**Privacy Policy**

**Effective Date:** 29.05.2025

Interactive Tech Limited ("Interactive Tech", "we", "us", "our") is committed to protecting the privacy of our users and visitors. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website (the “Website”).

By using our Website, you agree to the terms of this Privacy Policy.

**2. How We Use Your Information**

We use the personal information we collect for a range of legitimate business purposes, including but not limited to:

* **Service Delivery:** To provide you with access to our Website and services, including processing requests, responding to inquiries, and offering tailored software development solutions.
* **Customer Support:** To respond to your questions, resolve issues, and ensure the proper functioning and security of our Website.
* **Business Communication:** To contact you regarding your business needs, project opportunities, service updates, or administrative matters.
* **Marketing and Promotions:** If you opt-in, to send newsletters, service offers, event invitations, case studies, or other promotional content that may be relevant to you.
* **Analytics and Improvements:** To monitor usage patterns, diagnose problems, analyze trends, and improve the functionality, performance, and user experience of the Website.
* **Personalization:** To present content and services tailored to your interests or based on your past interactions with our Website.
* **Legal Compliance:** To comply with applicable laws, regulations, legal processes, or enforceable governmental requests.
* **Fraud Prevention and Security:** To detect, prevent, and address technical issues, security threats, or potentially fraudulent activity.

We will not use your information for purposes that are incompatible with those described in this Privacy Policy without your consent.

**3. Legal Bases for Processing (for EU Users)**

If you are located in the European Economic Area (EEA), we process your personal data only when there is a lawful basis under the General Data Protection Regulation (GDPR). These bases include:

* **Consent:** When you have given us clear permission to process your personal data for a specific purpose, such as subscribing to our newsletter or receiving promotional emails.
* **Contractual Necessity:** When processing is necessary to perform a contract with you or to take steps at your request before entering into a contract (e.g., responding to a service inquiry).
* **Legal Obligation:** When we are required to process your data to comply with a legal or regulatory obligation, such as maintaining financial records or responding to lawful government requests.
* **Legitimate Interests:** When we process your data to pursue our legitimate business interests (e.g., marketing our services, improving our Website, preventing fraud), provided that these interests do not override your rights and freedoms.
* **Vital Interests:** In rare cases, when processing is necessary to protect your vital interests or those of another person.

You have the right to withdraw your consent at any time where processing is based on consent, without affecting the lawfulness of processing based on consent before its withdrawal.

**4. Sharing of Information**

We treat your personal data with care and do not sell it to third parties. However, we may share your data with trusted third parties in the following situations:

* **Service Providers and Vendors:** We may engage third-party service providers to support our business operations, such as cloud hosting, data analytics, CRM systems, email marketing platforms, and payment processors. These providers may have access to your personal information only to perform services on our behalf and under strict confidentiality obligations.
* **Business Transfers:** In the event of a merger, acquisition, reorganization, or sale of assets, your personal data may be transferred as part of the transaction, subject to standard confidentiality and data protection requirements.
* **Legal Requirements and Protection:** We may disclose your information if required to do so by law or if we believe such action is necessary to (i) comply with a legal obligation, (ii) protect and defend our rights or property, (iii) prevent or investigate possible wrongdoing in connection with the Website, (iv) protect the safety of users or the public, or (v) protect against legal liability.
* **With Your Consent:** We may share your data with third parties when you explicitly consent to such sharing for specific purposes.

We require all recipients of your data to handle it securely and in accordance with applicable privacy and data protection laws.

**5. Data Retention**

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected, including:

* **Business Relationship Duration:** For the duration of our business relationship with you, plus a reasonable period thereafter to fulfill our contractual and legal obligations.
* **Legal and Regulatory Compliance:** To comply with record-keeping requirements under applicable laws (e.g., tax, accounting, or audit obligations).
* **Marketing and Communication:** If you have opted into receiving marketing communications, we will retain your data until you opt out or request deletion.
* **Security and Fraud Prevention:** To maintain logs and audit trails necessary for website integrity and security.

Once your information is no longer needed, we will delete it securely or anonymize it so that it can no longer be associated with you.

If you wish to request the deletion of your personal information earlier, you may do so by contacting us directly (see Section 13).

**6. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to enhance your experience on our Website, improve performance, and gather analytics. By using the Website, you consent to the use of these technologies in accordance with this Policy.

**What Are Cookies?**

Cookies are small text files placed on your device when you visit a website. They allow us to recognize your browser and remember certain information between sessions.

**Types of Cookies We Use:**

* **Essential Cookies** – Required for the Website to function properly, such as enabling navigation and access to secure areas.
* **Performance Cookies** – Help us understand how users interact with the Website by collecting data such as page visits, time on site, and bounce rates.
* **Functional Cookies** – Enable the Website to remember your preferences (e.g., language, region) for a more personalized experience.
* **Analytics Cookies** – Used by tools like Google Analytics to measure and analyze traffic, user behavior, and Website performance.
* **Marketing Cookies** – May be used to deliver targeted advertisements based on your browsing activity across different websites.

