

Data Privacy Statement

At Ascent, we take your privacy seriously. This statement outlines how we collect, store, and use your data to provide a secure and valuable experience.

1. Your Data is Secure

- All personal and financial data you enter is **encrypted** to ensure security.
- Your data is never shared externally with third parties, including advertisers or data brokers.
- We only use your data to improve your experience within the app.

2. Use of Generative AI

- This app uses **Generative AI** to provide financial insights and recommendations.
- AI-generated responses may contain errors or inaccuracies. We encourage you to review all AI-generated content before making financial decisions.

3. Data Collection & Usage

- We collect only the information necessary to provide financial tracking, insights, and personalized recommendations.
- Your data is stored securely and used solely to enhance your experience within the app.

4. Your Control Over Data

- You can edit or delete your data at any time.
- We do not retain deleted data beyond what is necessary for system integrity.

5. Compliance & Transparency

- We comply with applicable data protection regulations to ensure your privacy.
- Any changes to this privacy statement will be clearly communicated to you.

By continuing, you acknowledge and agree to these terms. If you have questions, please continue to the full Privacy Policy [[link to next page](#)].

Privacy Policy

Last Updated: 7 February, 2025

Welcome to **Ascent** (“**Company**,” “**we**,” “**us**,” or “**our**”). We are committed to protecting your personal data and your privacy. This Privacy Policy explains how we collect, use, store, and protect your information when you use our **AI-Driven Financial Management Tool** (“**Service**” or “**App**”).

By accessing or using our Service, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with its terms, please discontinue use of our Service.

1. Who We Are

- **Company Name:** ONOW Ascent, Inc
- **Address:** 2703 Lakewood Dr N, Carmel, IN, USA 46280
- **Contact Email:** ascent.admin.dev@onow.com

We specialize in providing community-based businesses with a chat-based financial assistant powered by Generative AI to help them track expenses, manage cash flow, and access financial insights.

2. Scope of This Privacy Policy

This Privacy Policy applies to all personal data and other information collected through our App, website, and any other services we provide that link to or reference this Privacy Policy.

3. The Types of Data We Collect

We only collect data that is necessary to provide our financial management services effectively and securely. This may include:

1. **Personal Information**
 - **Name, business name** (if applicable)
 - **Contact details** (email address, phone number)
 - **Geographical information** (e.g., country, region)
2. **Financial and Transaction Data**
 - **Expenses, income, cash flow records**
 - **Credit and lending details** (IOUs, outstanding loans)

- **Transaction histories** (date, amount, category)
 - 3. **Technical Information**
 - **Device details** (e.g., device ID, operating system, browser type)
 - **IP address and usage data**
 - **Cookies and similar technologies** (where applicable)
 - 4. **User Input to Generative AI**
 - Queries, messages, or content you provide to our AI-powered chat assistant
 - **Note:** This data may be used to generate financial recommendations or insights within the App, but it is not shared with external parties.
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4. How We Use Your Data

We use the information we collect for various business and operational purposes, including:

1. **Service Provision**
 - To create and maintain your account
 - To process, record, and display your financial data (e.g., expenses, credits, income)
 - To offer Generative AI insights, such as financial advice, budget forecasting, and alerts.
 2. **Improvement and Development**
 - To analyze trends and user interactions in order to improve or modify our features
 - To conduct internal testing and troubleshooting
 3. **Security**
 - To protect, investigate, and deter against unauthorized or illegal activity
 - To monitor and verify user identities and access privileges
 4. **Communication**
 - To respond to user inquiries, provide customer support, or notify you about important updates (e.g., policy changes, new features)
 5. **Compliance with Legal Obligations**
 - To comply with applicable laws, regulations, court orders, or other legal obligations
 - To enforce or defend our rights in legal proceedings
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5. Generative AI Disclaimer

Our Service uses Generative AI to provide financial insights. While we strive for accuracy and usefulness, AI-generated outputs may contain errors or inaccuracies. Users are encouraged to:

- Verify all AI-generated insights before making any financial decisions.
- Understand that the AI's suggestions should not replace professional financial advice.

