

NSquare Optima — Privacy Policy

Effective Date: May 15, 2026

At NSquare Optima, we are committed to maintaining the privacy, security, and trust of every individual, business owner, client, and visitor who interacts with our website or our services. This Privacy Policy explains in detail how information is collected, how it is used in the course of our business operations, how it may be stored or shared, and what rights users have in relation to their information.

By accessing our website, submitting inquiries, communicating with our team, or engaging our services, you acknowledge that you have read and understood this Privacy Policy.

1. Introduction

NSquare Optima operates as a digital business solutions provider offering services such as website development, e-commerce solutions, search engine optimization, social media marketing, performance marketing, branding, business consulting, and related digital growth services. In order to provide these services effectively, certain personal and business-related information may be collected during communication, onboarding, service execution, and website interactions.

We believe transparency is essential. This policy is intended to clearly explain how information flows through our systems so users understand the purpose and scope of data collection.

2. Information We Collect

We may collect information directly from users, automatically through technology, and through business interactions necessary to deliver our services.

Personal Information

Personal information includes any information that identifies an individual or business contact. This may include your name, phone number, email address, business name, business address, project requirements, billing information, communication history, service preferences, and any documents voluntarily shared during consultations or project execution.

This information is typically collected when users contact us through website forms, direct email, telephone calls, messaging platforms, or while entering into service agreements.

Technical Information

When users visit our website, certain technical information may be collected automatically. This can include IP address, browser type, device information, operating system, language preferences, pages visited, browsing duration, referral sources, user interaction patterns, and general analytics data.

This information helps us improve website functionality, user experience, performance monitoring, and service optimization.

3. How Information Is Collected

Information may be collected through direct and indirect means.

Direct Collection

Information may be provided directly when users:

- Fill contact forms
- Request quotations
- Book consultations
- Subscribe to communication
- Submit project briefs
- Share documents
- Engage services
- Make payments
- Communicate through phone, email, or messaging

Automated Collection

Our systems may automatically collect information through cookies, tracking technologies, browser analytics, advertising pixels, CRM systems, logs, and website monitoring tools.

4. Purpose of Data Collection

Information collected is used solely for legitimate business operations and service delivery.

This includes understanding business requirements, preparing service proposals, delivering projects, maintaining communication, customer support, payment processing, reporting, internal administration, business development, website analytics, campaign optimization, fraud prevention, and legal compliance.

We may also use information to improve our own operational quality, develop service offerings, monitor website performance, and understand customer requirements over time.

5. Marketing Communication

Where users voluntarily provide contact information, we may use that information to share service updates, promotional announcements, educational resources, company news, consultation opportunities, or relevant business communications.

Users may opt out of marketing communication at any time by contacting us or using available unsubscribe methods.

6. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to enhance user experience.

Cookies are small files stored on user devices that help remember preferences, monitor website interactions, improve speed, analyze traffic patterns, and support remarketing or advertising performance.

Users may disable cookies through browser settings, though some website features may function differently if cookies are disabled.

7. Third-Party Services

NSquare Optima may work with trusted third-party providers to operate business systems. These may include analytics providers, payment processors, advertising platforms, hosting providers, communication software, CRM systems, and cloud-based tools.

These third parties may process information according to their own privacy standards and legal obligations. While we choose reputable providers, their independent policies govern their own processing practices.

8. Information Sharing

We do not sell, rent, or trade personal information to external parties.

Information may only be shared where reasonably required to perform contracted services, facilitate business operations, process payments, comply with law, or protect business rights.

Sharing may occur with hosting providers, technology vendors, software platforms, payment processors, legal authorities, consultants, or service partners directly involved in delivering client services.

9. Data Security

We take reasonable commercial measures to protect information from unauthorized access, misuse, or loss. Security measures may include encrypted connections, secure hosting environments, password-protected systems, restricted staff access, backup systems, and account security procedures.

However, because digital transmission cannot be guaranteed to be completely secure, users acknowledge that information shared online is transmitted at their own discretion.

10. Data Retention

Information is retained only for as long as reasonably necessary to fulfill service obligations, maintain records, comply with law, resolve disputes, support ongoing business operations, and protect legitimate interests.

Certain information may remain archived for accounting, tax, compliance, legal, and record-keeping purposes.

11. User Rights

Users may request access to the personal information we hold, request corrections, request deletion where applicable, withdraw communication consent, or seek clarification regarding how information is handled.

