

Loops Privacy Policy

Effective Date: September 30, 2026

This Privacy Policy explains how LYT Soft Inc. ("Loops", "we", "us") collects, uses, discloses, and protects personal data in connection with the Loops platform, website, and related Services (the "Services").

1. Roles and Responsibilities

Loops acts in two capacities:

1.1 Controller

Loops is the data controller for personal data relating to:

- Website visitors
- Account administrators and business contacts
- Billing and payment contacts
- Marketing and communications data

1.2 Processor

Loops acts as a data processor when processing personal data on behalf of its business customers, including:

- Reviewer names
- Review text and associated metadata
- Profile images and content retrieved from third-party platforms

In such cases, the Customer is the controller and Loops processes personal data under the Data Processing Addendum (DPA).

2. Information We Collect

We collect the following categories of personal data:

2.1 Account Information

- Name
- Email address
- Company name
- Login credentials (via authentication providers)

2.2 Business and Location Data

- Business names and locations
- Account configuration data
- Connected platform information

2.3 Review and Reputation Data (Processor Data)

Collected from third-party platforms on behalf of Customers, including:

- Reviewer names
- Reviewer profile images
- Review text content
- Ratings and timestamps
- Platform metadata

2.4 Usage Data

- Feature usage logs
- Interaction data
- Device and browser information
- Error logs and diagnostics

2.5 Payment Information

- Billing contact details
- Subscription information

Payments are processed by third-party payment processors (e.g., Stripe). Loops does not store full credit card numbers.

3. How We Use Personal Data

We use personal data to:

- Provide and operate the Services
- Process and manage subscriptions
- Authenticate users
- Provide customer support
- Improve system performance and reliability
- Generate analytics and insights
- Provide AI-powered features
- Communicate service updates

Where acting as a processor, Loops processes Customer Data only under documented instructions from the Customer.

4. AI Processing

Loops uses third-party AI service providers to generate:

- Review summaries
- Suggested responses
- Sentiment analysis
- Classification and tagging
- Insights and recommendations

4.1 AI Data Handling

Review content submitted to AI providers is processed through commercial APIs.

Loops selects providers that, according to their published terms, restrict the use of API-submitted data for model training. However:

- AI provider policies may change over time;
- Processing is governed by the applicable provider terms and the Loops DPA;
- Loops does not control downstream processing by third-party AI providers.

4.2 Limitations

AI outputs may be inaccurate, incomplete, or biased. Customers are responsible for reviewing all AI-generated content before use.

5. Legal Basis for Processing

Where applicable under GDPR or UK GDPR, Loops processes personal data based on:

- Contractual necessity (to provide the Services)
 - Legitimate interests (to operate and improve the Services)
 - Legal obligations
 - Consent (where required, e.g., marketing communications)
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6. How We Share Personal Data

We share personal data only as necessary to provide the Services, including with:

6.1 Sub-processors

We use third-party service providers for:

- Cloud hosting and infrastructure
- Database and authentication services
- AI processing
- Payment processing
- Email and communication services
- Review data aggregation

A current list is available in our Sub-processor List.

6.2 Legal and Compliance Disclosures

We may disclose personal data if required to:

- Comply with legal obligations
- Enforce our Terms
- Protect security and integrity of the Services

- Respond to lawful government requests
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7. International Data Transfers

Loops is incorporated in Canada and uses cloud infrastructure hosted in Germany (European Union). To provide the Services, certain personal data may be transferred to and processed by Loops and its authorized sub-processors in Canada, the European Union, the United States, or other jurisdictions in which our service providers operate.

Where required under applicable data protection laws, Loops implements appropriate safeguards for international data transfers, including:

- Standard Contractual Clauses (SCCs)
- The UK International Data Transfer Addendum (where applicable)
- Other legally recognized transfer mechanisms required by applicable law

Additional information about our service providers is available in our Sub-processor List.

10. Data Security

We implement technical and organizational measures appropriate to the risk, including:

- Encryption in transit and at rest (where applicable)
- Access controls and authentication systems
- Secure cloud infrastructure practices

We maintain an evolving security program and continue to develop additional safeguards over time, which may include expanded network and system monitoring and more granular role-based access restrictions.

No system is completely secure, and we cannot guarantee absolute security.

11. Your Rights

Depending on your jurisdiction, you may have rights to:

- Access personal data

- Request correction or deletion
- Object to processing
- Restrict processing
- Data portability
- Withdraw consent (where applicable)

Requests to access, correct, or restrict personal data can be submitted to support@loopsfeedback.com.

Data deletion requests are handled manually. Customer must first cancel any active subscription, then submit a deletion request in writing to support@loopsfeedback.com. Loops will process the request following cancellation.

13. Cookies and Tracking

We use cookies and similar technologies for:

- Authentication
- Platform functionality
- Usage analytics
- Performance monitoring

Where required, we obtain consent for non-essential cookies.

13.1 Analytics on our website

We use PostHog to understand how our website is used. If you accept cookies, PostHog sets a cookie in your browser so we can recognise you across visits, and we see which pages you visit, roughly where you are (country and city, derived from your IP address) and how you arrived at our website.

If you decline, or have not yet made a choice, we still count your visit, but without cookies: we derive a temporary identifier from your IP address and browser details that changes every day and cannot be used to recognise you across days.

We record your cookie choice in your browser's local storage so that we do not ask you again. You can change your choice at any time using "Cookie settings" in the footer of our website. PostHog processes this data on our behalf.

14. Third-Party Links and Services

The Services integrate with third-party platforms such as review providers and AI services.

We are not responsible for the privacy practices of third-party platforms.

15. Children's Privacy

The Services are intended for business use only and are not directed to children under 13 (or applicable minimum age in relevant jurisdictions).

We do not knowingly collect data from children.

16. Changes to This Policy

We may update this Privacy Policy from time to time.

Material changes will be communicated via the Services or email.

Continued use of the Services after changes become effective constitutes acceptance of the updated policy.

17. Contact

LYT Soft Inc.

Email: support@loopsfeedback.com