



# PRIVACY POLICY

**Global Edition — EU · UK · Canada · Brazil · California · Australia**

Version 1.0 | Effective June 10, 2026

A software product of Violet Organization, a 501(c)(3) non-profit organization

EIN: 81-3855319

[www.scantra.ai](http://www.scantra.ai) | [Info@scantra.ai](mailto:Info@scantra.ai)

c/o Violet Organization, a 501(c)(3) non-profit organization (EIN: 81-3855319), 210 Lake Dr E, Cherry Hill, NJ 08002

## PRIVACY POLICY

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This Privacy Policy describes how Scantra.ai DBA Scantra ("we," "our," or "us"), a software product of Violet Organization, a 501(c)(3) non-profit organization (EIN: 81-3855319), collects, uses, discloses, and safeguards your personal information when you visit [www.scantra.ai](http://www.scantra.ai) or purchase our services. By using our website or services, you acknowledge that you have read and understood this Privacy Policy.

### Section I. INFORMATION WE COLLECT

#### I.I Information You Provide

- Name, email address, phone number, and billing address
- Payment and financial information (processed securely via third-party processors)
- Business name, website URL, and domain information
- Account login credentials (encrypted)
- Communications you send us via email, chat, or support tickets

#### I.II Information Collected Automatically

- IP address, browser type, operating system, and device identifiers
- Pages visited, time spent on pages, and clickstream data
- Cookie identifiers and pixel tags (see our Cookie Policy)
- Log data including access times, errors, and server interactions

### I.III Third-Party Data

- Data from connected accounts (Google Search Console, Google Analytics, Meta Ads) when you authorize access
- Information from analytics providers and advertising networks

## Section II. HOW WE USE YOUR INFORMATION

1. To provide, operate, and maintain our SEO and compliance services
2. To process transactions, issue invoices, and manage your subscription
3. To communicate with you about your account, updates, and support requests
4. To send marketing communications where you have given consent or where permitted by law
5. To analyze usage patterns and improve our platform and features
6. To detect, prevent, and respond to fraud, abuse, or security incidents
7. To comply with applicable laws, regulations, and legal processes

## Section III. LEGAL BASES FOR PROCESSING

- Contract Performance: Processing necessary to provide purchased services
- Legitimate Interests: Analytics, security monitoring, and service improvement
- Consent: Marketing communications and non-essential cookies
- Legal Obligation: Compliance with applicable laws

## Section IV. HOW WE SHARE YOUR INFORMATION

We do not sell your personal information. We may share it with:

- Service providers assisting in delivering our services (hosting, payments, email, analytics)
- Professional advisors under confidentiality obligations
- Law enforcement where required by law or to protect rights and safety
- Successor entities in the event of a merger or acquisition

## Section V. DATA RETENTION

Data Type	Retention Period
Account data	Duration of account + 3 years after closure

Data Type	Retention Period
Transaction records	7 years (financial/tax compliance)
Marketing data	Until consent withdrawn or 2 years of inactivity
Technical logs	12 months

## Section VI. DATA SECURITY

We implement SSL/TLS encryption, AES-256 encryption at rest, MFA-protected access controls, regular security assessments, and incident response procedures. In the event of a data breach, we will notify affected individuals and relevant authorities as required by applicable law.

## Section VII. INTERNATIONAL DATA TRANSFERS

Your personal data may be transferred to and processed in countries outside your jurisdiction. We use Standard Contractual Clauses, adequacy decisions, or other lawful mechanisms to safeguard such transfers.

## Section VIII. YOUR RIGHTS

- Access, rectification, erasure, restriction, portability, and objection
- Withdrawal of consent at any time without affecting prior processing
- Lodging a complaint with your local supervisory authority

Submit requests to [Info@scantra.ai](mailto:Info@scantra.ai). We respond within 30 days (or sooner as required by law).

### **European Union & United Kingdom (GDPR / UK GDPR)**

Processing is governed by GDPR and UK GDPR. Our DPA (available separately) governs processor relationships. Our Data Protection contact: [Info@scantra.ai](mailto:Info@scantra.ai). Standard Contractual Clauses are used for international transfers. You have the right to lodge complaints with your national DPA.

### **Canada (PIPEDA / Law 25)**

We comply with PIPEDA and applicable provincial laws. French-language documentation is available upon request for Quebec residents. You may withdraw consent subject to legal or contractual restrictions.

### **Brazil (LGPD)**

Your data is processed in accordance with LGPD Law No. 13,709/2018. You have rights to confirmation, access, correction, anonymization, portability, deletion, and to file a petition with the ANPD.

### **California, USA (CCPA / CPRA)**

California residents have the right to know, delete, correct, opt-out of sale/sharing, and limit use of sensitive personal information. We do not sell your personal information. Submit requests via our website or [Info@scantra.ai](mailto:Info@scantra.ai).

### **Australia (Privacy Act 1988 / APPs)**

We comply with the Privacy Act 1988 and the 13 Australian Privacy Principles. We notify eligible data breaches under the NDB scheme. Unresolved complaints may be lodged with the OAIC.

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## **Section IX. CHILDREN'S PRIVACY**

Our services are not directed to individuals under 16. We do not knowingly collect data from children. Contact us if you believe we have inadvertently done so.

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## **Section X. CHANGES TO THIS POLICY**

Material changes will be communicated via email at least 30 days before taking effect.

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## **Section XI. CONTACT**

[Info@scantra.ai](mailto:Info@scantra.ai) | c/o Violet Organization, a 501(c)(3) non-profit organization (EIN: 81-3855319), 210 Lake Dr E, Cherry Hill, NJ 08002

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