

Privacy Policy

Last Updated: 1 Feb 2026

Emerging Thoughts Pvt. Ltd. (“ETPL”, “we”, “our”, “us”) respects your privacy and is committed to protecting the personal information of users who access our website, products, platforms, and services, including aassay.com.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information.

1. Information We Collect

a. Personal Information

We may collect personal information including but not limited to:

- Name
- Email address
- Phone number
- Organization / Institution name
- Designation
- Location (city/state/country)

b. Usage & Technical Information

- IP address
- Browser type and version
- Device information
- Pages visited, time spent, and interaction data
- Cookies and similar tracking technologies

c. Data Collected Through Platforms & Surveys

When you use **AASSAY** or **ETPL**'s research services:

- Survey responses and feedback
- Institutional or program-related data
- Anonymized demographic and analytical data

2. How We Use Your Information

We use collected information to:

- Provide and improve our services and platforms
- Enable survey creation, data collection, and analytics
- Communicate with users and institutions
- Respond to inquiries and support requests
- Improve website performance and user experience
- Generate anonymized insights and reports
- Comply with legal and regulatory obligations

3. Data Sharing & Disclosure

We do not sell or rent personal data.

Information may be shared only:

- With authorized employees and project partners on a need-to-know basis
- With clients for whom surveys or research are conducted (aggregated/anonymized)
- To comply with legal requirements or government requests
- With trusted service providers under confidentiality agreements

4. Data Security

We implement appropriate **technical and organizational security measures** to protect data against:

- Unauthorized access
- Data loss or misuse
- Alteration or disclosure

However, no method of transmission over the internet is 100% secure.

5. Cookies Policy

Our website may use cookies to:

- Improve functionality and performance
- Understand user behavior
- Customize user experience

You may disable cookies through your browser settings, though some features may not function properly.

6. Data Retention

We retain personal data only as long as necessary to:

- Fulfill service purposes
- Meet contractual and legal requirements
- Maintain analytical and audit records

7. User Rights

Users may:

- Request access to their personal data
- Request correction or deletion
- Withdraw consent where applicable
- Opt out of marketing communications

Requests can be made via email at nitin@aassay.com.

8. Third-Party Links

Our website may contain links to third-party websites. ETPL is **not responsible** for the privacy practices or content of external sites.

9. Children's Privacy

ETPL services are not directed at children under 18 without institutional or parental consent. We do not knowingly collect personal data from minors.


10. Changes to This Policy

ETPL reserves the right to update this Privacy Policy. Changes will be posted on this page with a revised date.

11. Contact Information

For privacy-related queries, contact:

 support@aassay.com

 Emerging Thoughts Pvt. Ltd., India