Data Use Policy

Obtan Technologies Private Limited ("Loop" or "Looppanel") is committed to building a strong and long-lasting relationship with users based on trust and clarity. Part of this commitment means safeguarding and respecting your data and privacy via our Data Use Policy which applies to all users of the Loop product.

Data Loop Has Access To

Loop receives the following data while carrying out services:

1. **Product Usage Data:** This consists of user credentials, login details, IP addresses, access times and dates, and other product analytics data that can be used to improve the products and services of Loop.
2. **User Content:** This consists of content users upload onto the Loop product, such as project data, transcripts, notes, tags, or any other information voluntarily uploaded by users onto the Loop platform.
3. **User Feedback:** This consists of feedback offered by the user to the Loop team in verbal or written communication such as on a phone call, Slack message, email, or as a response to a questionnaire or survey.

How Loop Uses Data

1. **To Provide Access to Services:** Loop may use product usage or user content data in the process of providing users access to services.
2. **To Improve Loop's Product & Services:** Loop may use data to improve the quality of products and services offered to users.
3. **For Customer Communication:** Loop may use user data such as email addresses, phone numbers, or social media accounts to contact users and communicate with them.
4. **For Troubleshooting Purposes:** Loop may use user data to troubleshoot and resolve technical concerns or issues.
5. **For Customer Support:** Loop may access user data to provide appropriate customer support services.
6. **For Internal Record Keeping:** Loop may store user data logs, product analytics data, and user feedback for internal record keeping.

Data Shared by Loop

Loop may share data with other third parties in order to carry out services for the user. This includes:

1. **Storage of Data:** Loop may use secure third party storage services such as Amazon Web Services or Google Cloud Platform to store user data required for services.

2. **Integrations:** In case of product integrations, Loop may share user data with other organizations such as Slack, Miro, and Google in order to transfer user data into said tools.

Data Storage, Transfer, and Encryption

Loop is committed to ensuring that user content provided is securely stored and managed. For this reason, Loop only uses industry-leading data storage providers such as Amazon Web Services (AWS) and Google Cloud Platform (GCP).

You can find details of the data security policies of AWS and GCP below:

- **AWS S3**
- **Google Cloud**

To ensure data security, Loop only uses services which encrypt data using HTTPS when transmitted and Advanced Encryption Standard (AES-256) when at rest.

Data Retention Policy

Data deleted from Loop (such as transcripts, tags, notes, etc.) are marked for deletion for 30 days, during which time they can be restored. After this period, data is permanently deleted from Loop's systems.

Your Rights

If you have agreed to Loop collecting and using your data by using our products or services, you may withdraw consent at any time by contacting us at support@looppanel.com. This may affect your ability to use Loop's products and services.