

Privacy Policy

Effective Date: May 14, 2025

This Privacy Policy describes how **OnPurpose Studio, LLC** (“OnPurpose,” “we,” “our,” or “us”) collects, uses, and protects information in connection with your use of the AEM ↔ TMS Connector (the “Service”).

By installing or using the Service, you agree to the practices outlined in this Privacy Policy.

1. Information We Collect

a. Limited Integration Metadata

We collect only the minimum information necessary to provide and maintain the functionality of the Service. This may include:

- Connector configuration data (e.g., project IDs, API credentials stored securely)
- Logs of synchronization events or errors (for debugging and support purposes)
- Service usage metadata (e.g., timestamps of actions, frequency of syncs)

b. No Content Storage

The Service **does not store or access your project content** (e.g., translatable strings, documents, or translations). All content is passed securely between AEM and the TMS vendor via their respective APIs.

c. Support and Communication Data

If you contact us for support or feedback, we may collect:

- Your name and email address
 - Company information
 - Details about your support request or issue
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2. How We Use Information

We use collected information for the following purposes:

- To operate, maintain, and improve the Service
- To troubleshoot and respond to support tickets
- To analyze Service performance and usage trends
- To communicate with you about product updates or security notices (where applicable)

Where required by law (such as under GDPR), our legal basis for processing your information includes the performance of a contract, our legitimate interests in providing and improving the Service, and your consent where applicable.

3. How We Share Information

We do **not sell, rent, or trade your personal data**. We only share information with:

- **Service providers and subprocessors** that assist us in maintaining and supporting the Service (e.g., hosting providers, ticketing systems), bound by confidentiality and data protection agreements
 - **Legal authorities** if required by law, subpoena, or court order
 - **Successors or acquirers** if OnPurpose is involved in a merger, acquisition, or asset sale
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4. Data Security

We implement reasonable administrative, technical, and organizational safeguards to protect the integrity, availability, and confidentiality of information processed through the Service. These include:

- Encrypted API key storage
- Secure hosting infrastructure
- Access controls for authorized personnel

However, no system can be guaranteed to be 100% secure. You are responsible for maintaining the confidentiality of your own credentials and access.

5. Data Retention

We retain data only for as long as necessary to:

- Provide and support the Service
- Meet legal or compliance obligations
- Resolve disputes and enforce our agreements

Log data and metadata are purged or anonymized after 90 days, unless a longer retention is required for audit or support purposes. We review retention practices periodically to ensure compliance with applicable legal, contractual, and operational requirements.

6. Your Rights

If you are located in the European Economic Area (EEA), UK, or similar jurisdictions, you may have the following rights:

- Right to access and review the data we hold
- Right to correct or update incorrect data
- Right to request deletion of personal data (subject to exceptions)
- Right to restrict or object to processing

If you are a California resident, you may have additional rights under the California Consumer Privacy Act (CCPA/CPRA), including the right to request disclosure of personal information we collect, delete your personal information, and opt out of the sale or sharing of your data (though we do not currently engage in such activities).

To exercise your rights under applicable data protection laws, please email us at **hello@onpurpose.studio** with your request. We may need to verify your identity before fulfilling the request, and we will respond within the timeframes required by law.

7. Cookies and Tracking

The Service itself does **not use cookies or tracking technologies**. Any tracking is subject to the terms of the platforms where the Service is hosted or distributed (e.g., AEM Marketplace, Crowdin Store, or our own website).

8. International Transfers

If you are accessing the Service from outside the United States, be aware that your data may be transferred to, stored, and processed in the U.S. or other countries where OnPurpose or its subprocessors operate.

We ensure appropriate safeguards are in place where required by applicable law.

9. Children's Privacy

The Service is intended for use by businesses only and is **not directed to children under 16**. We do not knowingly collect or process data from minors.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Material changes will be communicated via email or Service update notes where possible. Your continued use of the Service after the effective date constitutes your agreement to the updated policy.

We encourage you to review this Privacy Policy periodically. Continued use of the Service after any updates constitutes your acceptance of the revised terms.

11. Contact Us

For questions about this Privacy Policy or to exercise your data rights, contact:

OnPurpose Studio, LLC

Email: hello@onpurpose.studio

Website: <https://onpurpose.studio>