

PRIVACY POLICY

Effective Date: 18 June 2025

This Privacy Policy ("Policy") sets forth the principles and practices of Esdras Consultants ("we," "us," or "our") regarding the collection, use, storage, and protection of personal and business information provided by clients and users of our services. By engaging with us, you consent to the practices described herein.

1. INFORMATION WE COLLECT

1.1 Personal Information

We collect personal and business information necessary for project execution and client communication, including:

- Full names and contact details
- Email addresses and phone numbers
- Company names, designations, and relevant business information
- Billing, invoicing, and payment details
- Client-provided intellectual property related to project execution

1.2 Technical and Usage Information

We may collect technical data for service enhancement and diagnostics, including:

- IP addresses and browser data
 - Analytics and behavioral usage data (via tools such as Google Analytics, Facebook Pixel)
 - Information submitted through contact forms, service requests, and newsletter subscriptions
 - Cookie and pixel-based tracking data
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2. HOW WE USE YOUR INFORMATION

The information collected is used for the following purposes:

- Execution and delivery of contracted services

- Communication regarding ongoing and future projects
 - Billing, accounting, and contract management
 - Promotional and marketing communication (opt-out available)
 - Internal analysis, research, and service improvements
 - Inclusion in testimonials, portfolios, and case studies (with prior consent)
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3. DATA SHARING AND DISCLOSURE

3.1 Third-Party Access

We do not share client information with external parties without prior consent, except where necessary to fulfill contractual obligations. Where applicable, all third-party partners are required to maintain equivalent confidentiality and data protection standards.

3.2 Service Providers

We may share limited information with the following service providers strictly for operational purposes:

- Email and communication platforms
 - Project management and collaboration tools
 - Payment gateways and banking services (e.g., Wise, RazorPay, Skydo, PayPal, ICICI Bank)
 - Website builders, design suites, and VOIP providers
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4. DATA STORAGE AND SECURITY

4.1 Storage Locations

Client data is stored in secure cloud-based platforms, with local server storage utilized only when required for specific deliverables.

4.2 Security Protocols

We implement the following security safeguards:

- Access restricted to authorized personnel only
- Use of official email and communication channels for project exchange
- Daily backups and disaster recovery protocols

- Secure device and workstation policies

4.3 Data Retention

Client data is retained for the duration of service engagement. Upon project completion, relevant data may be archived securely for up to six (6) months, unless otherwise required for legal, audit, or service continuity purposes.

4.4 International Transfers

Where applicable, data may be transferred internationally through secure email and collaboration platforms. We ensure appropriate security controls for all such transfers.

5. YOUR RIGHTS AND CHOICES

5.1 Access and Correction

Clients may request access to, correction, or deletion of their personal data by contacting us via the email address provided below. We will respond within a reasonable timeframe.

5.2 Marketing Opt-Out

Clients may opt out of receiving promotional content by following the unsubscribe link in marketing emails or by contacting us directly.

5.3 Breach Notification

In the event of a data breach, we will promptly isolate affected systems, notify affected parties, and initiate legal and technical recovery procedures.

6. COMPLIANCE AND LEGAL OBLIGATIONS

We comply with applicable privacy and data protection laws, including but not limited to the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and relevant Indian data protection laws, as applicable to client jurisdiction.

7. COOKIES AND TRACKING TECHNOLOGIES

Our website uses cookies and similar tracking technologies to enhance user experience, analyze traffic, and support marketing efforts. By using our website, you consent to our use of cookies unless disabled in your browser settings.

8. LINKS TO THIRD-PARTY WEBSITES

Our website may contain links to third-party websites or platforms. We are not responsible for the content, policies, or practices of such third-party websites. Users are encouraged to review the privacy policies of any third-party sites they visit.

9. CHILDREN'S PRIVACY

We do not knowingly collect personal data from individuals under the age of eighteen (18). If such information is inadvertently collected, it will be securely deleted upon discovery.

10. POLICY UPDATES

We reserve the right to modify this Privacy Policy at any time. Material changes will be notified via email or through prominent updates on our website. Clients are encouraged to review this policy periodically.

11. GOVERNING LAW

This Privacy Policy shall be governed by and construed in accordance with the laws of India. Any disputes shall be subject to the exclusive jurisdiction of Indian courts.

12. CONTACT INFORMATION

For any inquiries, requests, or concerns related to this Privacy Policy or data handling practices, please contact:

Data Protection Officer: Ezra Kumar

Email: ezrakumar@esdras.in

By continuing to engage with our services, you acknowledge that you have read, understood, and agreed to this Privacy Policy.