Privacy Policy

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1. Introduction

The Neweralist Media, based in Bangalore, India ("Neweralist", "we", "our" or "us"), respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose and safeguard your information when you visit our website at neweralistmedia.com (the "Website") or engage with our services (the "Services").

We do not sell your personal information.

2. Our Role

2.1 **As controller.** For personal data collected through the Website, our sales process and our client relationships, we determine how that data is used and act as the data controller (or "data fiduciary" under Indian law).

2.2 **As processor.** When we deliver the Services, we may process personal data on behalf of our clients, such as their audience, leads, podcast guests and inbound messages. In that case our client is the controller, and we process the data only on their documented instructions. If your data reached us through one of our clients, you may also contact that client directly.

3. Information We Collect

3.1 **Information you provide to us:**

- **Contact Information:** name, email address, phone number, company name, job title and website, when you fill out our forms, book a call or contact us.
- **Onboarding Information:** business positioning, goals, target customer profiles, target accounts, brand assets and samples of your writing and speech.
- **Recordings:** video, audio and photographs captured during recording sessions, podcast episodes and films, and videos you submit to us.
- **Account Access:** permissions you grant us to your social media, podcast, email, calendar, CRM and advertising accounts.

- **Billing Information:** billing name, address and tax details. Payment card and bank details are processed by our payment providers, including Stripe, Razorpay, PayPal and Wise, and are not stored by us.
- **Communications:** records of correspondence when you contact us.

3.2 **Information collected automatically when you use the Website:**

- **Usage Data:** pages visited, time spent on pages, links clicked, referring sources and navigation patterns.
- **Device Information:** browser type, operating system, IP address, approximate location derived from IP address and device identifiers.
- **Cookies and Similar Technologies:** as described in section 8.

3.3 **Information we process when delivering the Services:**

- **Podcast Guests:** name, role, company, public professional profiles, research briefs compiled from publicly available information, and episode recordings.
- **Outreach Leads:** business contact information and public professional information, including name, job title, company, business email address and professional profile URLs, obtained from public sources, licensed data tools such as LinkedIn Sales Navigator, and individuals who engage with our clients' content.
- **Audience Interactions:** comments, messages and replies directed to our clients.
- **Campaign Data:** audience lists, impressions, views, clicks and conversions from advertising platforms and creator campaigns.
- **Creators:** name, account handle, audience information and payment details of creators in our distribution network.

4. How We Use Your Information

We use the information we collect to:

- provide, operate and maintain the Services;
- draft, publish and respond to content in our clients' names, with their written authorisation;
- research, invite and communicate with podcast guests and prospective leads on behalf of our clients;
- target, retarget and measure advertising campaigns;
- verify views and engagement before payment;
- respond to your inquiries and fulfil your requests;
- send you marketing communications, with your consent;
- report results to our clients;

- improve the Website and Services, and analyse usage patterns and trends;
- protect against fraudulent or illegal activity; and
- comply with legal obligations.

5. Legal Bases for Processing

Where required by applicable law, we rely on the following legal bases:

- **Performance of a contract:** to deliver Services you have engaged us to provide.
- **Legitimate interests:** to conduct business-to-business outreach and guest invitations, improve our Services and maintain security. We contact individuals only in their professional capacity and honour all opt-out requests.
- **Consent:** for marketing communications, non-essential cookies and recordings of you. You may withdraw consent at any time.
- **Legal obligation:** to keep records required by law.

6. Information Sharing

We do not sell your personal information. We may share your information with:

- **Service Providers:** third-party vendors who assist us in operating the Website and delivering the Services, including hosting, email, CRM, scheduling, video editing, payment, analytics and outreach providers. They may use your information only to provide services to us.
- **Personnel and Subcontractors:** editors, writers, producers and pitch specialists who need the information to deliver the Services and are bound by confidentiality obligations.
- **Third-Party Platforms:** social media, podcast and advertising platforms, when we publish content or run campaigns. Their own privacy policies govern their use of your information.
- **Creators:** the content and copy they distribute for a campaign. We do not share our clients' confidential data with creators.
- **Our Clients:** reports on engagement, replies, bookings and guest appearances relating to the Services we perform for them.
- **Legal Requirements:** when required by law, or to protect our rights, our clients or the safety of others.
- **Business Transfers:** in connection with a merger, acquisition or sale of our business, subject to equivalent protections.

7. Outreach and Podcast Invitations

7.1 If you received an outreach message or podcast invitation from us, it was sent on behalf of one of our clients. Every message identifies its sender.

7.2 You may opt out at any time by replying "stop", using the unsubscribe link, or emailing admin@neweralistmedia.com. When you opt out, we cease contacting you on behalf of that client and add your details to a suppression list to prevent future contact.

7.3 Podcast guests consent to their appearance before recording. Episodes are published only after approval by our client and, for regulated financial services clients, their compliance function.

8. Cookies and Tracking Technologies

8.1 We use cookies and similar technologies that are necessary for the Website to function, such as enabling forms and call bookings and remembering your preferences. You can control cookie settings through your browser preferences.

8.2 If we introduce analytics or advertising cookies, we will obtain your consent where required by law before placing them, and we will update this Privacy Policy.

9. International Data Transfers

We are based in India and serve clients worldwide. Some of our service providers, including payment, hosting and communication providers, may store or process your information outside India. Where required, we use legally recognised safeguards, such as standard contractual clauses, to protect transferred data.

10. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure or destruction. These include access controls, encryption in transit, separate sending domains for outreach, and removal of our access to client accounts at the end of an engagement. However, no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security. If a data breach affects your personal data, we will notify you and the relevant authorities as required by law.

11. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, comply with legal obligations, resolve disputes and enforce our agreements. If you opt out of our communications, we keep a minimal record on a suppression list so we can honour your request. Billing records are kept for as long as tax and accounting law requires, typically eight (8) years.

12. Your Rights

12.1 Depending on your location, you may have the right to:

- access the personal data we hold about you;
- request correction of inaccurate data;
- request deletion of your data;
- object to or restrict processing of your data;
- request data portability;
- opt out of marketing communications; and
- withdraw consent at any time.

12.2 To exercise these rights, contact us at admin@neweralistmedia.com. We will respond within thirty (30) days and may need to verify your identity. Where we process your data on behalf of a client, we will forward your request to that client and assist them in responding.

12.3 You also have the right to lodge a complaint with your local data protection authority.

13. Third-Party Links

The Website and our content may contain links to third-party websites, including social media platforms and podcast applications. We are not responsible for the privacy practices of these external sites. We encourage you to review the privacy policies of any third-party sites you visit.

14. Children's Privacy

Our Services are directed to businesses and are not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have collected data from a child, we will take steps to delete it promptly.