



## **Categories of Personal Information (including sensitive personal information) that we process:**

AmberTAG, Inc. may collect and process the following categories of personal information:

### **Information you provide directly:**

- Name
- Official email address
- Company name
- Job title / designation
- Contact number

### **Information collected through communications:**

- Interaction data such as email opens, reads, or deletions
- Engagement with hyperlinks, attachments, or videos
- Device information such as browser type, IP address, device identifiers, and approximate location inferred from IP address.

### **Information collected through events or interactions:**

- Professional details (as listed above)
- IP address and browser version
- Cookies and similar technologies
- Audio or video recordings during meetings, webinars, or events, where permitted by applicable law and with notice where required.

### **Use of your Personal Information:**

We use your Personal Information for the following purposes:

- To communicate with clients, partners, and prospective customers
- To provide relevant business, product, and service information
- To respond to inquiries, requests, or support needs
- To manage event participation and related communications

### **Legal Basis of processing:**

We process personal information based on:

- We process personal information where necessary for our business operations, contractual obligations, legal compliance, or based on your consent where required.

### **Consequences of not providing Personal Information**



If you choose not to provide required personal information, we may be unable to process your request or provide certain services.

## **Data Sharing and Disclosure**

**AmberTAG, Inc.** does not sell personal information.

### **We may share personal information with:**

- **AmberTAG, Inc.** affiliates and subsidiaries
- Business partners and service providers
- Authorized third-party vendors and contractors

### **We may also disclose personal information:**

- To comply with legal obligations
- To regulatory authorities and law enforcement agencies

## **Data Recipients/Accessible to:**

Personal information may be accessed or shared with:

- Authorized personnel within **AmberTAG, Inc.** its subsidiaries, and affiliates
- Service providers (including cloud and infrastructure providers)
- Business partners and consultants
- Regulatory authorities, law enforcement agencies, and government bodies (where required)
- Auditors (internal and external)
- Clients, where required under contractual obligations

## **Your Rights (as per applicable data privacy laws) :**

Subject to applicable data protection laws, you may have the right to:

- Access, correct, or delete your personal information
- Object to or restrict certain processing activities
- Request a copy of your personal data

To exercise your rights, please contact: [privacy@ambertag-inc.com](mailto:privacy@ambertag-inc.com)

## **Secondary Purpose:**

If we intend to use your personal information for purposes not covered in this notice, we will provide an updated notice and obtain consent where required by law.

## **Data Security:**



**AmberTAG, Inc.** implements appropriate administrative, technical, and physical safeguards to protect personal information against unauthorized access, disclosure, alteration, or destruction.

### **Data Retention:**

Personal information is retained only for as long as necessary to fulfill the purposes outlined in this notice, unless a longer retention period is required or permitted by law. Data is securely deleted when no longer required.

### **Contact and Complaints**

If you have concerns about how your data is handled, you may contact your local data protection authority in accordance with applicable regulations.

For questions or requests, please contact: [privacy@ambertag-inc.com](mailto:privacy@ambertag-inc.com)

### **Updates to This Notice**

**AmberTAG, Inc.** may update this Privacy Notice from time to time. Updated versions will be posted on our website. Our commitment to protect data privacy will always continue to remain.