

Privacy Policy

At Parablu, we hold data security and privacy to a high standard and our updated privacy policy reflects our commitment to protecting data, everywhere it lives, per the GDPR as well as the US-EU Privacy Shield regulations. Here, we describe how we collect, use, and handle your personal information when you use our website and services.

We encourage you to read our data protection and privacy policy and should you have questions and feedback about our data protection and data privacy practices, feel free to write to us at info@parablu.com.

Who we are

Parablu services are provided by Parablu Inc. (a California Corporation with Entity #C3701405; Registered address: 38350, Fremont Boulevard, Suite 203, Fremont, CA 94536) and its subsidiary Parablu Systems Private Limited, based in Bangalore, India. We are a provider of secure data management services and provide solutions for data backup, archiving, content collaboration and secure file sharing. Our solutions can be deployed as licensed software by organizations on their infrastructure, or used as managed services we host using hosting providers such as [Microsoft](#), [Linode](#), [Digital Ocean](#) etc.

Please note that if you are using the Parablu managed services platform then your company assumes the role of the data controller and Parablu is the data processor.

What information do we collect?

We may collect information consisting of your name, email address, phone number or, mailing address in one or more of the following ways. Not all the methods listed below collect all the above information, but each of them might gather a subset of the above information.

1. Information submitted by you on our website

The information you provide to us when you do such things as request a product demo, register for a webinar, create an account on the Parablu managed services platform, use our platform, upgrade your plan, download and/or access information listed on our website, and interact with our sales and/or customer support teams via the official website, support website, and/or other channels of communication.

The information thus collected is used to rightfully associate you with a Parablu account and the services you are entitled to as a result. It is solely your decision to share any personal information with us and our processing of such data will be based on your consent and preferences you indicate.

2. Information we collect via your interaction with our website

When you visit the Parablu website, we may use cookies, pixel tags, and other information gathering technologies for a variety of purposes, such as to provide, improve, protect, and promote our content and services. These technologies may provide us with some personal data, in addition to information about your choice of devices and networks to access our website, and other information regarding your interactions with our site. You can set your browser settings to not accept cookies, but this may limit your ability to see our content and use our services.

Unless you choose to explicitly identify yourself through activities such as filling a demo request form, contact form or responding to a promotion, the data we obtain from your use of the website through information gathering technologies is not personally identifiable information.

3. Information we receive from third parties

We may obtain information about you from one of our resellers, distributors, partners or even an existing customer in the course of our selling or marketing efforts. We may also receive information about you and your activities on our site from third-party vendors, including our ad partners, assuming they have obtained consent and/or data sharing preferences from you before doing so.

4. Information we obtain from you because you use our product or service

We may need to obtain information about you because you've signed up to be a customer and we need your information to perform a commercial transaction – such as invoicing, billing, etc., or provide technical support.

Who processes your personal data?

Personal information shared with Parablu and/or with official Parablu representatives is typically processed by Parablu Inc. and Parablu Systems Private Limited.

Some of the activities of Parablu are outsourced to third-party sub-processors. These entities may use your data when acting on behalf of Parablu Inc. for purposes

content promotion, email communication, analytics, etc.

[LinkedIn](#) (to promote our content and services), [Twitter](#) (to promote our content and services), [Facebook Ads Manager](#) (to promote our content and services) and [YouTube](#) (by clicking an embedded YouTube video your data is tracked and processed by YouTube). It is assumed that these partners have obtained consent and/or data sharing preferences from you before sharing your information with us.

Other sub-processors with whom we share information such as [Hubspot](#) (as CRM), [Mailchimp](#) (to email communications related to products and services) and [Klenty](#) (for email communications related to products and services). Their agreements with us clearly state they will not sell, lease, or rent your information to anyone.

How do we use your information?

Please note that we will never sell your personal data to third parties.

Depending on the preferences you have communicated to us via your interaction with our website and/or our services we may process your personal information for several purposes.

1. For providing our services

To provide our services in a secure, meaningful, and reliable manner, we will use your personal information for account creation, profile verification, account verification, and account maintenance.

2. For improving our platform and services

We aggregate the feedback you provide us as well as statistics around your usage of the site and/or the platform to understand patterns of usage, areas of improvement and service enhancement. We may also use your personal information for internal research and development purposes.

3. For billing purposes

We may use your billing details to process and complete transactions and share communication-related to the billing activities, including (but not limited to) invoices and transaction success confirmations.

4. For communication purposes

We may use your information to send legal, administrative, and technical

communication and collateral. We may use your personal information to customize the content, business information and user experience. If you've opted in, we may use your personal information to send push notifications to your device to communicate new service features and offerings. To opt-out of push notifications, you may edit the settings on your personal device and/or browser. If you've opted in, we may also use your personal information such as email and phone number, to send you relevant marketing communications, including newsletters and promotional content about our products, services, and events. To opt-out of our marketing communications or to manage your preferences, you can write to us at info@parablu.com

5. For legal and regulatory compliance purposes

Wherever required by law or where deemed essential to the protection of our legal rights, we may use your personal information for compliance and audit purposes, regulation mandates, and legal claims.

6. For other purposes

We may use your personal information for purposes other the ones cited here; purposes for which we obtain your consent and require our partners to obtain your consent wherever necessary and per the laws of the land.

How do we share your personal data with third parties?

We may share your personal data with third-party service providers per this policy document.