Requests may be reviewed based on legal, contractual, or operational obligations before action is taken.

12. Confidential Business Information

During projects, clients may share sensitive business information including credentials, marketing strategies, documents, customer data, or internal records. NSquare Optima treats such information with professional confidentiality and uses it solely for agreed service purposes.

13. External Websites

Our website may contain links to third-party websites. We are not responsible for content, privacy practices, security standards, or policies of external websites. Users are encouraged to review external privacy policies independently.

14. Policy Updates

This Privacy Policy may be updated periodically to reflect legal requirements, business changes, service improvements, or operational changes. Updated versions will be published on this page.

15. Contact Information

NSquare Optima

Email: info@nsquareoptima.com

Website: <https://nsquareoptima.com>

NSquare Optima — Terms and Conditions

Effective Date: May 15, 2026

These Terms and Conditions govern the use of NSquare Optima's website and the engagement of any services offered by our company. By using our website or entering into any business relationship with NSquare Optima, users agree to the following terms.

1. Scope of Services

NSquare Optima provides digital business solutions including website design, website development, e-commerce solutions, SEO, social media marketing, paid advertising, branding, consulting, automation systems, and business strategy support.

Service scope may vary depending on project requirements and will be defined through proposals, quotations, service documents, or approved communication.

2. Client Engagement

Clients are responsible for providing accurate information necessary for service execution. This may include business details, access credentials, brand assets, approvals, content, documents, and communication required to complete the project.

Failure to provide required information may affect delivery schedules.

3. Project Execution

All projects are executed based on agreed deliverables, timelines, and scope. Additional requests beyond approved scope may require revised pricing, revised timelines, or separate agreements.

4. Payment Terms

Projects may require advance payment, milestone payments, recurring payments, or final settlement based on agreed terms.

Work may commence only after confirmation of initial payment where applicable.

Delayed payment may result in paused services, delayed delivery, restricted access, or termination of work.

5. Refund Policy

Payments are generally non-refundable once service work has commenced. Refund requests, if considered, are subject to management review, work completed, service costs incurred, and any written agreement specific to the project.

6. Revisions

Service packages may include a defined number of revisions. Additional revisions beyond the approved scope may attract additional charges.

Revision timelines may impact final delivery schedules.

7. Intellectual Property

Upon full payment, final approved deliverables are transferred to the client unless otherwise specified.

NSquare Optima retains ownership of internal systems, processes, frameworks, templates, strategy documents, proprietary methods, and reusable resources used in delivering services.

8. Performance Disclaimer

Digital marketing and business outcomes depend on many factors beyond our direct control. We do not guarantee specific search rankings, sales outcomes, lead volume, campaign approvals, audience response, profitability, or platform results.

Our commitment is to provide professional services using reasonable expertise and best practices.

9. Delays

Project timelines may be affected by client delays, technical issues, platform restrictions, external service providers, approvals, content submission delays, payment delays, or unforeseen operational circumstances.

10. Suspension and Termination

NSquare Optima reserves the right to suspend or terminate services where payment obligations are not met, communication becomes unresponsive, misuse occurs, legal risks arise, or service terms are violated.

Either party may terminate service with written notice. Work completed until termination remains billable.

11. Liability Limitation

NSquare Optima shall not be liable for indirect, incidental, consequential, or commercial losses arising from website use, campaign outcomes, delays, third-party failures, technical incidents, or service interruptions.

Liability is limited to the fees paid for the relevant service period.

12. Website Usage Rules

Users agree not to misuse website content, reproduce materials without permission, interfere with operations, upload malicious content, or attempt unauthorized access.

Violation may result in restricted access and legal action.

13. Confidentiality

Both NSquare Optima and clients agree to maintain confidentiality regarding business-sensitive information shared during service engagement.

14. Force Majeure

We are not responsible for delays or failures caused by events beyond reasonable control including natural disasters, internet failures, infrastructure outages, regulatory restrictions, cyber incidents, labor interruptions, or emergencies.

15. Governing Law

These Terms and Conditions are governed by the laws of India. Any disputes shall fall under the jurisdiction applicable to the registered business location of NSquare Optima.

16. Changes to Terms

These terms may be updated at any time. Continued use of the website or services indicates acceptance of updated terms.

17. Contact Information

NSquare Optima

Email: info@nsquareoptima.com

Website: <https://nsquareoptima.com>