

Data Use Policy

Obtan Technologies Private Limited (“UserHop”) 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 UserHop product.

Data UserHop Has Access To

UserHop 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 UserHop.
2. **Messaging Content:** This consists of content (text or audio messages) users type into the UserHop platform or receive from their customers on the UserHop platform.
3. **User Feedback:** This consists of feedback offered by the user to the UserHop 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 UserHop Uses Data

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

Data Shared by UserHop

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

1. **Storage of Data:** UserHop 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, UserHop may share user data with other organizations such as Slack and Google in order to transfer user data into said tools.

Data Storage, Transfer, and Encryption

UserHop is committed to ensuring that messaging content provided is securely stored and managed. For this reason, UserHop 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, UserHop 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 UserHop (such as messaging content) are marked for deletion for 30 days, during which time they can be restored. After this period, data is permanently deleted from UserHop's systems.

Your Rights

If you have agreed to UserHop 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 UserHop's products and services.