



# Privacy Policy

Effective Date: 9 July 2024

## 1. Introduction

Welcome to ForteUnity. This Privacy Policy details how we collect, use, and protect your information. By using our website, applications, and services, you agree to the terms of this Privacy Policy.

## 2. Information We Collect

### 2.1 Personal Information

We collect personal information that you provide directly to us. This includes, but is not limited to:

- Name
- Email address
- Postal address
- Phone number
- Payment information
- Social media handles
- Job title and company
- Any other information you choose to provide

### 2.2 Information Collected Automatically

When you interact with our services, we automatically collect certain information about your device and usage. This includes:

- IP address
- Device type and identifiers
- Browser type and version

- Operating system
- Referring URLs
- Pages viewed
- Links clicked
- Time and date of visits
- Time spent on pages
- Search queries

## 2.3 Cookies and Tracking Technologies

We use cookies, web beacons, and similar technologies to collect information about your interactions with our services. This information helps us:

- Understand user behavior
- Personalize your experience
- Analyze trends
- Administer our services
- Improve our content and offerings
- Deliver targeted advertisements

You can control cookies through your browser settings. However, disabling cookies may affect your experience and the functionality of our services.

## 3. How We Use Your Information

We use the information we collect for a variety of purposes, primarily to enhance our services and marketing efforts. This includes:

### 3.1 Service Delivery

- Processing your subscriptions and purchases
- Managing your account
- Providing customer support
- Facilitating event registrations
- Communicating with you about our services

### 3.2 Improvement and Development

- Analyzing usage data to improve our website and services
- Conducting research and analytics
- Developing new features and offerings

### 3.3 Marketing and Communications

- Sending promotional materials and newsletters
- Displaying targeted advertisements
- Personalizing content and advertising based on your preferences

### 3.4 Legal Compliance

- Ensuring compliance with legal obligations
- Responding to legal requests and proceedings
- Protecting our rights, property, and safety, as well as that of our users and the public

## 4. Information Sharing and Disclosure

We may share your information with third parties in the following circumstances:

### 4.1 Service Providers

We engage third-party service providers to perform functions on our behalf, such as payment processing, data analysis, email delivery, hosting services, and marketing assistance. These providers have access to your information as necessary to perform their functions but are contractually obligated to protect your information.

### 4.2 Business Partners

We may share information with our business partners for joint marketing efforts or other purposes consistent with this Privacy Policy.

### 4.3 Legal Requirements

We may disclose your information if required to do so by law or in response to a valid request by a governmental authority, including meeting national security or law enforcement requirements.

### 4.4 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred to the new owner. We will notify you of such changes and any choices you may have regarding your information.

## 5. Data Retention and Security

### 5.1 Data Retention

We retain your information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. This includes retaining your information for:

- The duration of your account
- The duration necessary to provide you with services
- Compliance with our legal obligations
- Resolution of disputes
- Enforcement of our agreements

## 5.2 Data Security

We implement reasonable security measures to protect your information from unauthorized access, use, and disclosure. However, no security system is impenetrable, and we cannot guarantee the absolute security of your information.

## 6. International Data Transfers

Your information may be transferred to, and maintained on, computers located outside of your state, province, country, or other governmental jurisdiction where data protection laws may differ. By using our services, you consent to such transfers.

## 7. Your Choices and Rights

### 7.1 Access and Update Information

You can access and update your personal information by logging into your account or contacting us at [Insert Contact Email]. We may require verification of your identity before fulfilling your request.

### 7.2 Opt-Out of Communications

You can opt-out of receiving promotional emails from us by following the unsubscribe instructions provided in those emails or by contacting us directly. Even if you opt-out of receiving promotional communications, we may still send you non-promotional messages related to your account or our ongoing business relationship.

### 7.3 Cookies

You can control and manage cookies through your browser settings. However, disabling cookies may limit your ability to use certain features of our services.

