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**Algorithmic Intel Matrix** (“Company,” “we,” “our,” or “us”) respects your privacy and is committed to protecting it through compliance with this policy.

This Privacy Policy (“Notice”) describes the types of information we may collect from you or that you may provide when you visit our website or use our services (collectively, the “Services”), and our practices for collecting, using, maintaining, protecting, and disclosing that information.

We collect responses to surveys, questionnaires, and other research activities conducted by us. This Notice also applies to individuals who respond to such surveys (“Respondents”).

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## **Scope of This Notice**

This Notice applies to information we collect:

- On or through our website and Services
- Through surveys, questionnaires, and research activities
- Through email, text, and other electronic communications

This Notice does **not** apply to information collected:

- Offline or through other means not related to our Services
- By third parties through external links or services

By using our Services, you agree to this Privacy Policy.

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## **Children Under the Age of 13**

We do not knowingly collect personal information from children under 13 years of age. If you believe we have collected such information, please contact us at [privacy@algorithmicintelmatrix.com](mailto:privacy@algorithmicintelmatrix.com).

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## **Geographic Scope**

Our Services operate in **India and the United States**, and may be accessed globally. By using our Services, you consent to the processing and transfer of your information across jurisdictions, including to the United States.

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## **Information We Collect**

We collect personal data in a lawful, fair, and transparent manner, in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR) and India's Digital Personal Data Protection Act, 2023 (DPDP Act).

The categories of information we collect depend on how you interact with our Services and may include the following:

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### **1. Personal Information (Identifiers)**

Information that identifies you directly or indirectly, including:

- Full name
  - Email address
  - Phone number
  - Organization/company name
  - Job title or professional details
  - Postal or billing address
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### **2. Sensitive Personal Data / Special Categories of Data**

We only collect sensitive personal data **where strictly necessary and with your explicit consent**, or as otherwise permitted by law.

This may include:

- Government issued identification numbers (where required)
- Financial or payment-related information (processed securely via third-party providers)
- Precise geolocation data
- Demographic attributes such as age, gender, ethnicity (only for research purposes)
- Health-related or behavioural insights (only where relevant and consented)

Such data is processed with **heightened safeguards**, including encryption, access controls, and purpose limitation.

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### 3. Survey and Research Data (Respondent Data)

As part of our research and analytics services, we collect:

- Responses to surveys, questionnaires, and research studies
- Opinions, preferences, and behavioural insights
- Open-ended responses and qualitative inputs

Where possible, this data is **aggregated or anonymized** before being shared with clients.

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### 4. Technical and Usage Data

When you interact with our website or platform, we may automatically collect:

- IP address
- Device type, browser type, and operating system
- Access times, pages viewed, and interaction data
- Referring URLs and session behaviour

This data helps us improve performance, security, and user experience.

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### 5. Communication Data

We may collect:

- Records of correspondence (emails, support requests, feedback)
  - Responses to inquiries or communications
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### 6. Cookies and Tracking Technologies

We use cookies and similar technologies to collect:

- User preferences and session information
- Analytics data to understand platform usage
- Information for personalization and service optimization

Where required by law, we obtain your **consent before placing non-essential cookies**.

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### Legal Basis for Processing (GDPR Compliance)

Where the GDPR applies, we process personal data based on one or more of the following legal grounds:

- Your **consent** (e.g., survey participation, sensitive data)
  - Performance of a **contract**
  - Compliance with a **legal obligation**
  - Our **legitimate interests**, provided such interests are not overridden by your rights
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## Notice and Consent (DPDP Act Compliance)

In accordance with the DPDP Act:

- We provide **clear notice** at the time of data collection
  - We collect personal data only for **specific, lawful purposes**
  - We obtain your **consent**, where required
  - You have the right to **withdraw consent at any time**
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## Data Minimization Principle

We only collect personal data that is:

- Relevant and necessary for the specified purpose
  - Limited to what is required for delivering our Services
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## Anonymization and Aggregation

Where feasible, we:

- De-identify or anonymize personal data
- Use aggregated datasets for analytics and reporting

Such data no longer identifies individuals and may be used for business insights.

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## How We Collect Information

We collect information:

- Directly from you when you fill forms or participate in surveys
  - Automatically via cookies and tracking technologies
  - From Respondents participating in research activities
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## Use of AI and Data Analysis

We use **Artificial Intelligence (AI) and machine learning technologies** to:

- Analyse survey responses and behavioural data
- Generate aggregated insights for clients
- Improve accuracy and efficiency of our research services

All AI processing is conducted with safeguards to ensure **data privacy, minimization, and anonymization wherever possible**.

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## Data Security and Encryption

We implement strong security measures, including:

- **Encryption of data at rest and in transit**
- Secure servers and access controls
- Restricted access based on business need

Despite our efforts, no system is completely secure, and users share information at their own risk.

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## How We Use Your Information

We use your information to:

- Provide and improve our Services
  - Conduct surveys and research analysis
  - Deliver insights to clients (in aggregated or anonymized form where possible)
  - Communicate with you regarding Services
  - Ensure security and prevent fraud
  - Comply with legal obligations
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## Disclosure of Information

We may share your information:

- With service providers and partners under confidentiality agreements
- With clients (primarily in aggregated or anonymized form)
- During business transfers (e.g., merger, acquisition)
- To comply with legal obligations

We do **not sell personal data**.

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## **International Data Transfers**

Your data may be processed and stored in **India, the United States, or other jurisdictions**. By using our Services, you consent to such transfers.

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## **Data Retention**

We retain personal data only as long as necessary for:

- Research and business purposes
- Legal and regulatory compliance

We may anonymize data for long-term analytical use.

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## **Your Rights**

Depending on your location, you may have rights to:

- Access your personal data
- Correct inaccurate data
- Request deletion
- Restrict or object to processing
- Withdraw consent

To exercise your rights, contact: [privacy@algorithmicintelmatrix.com](mailto:privacy@algorithmicintelmatrix.com)

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## **Cookies and Tracking Technologies**

We use cookies to:

- Improve user experience
- Analyse usage patterns
- Personalize content

You can manage cookie preferences through your browser settings.

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## **Third-Party Services**

We may use third-party tools for:

- Analytics
- Payment processing
- Infrastructure support

These providers are contractually obligated to protect your data.

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### **Changes to This Privacy Policy**

We may update this Notice periodically. Changes will be posted on this page, and continued use of our Services constitutes acceptance of those changes.

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### **Contact Information**

If you have questions or concerns about this Privacy Policy or our data practices, please contact:

**Email:** [privacy@algorithmicintelmatrix.com](mailto:privacy@algorithmicintelmatrix.com)

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**Last Updated Date: 14 April 2026**