We do not accept liability for decisions made solely based on AI-generated outputs. It is intended to be a tool used in connection with other decision-making criteria. Running a business is difficult, and there are no guarantees that any advice will lead to improvements.

6. Data Sharing and Disclosure

We are committed to not sharing your personal or financial data with third parties for advertising or marketing purposes. We may only share data in these limited circumstances:

1. **Service Providers and Partners**
 - With trusted partners who assist us in operating our App or conducting our business (e.g., cloud hosting, data analytics), provided they adhere to strict data protection agreements and process data only on our behalf.
2. **Legal Compliance**
 - If required by law, regulation, legal process, or court order
 - When disclosure is necessary to protect our rights, property, or safety, or that of our users or others
3. **Business Transfers**
 - If we are involved in a merger, acquisition, financing, or sale of assets, user data may be transferred as part of that transaction, but will remain subject to the terms of this Privacy Policy.

In all cases, we ensure that any party receiving personal data has agreed to maintain the confidentiality, integrity, and security of the data in compliance with applicable data protection laws.

7. Data Security

We have implemented a variety of administrative, technical, and organizational safeguards designed to protect your personal and financial data. These include:

- **Encryption** of data in transit (SSL/TLS) and at rest.
- **Regular security assessments** and audits.
- **Access controls and authorization checks** to prevent unauthorized access.
- **Secure data storage** on AWS, with robust authentication and monitoring.

No method of transmission or storage is 100% secure, but we work diligently to keep your data safe.

8. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this Privacy Policy, or as required or permitted by law. After the retention period expires, we will either securely delete, anonymize, or aggregate the data.

9. Your Rights and Choices

Depending on your jurisdiction and applicable law (GDPR, NDPR), you may have the following rights regarding your personal data:

1. **Access and Portability**
 - Request a copy of the personal data we hold about you.
 - Request that data in a structured, commonly used, machine-readable format.
2. **Rectification**
 - Request correction of inaccurate or incomplete personal data.
3. **Erasure (Right to be Forgotten)**
 - Request deletion of your personal data, subject to certain exceptions (legal compliance, legitimate interests, etc.).
4. **Restriction of Processing**
 - Request that we limit the use of your personal data under certain circumstances.
5. **Objection to Processing**
 - Object to processing your personal data where such processing is based on legitimate interests or for direct marketing.

To exercise your rights, please contact us at ascent.admin.dev@onow.com. We will respond to your request within the timeframe required by applicable law.

10. International Data Transfers

We may process or store your information on secure servers located in **India, Singapore, the United States, or more locations**, which may be outside the jurisdiction where you live. In such cases, we implement appropriate safeguards (e.g., Standard Contractual Clauses) to protect your personal data in accordance with this Privacy Policy and applicable laws.

11. Children's Privacy

Our Service is not directed to individuals under the age of 16 (or the minimum age required by local law). We do not knowingly collect personal data from children. If you believe we have

unintentionally collected such data, please contact us at ascent.admin.dev@onow.com so we can promptly delete the information.

12. Third-Party Links

Our App or website may contain links to third-party websites or services that are **not operated by us**. This Privacy Policy does not apply to third-party sites. We encourage you to review their privacy policies before providing any personal data.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. When we do, we will:

- Post the updated policy on our website or App, and
- Update the “**Last Updated**” date at the top of this document.

Your continued use of our Service after we post any modifications will constitute your **acknowledgment** and **acceptance** of the changes.

14. Contact Us

If you have any questions, concerns, or complaints about this Privacy Policy or our data handling practices, please contact us at:

ONOW Ascent Inc

Email: ascent.admin.dev@onow.com

Address: 2703 Lakewood Dr N, Carmel, IN, USA 46280

We will do our best to address and resolve any issues in a timely and responsible manner.

Acceptance of this Policy

By creating an account, accessing, or using our Service in any way, you signify that you have read, understood, and agree to **this Privacy Policy**. If you do not agree, you may not use the Service.