## 8. Children's Privacy

Our services are not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected information from a child under 13, we will take steps to delete such information.

## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new policy on our website and updating the effective date. Your continued use of our services after the changes take effect constitutes your acceptance of the revised policy.

## 10. Contact Us

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

ForteUnity  
legal@amrsy.com

## 11. Detailed Information on Data Processing

### 11.1 Data Controllers and Processors

We act as the data controller for the information we collect, and we may also act as a data processor for certain services provided to third parties.

### 11.2 Legal Basis for Processing

We process your information based on the following legal grounds:

- Your consent
- Performance of a contract
- Compliance with legal obligations
- Legitimate interests pursued by us or a third party

### 11.3 Automated Decision-Making

We may use automated decision-making processes, including profiling, to provide personalized content and advertisements. You have the right to object to automated decision-making and request human intervention.

### 11.4 Data Protection Officer

We have appointed a Data Protection Officer (DPO) to oversee our data protection practices. You can contact our DPO at [Insert DPO Contact Email] for any data protection-related inquiries.

## 12. Special Categories of Personal Data

We may collect and process special categories of personal data, such as information about your health, race, ethnic origin, political opinions, religious beliefs, or sexual orientation, where you provide such information voluntarily or where required by law.

### 13. Third-Party Links

Our website and services may contain links to third-party websites. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review the privacy policies of any third-party sites you visit.

### 14. Governing Law and Dispute Resolution

This Privacy Policy is governed by the laws of Gurgaon, Haryana, India. Any disputes arising out of or related to this Privacy Policy shall be resolved through binding arbitration in Gurgaon, Haryana, India, in accordance with the rules of Indian/Haryana Judicial System.

### 15. Do Not Track Signals

Some web browsers may transmit "Do Not Track" signals to websites. Our website does not respond to "Do Not Track" signals at this time. We may revisit this policy if a clear industry standard emerges.

### 16. Contact Information

If you have any questions or concerns about this Privacy Policy, or if you would like to exercise your rights, please contact us at:

ForteUnity  
legal@amrsy.com

### 17. Additional Information

#### 17.1 Data Accuracy and Completeness

You are responsible for ensuring that the information you provide to us is accurate, complete, and up-to-date. We are not responsible for any issues or damages arising from inaccurate, incomplete, or outdated information provided by you.

#### 17.2 Limitation of Liability

To the maximum extent permitted by law, ForteUnity shall not be liable for any direct, indirect, incidental, special, consequential, or punitive damages, or any other damages of any kind,

arising out of or related to your use of our services, or your inability to use our services, even if we have been advised of the possibility of such damages.

### 17.3 Indemnification

You agree to indemnify, defend, and hold harmless ForteUnity, its affiliates, officers, directors, employees, agents, and licensors from and against any claims, liabilities, damages, judgments, awards, losses, costs, expenses, or fees (including reasonable attorneys' fees) arising out of or relating to your violation of this Privacy Policy or your use of our services.

### 17.4 Entire Agreement

This Privacy Policy constitutes the entire agreement between you and ForteUnity regarding the collection, use, and disclosure of your information. It supersedes any prior agreements or understandings, whether written or oral, relating to the subject matter of this Privacy Policy.

### 17.5 Severability

If any provision of this Privacy Policy is found to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.

### 17.6 Waiver

No waiver of any term or condition of this Privacy Policy shall be deemed a further or continuing waiver of such term or condition or any other term or condition, and any failure to assert a right or provision under this Privacy Policy shall not constitute a waiver of such right or provision.

### 17.7 Assignment

You may not assign your rights or obligations under this Privacy Policy without our prior written consent. We may assign our rights and obligations under this Privacy Policy at any time without notice to you.

### 17.8 Headings

The section headings in this Privacy Policy are for convenience only and have no legal or contractual effect.

By using our services, you acknowledge that you have read, understood, and agreed to be bound by this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not use our services.