or regulations, including data protection, cybersecurity, or other laws governing digital services.
- 25.4. Kontexity may also terminate access where the Platform is used for unintended, deceptive, or abusive purposes, or in a manner that interferes with the normal operation of the Services.
- 25.5. Upon termination, the User's right to access the Platform, associated data, and features shall cease immediately, subject to any lawful data retention obligations. Kontexity reserves the right to pursue appropriate legal remedies in the event of serious or repeated violations.

26. Third-Party Sites

- 26.1. Kontexity's Platform may contain links to third-party Platforms, services, or external resources. These third-party platforms operate independently and are not governed by Kontexity's Privacy Policy. We do not control, endorse, or assume responsibility for the accuracy, security, or Privacy practices of such external websites.
- 26.2. Users are encouraged to review the Privacy policies of third-party websites before engaging with them or sharing personal Data. Kontexity shall not be liable for any loss, damages, or security risks arising from interactions with external platforms, including third-party payment processors, research publications, or industry-related services.

27. HACKING / CYBER FRAUDS

- 27.1. Kontexity enforces strict cybersecurity measures to protect Users from hacking attempts, phishing scams, and fraudulent activities. Unauthorized access, hacking,

Data breaches, or any attempt to compromise Kontexity's platform, product Data, or User accounts is strictly prohibited.

27.2. If any cyber fraud, unauthorized access, or suspicious activity is detected, Kontexity reserves the right to:

- a) Investigate and take immediate action, including restricting access or suspending accounts.
- b) Report incidents to relevant authorities, including law enforcement and cybersecurity agencies.
- c) Implement additional security measures, such as multi-factor authentication and stricter access controls.

28. USERS ARE ADVISED TO:

28.1. Refrain from sharing login credentials with unauthorized parties.

28.2. Report any suspected cyber fraud or hacking attempts to Kontexity at admin@kontexity.com

28.3. Exercise caution while interacting with third-party links, emails, or unverified requests for personal Data.

28.4. Any attempt to breach Kontexity's security, gain unauthorized access, or engage in fraudulent activities will result in strict legal action, including civil and criminal liabilities under applicable laws.

29. THIRD-PARTY LINKS AND WEBSITES

29.1. Our Platform may contain links to external websites or services.

29.2. Kontexity is not responsible for the content, practices, or privacy policies of such third-party sites.

29.3. We encourage you to review their policies before interacting or sharing personal data.

29.4. Any trademarks, logos, service marks, brand names, or proprietary identifiers displayed on or referenced through the Platform that are not owned by Kontexity are the property of their respective owners. Such references are made solely for identification, informational, or integration purposes only. Kontexity does not claim any ownership or rights over such third-party intellectual property.

30. COMMUNICATIONS AND MARKETING

Kontexity may send you communications via email, SMS, or notifications regarding:

- a) Inquiry confirmations and updates
- b) Service announcements or system alerts
- c) Marketing or promotional offers (only with your consent)
- d) You can opt out of non-essential marketing communications by following the “unsubscribe” link in the message or by contacting us directly.

31. GRIEVANCE REDRESSAL AND CONTACT INFORMATION

If you have any concerns, questions, or complaints regarding this Privacy Policy or the handling of your data, you may contact our Grievance Officer at:

Grievance Officer / Data Protection Officer

Email: admin@[kontexity.com](mailto:admin@kontexity.com)

We shall try to acknowledge your complaint within 48 hours and aim to resolve it within 30 days, in accordance with applicable legal requirements.

32. UPDATES TO THIS PRIVACY POLICY

32.1. Kontexity may update or modify this Privacy Policy periodically to reflect legal updates, changes in practices, or operational requirements.

- 32.2. The revised policy will be published on our Platform (website) with a new “Last Updated” date. Continued use of the Platform after such updates signifies your acceptance of the revised terms.

33. LIMITATION OF LIABILITY

While Kontexity takes all reasonable precautions to safeguard personal data, it shall not be liable for any unauthorized access, hacking, loss, or misuse of information beyond its reasonable control, including actions caused by third-party service providers or technical failures.

34. GOVERNING LAW AND JURISDICTION

This Privacy Policy shall be governed by and construed in accordance with the laws of India. Any disputes arising under or related to this Policy shall be subject to the exclusive jurisdiction of the courts in Pune, Maharashtra India.

35. YOUR CONSENT

By accessing or using the Kontexity Platform, submitting personal information, or continuing to engage with our services, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not agree with this Policy, please discontinue the use of our Platform immediately.