

Privacy Policy

Effective Date: [Insert Date]

1. Introduction

Bello ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you use our platform. By accessing or using Bello, you agree to the terms outlined in this policy.

Bello complies with applicable privacy laws, including the **General Data Protection Regulation (GDPR)**, the **California Consumer Privacy Act (CCPA)**, and the **Health Insurance Portability and Accountability Act (HIPAA)**, where applicable.

2. Information We Collect

We may collect the following types of personal information:

- **Personal Identification Information:** Name, email address, phone number, and other identifying details.
 - **Account Information:** Login credentials, profile data, and communication preferences.
 - **Usage Data:** Information about how you interact with our platform, including IP address, device type, browser type, and time spent on pages.
 - **Meeting Data:** Audio, video, and chat transcripts recorded during research sessions (if applicable and with consent).
 - **Sensitive Data:** If required for research purposes, we ensure the highest level of security and compliance with HIPAA regulations.
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3. How We Use Your Information

We use collected information to:

- Provide, operate, and improve Bello's services.
 - Authenticate users and enhance security.
 - Personalize user experience and offer customer support.
 - Conduct research and analysis while maintaining participant privacy.
 - Comply with legal obligations and protect our rights.
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4. Legal Basis for Processing (GDPR)

We process your personal data based on the following legal grounds:

- **Consent:** When you voluntarily provide data (e.g., signing up, participating in research).
- **Contractual Obligation:** When processing is necessary to provide our services.

- **Legal Compliance:** When required to comply with regulations.
 - **Legitimate Interests:** To enhance security, prevent fraud, and improve our services.
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5. Your Rights & Choices

Depending on your location, you have rights regarding your personal data:

Under GDPR (EU/EEA Users):

- Right to Access: Request a copy of your data.
- Right to Rectification: Request correction of inaccurate information.
- Right to Erasure: Request deletion of your data (“Right to be Forgotten”).
- Right to Restrict Processing: Limit how your data is used.
- Right to Data Portability: Receive your data in a structured format.
- Right to Object: Object to data processing in certain circumstances.

Under CCPA (California Residents):

- Right to Know: Request details about data collected and shared.
- Right to Delete: Request deletion of personal data.
- Right to Opt-Out: Decline the sale of your personal information.
- Right to Non-Discrimination: No penalties for exercising privacy rights.

Under HIPAA (If Applicable to Health Data):

- Right to Access: Obtain a copy of health-related data.
- Right to Amend: Request corrections to medical information.
- Right to Privacy: Ensure your data is not improperly shared.

To exercise any of these rights, please contact us at **[Insert Contact Email]**.

6. Data Retention & Security

We retain personal data only as long as necessary for the purposes stated in this policy or as required by applicable laws and regulations. The retention period depends on the nature of the data and the reasons for collection. When data is no longer required, we securely delete or anonymize it to prevent unauthorized access.

To protect your data, we implement industry-standard security measures, including encryption, access controls, secure storage, and regular audits to prevent unauthorized access, disclosure, or loss.

7. Sharing & Disclosure of Information

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

- **Service Providers:** To help us deliver our services (e.g., hosting, analytics, payment processors).
 - **Legal & Compliance:** When required by law, regulation, or legal proceedings.
 - **Business Transfers:** In the event of a merger, acquisition, or asset sale.
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8. Cookies & Tracking Technologies

We use cookies and similar tracking technologies to improve user experience, analyze trends, and deliver relevant content. Cookies help us store user preferences, recognize repeat visits, and track interactions with our platform. The types of cookies we use include:

- **Essential Cookies:** Necessary for platform functionality.
- **Analytical Cookies:** Help us analyze usage patterns and improve services.
- **Marketing Cookies:** Used to deliver personalized content and advertisements.
- **Third-Party Cookies:** Set by external services such as analytics and social media platforms.

You can manage or disable cookies through your browser settings. However, restricting cookies may impact platform functionality.

9. International Data Transfers

If you are located outside the United States, we may transfer your data to servers in other countries that may have different privacy laws. We ensure appropriate safeguards are in place for cross-border data transfers.

10. Updates to This Privacy Policy

We may update this policy from time to time. Any changes will be posted on our website, and we encourage you to review it periodically.

11. Contact Us

If you have questions about this Privacy Policy or wish to exercise your rights, please contact us at:

Bello

[Insert Company Address]

[Insert Contact Email]
[Insert Phone Number]

This Privacy Policy was last updated on **[Insert Date]**.