**Managing Cookies:**

You can manage or disable cookies through your browser settings. Please note that disabling certain cookies may affect the functionality and performance of the Website.

**7. Your Rights and Choices**

Depending on your jurisdiction (especially if you are in the EU/EEA or UK), you may have the following rights regarding your personal data:

**Your Rights:**

* **Right to Access** – Request a copy of the personal data we hold about you.
* **Right to Rectification** – Request correction of inaccurate or incomplete data.
* **Right to Erasure** – Request deletion of your data (“right to be forgotten”), under certain conditions.
* **Right to Restrict Processing** – Request that we limit the processing of your data in specific circumstances.
* **Right to Object** – Object to processing based on our legitimate interests or for direct marketing purposes.
* **Right to Data Portability** – Receive your data in a structured, commonly used format and transfer it to another controller.
* **Right to Withdraw Consent** – Withdraw any previously given consent at any time.

**How to Exercise Your Rights:**

To exercise any of the above rights, please contact us at **legal@in-tech.ltd** with a clear description of your request. We may need to verify your identity before processing your request.

We will respond within the timeframes required by applicable law, typically within 30 days.

**8. International Transfers**

We are a globally operating company. Your personal information may be stored, processed, and transferred to countries outside your jurisdiction, including the United States, the European Union, and other countries where we or our service providers maintain operations.

**Safeguards for International Transfers:**

To ensure that your personal information is adequately protected when transferred internationally, we implement one or more of the following safeguards:

* **Standard Contractual Clauses (SCCs):** Approved by the European Commission for data transfers from the EEA.
* **Data Processing Agreements (DPAs):** Signed with all processors handling EU/UK data.
* **Adequacy Decisions:** Transfers to countries recognized by the European Commission or relevant authorities as providing adequate data protection.
* **Technical and Organizational Measures:** Including encryption, access controls, and secure hosting infrastructure.

By using the Website and submitting your data, you acknowledge and agree to the international transfer and processing of your information as described.

**9. Security**

We take the security of your personal information seriously and implement a range of technical and organizational measures to safeguard it against unauthorized access, disclosure, alteration, or destruction.

**Our Security Measures Include:**

* **SSL Encryption:** All data exchanged between your browser and our Website is encrypted using industry-standard SSL/TLS protocols.
* **Access Controls:** Internal access to your data is strictly limited to authorized personnel on a need-to-know basis.
* **Data Minimization:** We collect only the information necessary for the purposes outlined in this Privacy Policy.
* **Regular Monitoring:** We monitor our systems for vulnerabilities and suspicious activity to proactively prevent breaches.
* **Secure Hosting:** Our infrastructure is hosted with reputable providers that comply with international data security standards, such as ISO 27001 and SOC 2.

Despite our efforts, no security measure is completely infallible. If we detect a data breach that poses a high risk to your rights or freedoms, we will notify you and the appropriate authorities without undue delay, as required by law.

**10. Third-Party Links**

Our Website may contain links to third-party websites, services, or content that are not operated or controlled by **Interactive Tech**. These links are provided solely for your convenience and reference.

We do not have control over the privacy practices or the content of these third-party websites and are not responsible for how they collect, use, or disclose your personal data. Accessing these third-party sites is at your own risk, and their terms, policies, and practices will apply to any information you provide to them.

We encourage you to carefully review the privacy policies of any third-party sites you visit, especially before providing any personal information.

Examples of third-party integrations may include:

* Social media platforms
* External analytics services
* Embedded content

**Interactive Tech** disclaims any liability for the actions, policies, or content of such external sites or services.

**11. Children’s Privacy**

Our Website and services are intended for a professional, business-oriented audience and are not directed to individuals under the age of 16 (or the equivalent minimum age in your jurisdiction).

We do not knowingly collect or solicit personal data from children. If we become aware that we have inadvertently collected personal information from a child without verified parental consent, we will take steps to delete that information as soon as reasonably possible.

If you believe that a child under the age of 16 has provided us with personal information, please contact us at **legal@in-tech.ltd** so that we can investigate and take appropriate action.

Parents and legal guardians are encouraged to monitor their children’s online activities and to help enforce this Policy by instructing children never to provide personal data through our Website without permission.

**12. Changes to This Privacy Policy**

We may update or revise this Privacy Policy from time to time to reflect changes in our practices, technologies, legal obligations, or for other operational, legal, or regulatory reasons.

When we make changes, we will:

* Update the “Effective Date” at the top of the Policy
* Post the updated version on our Website in a clearly accessible location
* Notify you of significant or material changes through prominent banners, pop-up messages, or direct communication (e.g., email), where appropriate

Your continued use of the Website after the updated Privacy Policy is posted constitutes your acceptance of the changes. If you do not agree to the revised Policy, you should stop using the Website and request the deletion of your data if applicable.

We encourage you to review this Privacy Policy regularly to stay informed about how we are protecting your information.

If you have any questions or concerns about changes to this Privacy Policy, please contact us directly using the details in Section 13 (Contact Us).

**13. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

**Email:** legal@in-tech.ltd
**Address:** 58 Rafail Santi, 6052, Larnaca, Cyprus