Privacy Policy

This Privacy Policy describes how ReplyZen ("ReplyZen", "we", "us", "our") collects, uses, and shares information in connection with your use of our websites (including replyzen.ai), services, products, and applications (collectively, the "Services"). This Privacy Policy does not apply to information our customers may process when using the Services.

We recommend that you read this Privacy Policy in full to ensure you are fully informed. If you have any questions about this Privacy Policy or ReplyZen's data collection, use, and disclosure practices, please contact us.

What Information Do We Collect?

Information You Provide:

- **Account Registration:** Contact information, such as name, company name, address, email address, and phone number, provided during account registration.

- **Communications:** Additional information provided when you contact us, including message contents and attachments.

Information We Collect Automatically:

- **Cookies and Tracking:** Data such as IP address, geo-location, browser type, operating system, and interaction with our Services.

- **Usage Data:** Information about how you use features of our Services, including frequency of visits and functionality usage.

Information From Third Parties:

- **Third-Party Accounts:** Data from accounts linked to our Services, such as authentication tokens.

- **Third-Party Partners:** Publicly available information combined with existing data about you.

How Do We Use Information?

We use the collected information to:

- Provide, operate, and maintain our Services.

- Improve and personalize user experience.

- Develop new products and features.

- Communicate with users, including updates, marketing, and promotional purposes.

- Ensure compliance with legal obligations.

How Do We Share Information?

We may share information with:

1. **Vendors and Service Providers:**

   ◦ **Supabase:** Primary database and authentication service managing user data, team information, and application state.

   ◦ **OpenAI:** Provides natural language processing for comment analysis, response generation, and moderation. OpenAI retains data for 30 days for operational purposes unless a zero-retention policy is activated.

   ◦ **PostHog:** User analytics, event tracking, and feature usage monitoring.

   ◦ **Google Tag Manager:** Tracks events, conversions, and marketing analytics.

   ◦ **Resend:** Manages transactional emails, including notifications and team invitations.

   ◦ **Paddle:** Handles payment processing, subscriptions, and invoicing.

2. **Social Media Integrations:**

   ◦ **Facebook & Instagram:** Page management, account connections, and webhook subscriptions for updates.

3. **Infrastructure Providers:**

   ◦ **Hetzner:** Hosts application servers in the EU.

   ◦ **Vercel:** Hosts the frontend application and handles serverless functions globally.

4. **Aggregate Information:** Shared in de-identified forms.

5. **Business Transfers:** Shared during mergers, acquisitions, or similar transactions.

6. **Legal Requirements:** Disclosed to comply with laws, regulations, or governmental requests.

7. **With Consent:** Shared with your explicit permission.

How Do We Protect Information?

• **Data Security:** Measures include encryption, secure storage, and restricted access.

• **Payment Information:** Processed securely by Paddle; we do not store credit card details.

How Do You Access Your Information?

Registered users can access account-related information via the Services or support widget. Updates to personal data may be restricted in cases of legal or contractual obligations.

Third-Party Services

ReplyZen integrates with third-party services, which may have their own privacy practices. Please review their privacy policies for more information.

Changes to This Privacy Policy

This Privacy Policy may be updated periodically. Changes will be posted on our website, and significant updates will be communicated via email or other channels.

For any inquiries, please contact us at support@replyzen.ai.