

## Privacy Policy

**Effective Date:** 25 May 2025

**Last Updated:** 25 May 2025

At **Pointa Limited** ("we", "us", "our"), your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you use our software and services, including the **Pointa desktop application** and any **cloud-based or web services** associated with Pointa (collectively, the "Service").

By using the Service, you agree to the terms of this Privacy Policy.

---

### 1. Information We Collect

We collect the following types of information depending on your interaction with Pointa:

#### a. Information You Provide Directly

- Account registration details (e.g. name, email address, business name)
- Contact information when you request support
- Payment information if you subscribe to a paid plan

#### b. Information Collected Automatically

- Device type, OS version, and browser type (for web-based access)
- IP address and location (approximate)
- Application usage logs (e.g. error reports, feature use, login timestamps)

#### c. Business Data You Upload

- Client records, bookings, invoices, and other operational data you enter into the system
  - This data is **owned and controlled by you**, and we act as a **data processor** on your behalf.
- 

### 2. How We Use Your Information

We use your information to:

- Provide, operate, and support the Service
- Respond to support queries and customer service requests
- Improve and enhance our software
- Send administrative or service-related communications
- Process payments and manage subscriptions
- Comply with legal and regulatory requirements

---

### 3. Sharing Your Information

We do **not sell** your personal information.

We may share it with:

- **Service providers** who help us deliver the Service (e.g., cloud hosting, payment processors)
- **Authorities or regulators** if required by law or in response to legal requests
- **Our professional advisors** (lawyers, accountants) under confidentiality obligations

---

### 4. Cross-Border Data Transfers

Some data may be stored or processed on servers located outside New Zealand. Where this occurs, we take reasonable steps to ensure that your data is protected and that the overseas providers are subject to appropriate safeguards.

---

### 5. Data Security

We use technical and organizational measures to protect your information, including:

- Encryption in transit (HTTPS)
- Secure password storage (hashing and salting)
- Role-based access control
- Regular security updates and audits

However, no method of transmission or storage is 100% secure. You are responsible for keeping your login credentials safe.

---

### 6. Data Retention

We retain your data:

- As long as your account remains active
- For a reasonable period afterward to comply with legal obligations or resolve disputes

You may request deletion of your data at any time by contacting us (see Section 9).

---

### 7. Your Rights (NZ & International)

Under the **New Zealand Privacy Act 2020** and similar international laws, you have the right to:

- Access the personal information we hold about you

- Request correction or deletion of your personal data
- Object to certain types of processing
- Withdraw consent (where applicable)

To exercise these rights, email us at: **info@hellopointa.com**

---

## 8. 🍪 Cookies & Analytics

Our website and web-based components may use cookies and analytics tools (e.g., Google Analytics) to understand usage patterns and improve our service. You can manage cookie preferences in your browser settings.

---

## 9. 📧 Contact Us

If you have questions or concerns about this Privacy Policy, or if you'd like to make a request regarding your personal data, contact us at:

**Pointa Limited**

Email: **info@hellopointa.com**

Website: [www.hellopointa.com](http://www.hellopointa.com)

---

## 10. 🔁 Changes to This Policy

We may update this Privacy Policy from time to time. Significant changes will be notified via the website or within the application. Continued use of the Service after such changes constitutes your acceptance.