We may also need to share some personal information we obtain from your use of our website and services for legal compliance, protecting your safety, backup, billing, payment processing, analytics, service development, etc. Our third-party service providers are required to use the personal data that we share with them solely in connection with the services they provide to us.

We may also share personal data with third parties when we have your consent to do so, such as when you use our services to share content or files with a third-party. When someone accepts an invitation from you to view, use or engage with any part of the content encrypted using Parablu service(s), such content goes out of your control and remains accessible to the person, subject to the extent you granted

access. Considering this, we ask you to pay special attention with whom you share your encrypted content and files.

Also, we may post testimonial(s) provided by you on our website that may contain some personal information, such as your name and designation. If you wish to update or delete your testimonial, you can contact us at info@parablu.com

How do we store and protect your personal information?

We take appropriate organizational and technical measures to protect your personal data against accidental loss, destruction, unauthorized access, unlawful alteration and theft.

Data collected by Parablu is protected using the company's proprietary secure container technology, BluKrypt™. In this secure container, your data is safe both in-transit and at rest, protected by strong encryption. Even in cases where we use cloud-based storage to store your data, we use encryption with strictly enforced segregation of duties to ensure that your data is safe and secure.

Data we process as a result of you using our product or managed services is never used by Parablu and is never accessed without your explicit permission. Your encrypted data and corresponding encryption keys are in your control and you may modify them at any time using our management console.

Parablu's solutions have been designed to keep your data safe by allowing decryption of data only when the data controller requests it with sufficient authentication. The data controller also has the ability to control and modify the encryption keys at will and at any point in time.

Further, our employees are bound by strictly enforced confidentiality agreements to ensure a safe environment for collaboration and product development.

How long will we retain your personal information?

We will retain your data for as long as it is required to fulfill the purposes cited in this privacy document or if required and permitted by appropriate laws and regulations.

How long do we retain your encrypted content?

If you are a user of our managed services, you can access, edit your encrypted content, delete your encrypted content, or modify the policies that control the

retention of the encrypted content, the way you deem fit. If you choose to delete encrypted content, it is permanently deleted from our servers and the storage container as well.

You acknowledge that if you share all or a part of any encrypted content using our service with any person who uses your link to access the data, such content could go out of your control and might remain accessible by such person to the extent of the access you granted, even if you select to delete or remove your encrypted content.

Considering this, we request that you pay special attention to who you share your encrypted content with.

Your rights

You may ask us to, under reasonable circumstances,

- produce information about your personal data that our processors or we maintain about you,
- amend your personal data,
- stop or restrict processing of your data,
- delete your personal data

You can request this by sending an email to info@parablu.com. We will respond to your request within thirty days of receiving your email. Please note that we may ask you for information that can verify your identity before complying with any of your requests. Note that any change in the personal data we collect from you, from your browsing activities and/or a third-party service provider may affect your experience of the site and our services.

Please note that we will not be able to entertain your requests without your organization's written consent, except when required by applicable law.

How we protect your information

We use appropriate technical and organizational security measures to protect your personal information from loss, misuse, and unauthorized access, disclosure, alteration and destruction, both during transmission and once we receive it.

Cookies and similar tracking technology

Like all websites we use cookies and similar tracking technology (collectively

“Cookies”) to collect and use personal information about you. For further information about the types of Cookies we and our partners’ use, why and how you can control Cookies, please see our [Parablu’s Cookie Policy](#).

Your data protection and privacy rights and choices

Certain countries and states have enacted data protection and privacy rights for their residents. We strive to respect these rights for all our users, no matter where they happen to be located.

For example, you may:

- Request **access** your personal information that Parablu collects about you.
- Request **correction, updates, or deletion** of your personal information.
- Request **portability** of your personal information where applicable and technically possible.
- **Withdraw your consent** for us to process your personal information, if you have given us consent in the past. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

User requests are subject to the following caveats:

- We need to verify your account ownership to process your request.
- Where a nation or state’s law provides rights that are different than those in other jurisdictions, we aim to respect your rights as provided by the law of your country.
- Some types of requests are subject to certain exceptions as provided in applicable law.

Additional information for EEA visitors/customers

You can review more information as required under European data protection rules about our handling of your personal data and your data subject rights [here](#).

Additional information for California consumers

The California Consumer Privacy Act gives California residents additional rights and

choices regarding their personal information. To learn more, read our Privacy Notice for California Residents [here](#).

How we link to other websites

Our website contains links to third party websites and third-party plug-ins (such as social media sharing buttons) operated by other companies. We are not responsible for the privacy practices of such other websites. We encourage you to be aware that when you leave our site you read the privacy notices of such other websites. This Privacy Notice applies solely to information collected by Parablu's products.

Do Not Track

Some browsers make it possible for you to signal that you don't want your Internet browsing activity to be tracked. Because the Internet community hasn't reached a consensus on how to best honor these signals, Parablu doesn't respond to Do-Not-Track requests at this time.

Updates to our privacy policy

We encourage you to review this page periodically to know about any material changes and updates to our privacy policy. Your continued use of our website or our services constitutes your agreement to be bound by such changes to this policy. If you do not accept the terms of this policy, you are advised to discontinue the use of our website and services.

Note that our website may include links to websites and third-party service providers. This privacy policy does not extend to these external sites or companies, and we advise you to refer to the privacy policies of these sites and companies directly.

For any queries and concerns regarding our privacy policy and data protection practices, please write to info@parablu.com