

Privacy Policy

This Privacy Policy explains how Parvathy AI Pvt. Ltd. (“Parvathy AI,” “we,” “us,” or “our”) collects, uses, discloses, and safeguards personal information when you visit ParvathyAI.com, request an AI audit, submit a package inquiry, onboard to Atlas, sign in to your account, or engage our AI automation and agentic workflow services.

Effective date: 1st June, 2026

<https://www.parvathyai.com>

1. Introduction

Parvathy AI Pvt. Ltd. (trading as Parvathy AI) is an enterprise-grade AI Automation Agency operating in the International Business Region. We design, deploy, and operate autonomous agent systems, custom LLM workflows, RAG pipelines, and integrations for B2B clients worldwide. Because our services rely on artificial intelligence and large language models (LLMs), we handle personal and business data with heightened care.

This policy applies to visitors of our website, prospective customers, clients, end-users of systems we operate on a client's behalf (where applicable), and individuals who contact us. For website and marketing activities, Parvathy AI Pvt. Ltd. is the data controller. If you are a client, additional data processing terms may apply under your service agreement or Data Processing Agreement (DPA), in which case you are typically the controller and Parvathy AI acts as a processor.

2. Information We Collect

We may collect the following categories of information:

- **Contact & identity data** — name, email address, mobile number, company name, job title, and communication preferences submitted via AI audit forms, Atlas onboarding, Buy Package requests, sales inquiries, or support channels
- **Account data** — if you sign in with Google through our dashboard, we receive your name, email address, and profile information from your identity provider via Supabase Auth
- **Business & operational data** — workflow requirements, CRM/ERP metadata, integration credentials (stored securely), process documentation, and configuration data needed to build or operate automations
- **AI interaction data** — prompts, agent inputs/outputs, conversation logs, voice transcripts, and retrieval context used by agents we deploy, where such data is processed to deliver the service
- **Technical & usage data** — IP address, browser type, device identifiers, pages viewed, referral URLs, and diagnostic logs collected through our website and hosted infrastructure
- **Payment & billing data** — billing contact details and transaction references processed by our payment providers (we do not store full payment card numbers on our servers).

3. How We Use Information

We use personal information to:

- Provide, configure, monitor, and improve AI automation and agentic services.
- Respond to inquiries, deliver AI audits, process package requests, and manage Atlas onboarding.
- Authenticate dashboard users and maintain account sessions.
- Integrate with client systems (e.g., CRM, ERP, messaging platforms) as authorized.
- Train, fine-tune, or configure models only where permitted by contract and applicable law.
- Maintain security, detect abuse, and troubleshoot platform performance.
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Comply with legal obligations and enforce our Terms of Service.

- Send service-related communications; marketing only with consent where required.

4. AI, LLM & Automated Processing

Our services use AI systems—including third-party LLM providers such as OpenAI and Anthropic, custom fine-tuned models, voice synthesis platforms, and retrieval-augmented generation (RAG)—to automate business workflows. Automated processing may include lead qualification, customer support resolution, document summarization, and orchestration across integrated SaaS tools.

Important limitations: AI outputs may be inaccurate, incomplete, or unsuitable for high-stakes decisions without human review. We design systems with human-in-the-loop controls where appropriate, but clients remain responsible for validating outputs used in regulated or consequential contexts unless contractually agreed otherwise.

Unless explicitly agreed in writing, we do not use client proprietary data to train public foundation models. Enterprise and private-deployment options may keep inference and embeddings within client-controlled or air-gapped infrastructure.

5. Legal Bases for Processing (GDPR)

Where the GDPR or UK GDPR applies, we process personal data on one or more of the following bases:

- Contract — to perform services you or your organization requested.
- Legitimate interests — to secure our platform, improve services, and communicate about relevant offerings, balanced against your rights.
- Consent — for optional marketing, certain cookies, or processing you explicitly authorize.
- Legal obligation — to comply with applicable laws, tax, or regulatory requirements.

When we process data on behalf of a client, the client is typically the data controller and Parvathy AI acts as a processor under a DPA.

6. Sharing & Subprocessors

We do not sell personal information. We may share data with:

- Cloud and hosting providers (e.g., Vercel, AWS, GCP, Azure) for our website, APIs, and agent infrastructure.
- Authentication and database services (Supabase) for optional Google sign-in and account data.
- Email delivery providers (Resend) for transactional notifications from forms and onboarding flows.
- LLM and AI API providers (e.g., OpenAI, Anthropic) for inference and embeddings.
- Voice and communications vendors (e.g., ElevenLabs, Azure Neural Voice, WhatsApp/Telegram/Instagram APIs where configured).
- Integration partners you authorize (Salesforce, HubSpot, Slack, Notion, Zapier, Make, and similar).
- Professional advisors, auditors, and legal counsel under confidentiality.
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Authorities when required by law or to protect rights, safety, and security.

Subprocessors are bound by contractual data protection obligations consistent with our security program and applicable privacy law.

7. International Data Transfers

As an India-incorporated company serving the International Business Region, Parvathy AI may process data in the United States, India, the European Economic Area, and other regions where we or our subprocessors operate. Where required, we implement appropriate safeguards such as Standard Contractual Clauses (SCCs), supplementary measures, and data residency options for enterprise clients.

8. Security

We maintain administrative, technical, and organizational measures designed to protect personal information, including encryption in transit and at rest where applicable, access controls, logging, vulnerability management, and secure development practices. Our security program is designed to align with SOC 2 control frameworks; HIPAA-aligned controls may be available for qualifying healthcare engagements under separate agreement.

No method of transmission or storage is 100% secure. If you believe your account or data has been compromised, contact us promptly at hello@parvathyai.com.

9. Data Retention

We retain personal information only as long as necessary for the purposes described in this policy, to meet contractual obligations, resolve disputes, and comply with legal requirements. Retention schedules for client operational data are defined in service agreements and may include deletion or export upon termination.

10. Your Privacy Rights

Depending on your location, you may have rights to access, correct, delete, restrict, or object to certain processing, as well as data portability and withdrawal of consent. EU/UK residents may lodge complaints with a supervisory authority.

To exercise rights, email hello@parvathyai.com. We may verify your identity before responding.

11. Cookies, Analytics & Preferences

Our website uses essential cookies and similar technologies for security, session management, and optional Google sign-in. With your consent, we use Vercel Analytics and Speed Insights to understand site performance and traffic patterns. Your cookie preference (accept or decline) is stored in your browser's local storage. You can change your browser settings or clear site data at any time; declining analytics does not affect core site functionality.

12. Children's Privacy

Our services are directed to businesses and professionals. We do not knowingly collect personal information from children under 16 (or the applicable age in your jurisdiction). Contact us if you believe we have collected such data inadvertently.

13. Changes to This Policy

We may update this Privacy Policy to reflect changes in our services, technology, or legal requirements. Material changes will be posted on this page with an updated effective date. Continued use after changes constitutes acknowledgment where permitted by law.

14. Contact Us

For privacy questions or requests, contact Parvathy AI Pvt. Ltd. at hello@parvathyai.com, call (+91) 90549 91829, or visit <https://www.parvathyai.com>.

Questions about this document? Contact hello@parvathyai.com or visit <https://www.parvathyai.com>.

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