

Privacy Policy

Last updated: April 6th 2026

This Privacy Policy explains how **Aleta Index Ltd.** (“we”, “us”, or “our”) collects, uses, discloses and protects your personal data when you use our website (accessible at <https://aletaindex-narrative.com>), service, and/or mobile application (“**Service**”).

We are committed to protecting your privacy and complying with applicable data protection laws, including the UK GDPR, EU GDPR (where applicable), and the Data Protection Act 2018.

If you do not agree with this Privacy Policy, please do not use our Service.

This Privacy Policy describes our practices with respect to Personal Information we collect from or about you when you use our Services. This Privacy Policy does not apply to content that we process on behalf of customers of our business offerings. Our use of that data is governed by our customer agreements covering access to and use of those offerings.

1. Data Controller

The data controller responsible for your personal data is:

Aleta Index Ltd.
51 Clapton Square, London, England, E5 8HE
info@aletaindex.com

2. What Data We Collect

We collect the following categories of data:

2.1. Data You Provide to Us

- **Account information (if applicable):** If you create an account, we may collect your name, email address, account credentials, payment card information, and transaction history.
- **Communications:** Any messages, support requests, or feedback, or other form of communication you send us.
- **User Content:** When you use our Services, we collect Personal Information that is included in the input, file uploads, or feedback that you provide to our Services
- **URLs or links you visit:** When you click a URL in our Services, we track that link.

2.2. Automatically Collected Data

When you access our website, we may collect:

- **Technical data:** IP address, browser type/version, device information, operating system.

- **Usage data:** Pages visited, time spent on pages, interactions with our Service.
- **Cookies and similar technologies:** We may use a variety of online analytics products that use cookies to help us analyze how users use our Services and enhance your experience when you use the Service.

2.3. Data Retrieved from Submitted URLs

When a user pastes a URL into our Services, we fetch:

- The publicly available content of the linked article.
- Metadata (author, publication date, website domain information, etc.).
- Any visible personal data contained in the article itself.

Important:

We do not create profiles on individuals beyond what is necessary to analyse the article content. We do not process special-category data intentionally.

3. How We Use Your Data

We process personal data for the following purposes:

3.1. To Operate and Provide the Service

- Analyse article reliability and generate output for the user.
- Retrieve and parse metadata from the selected company.

3.2. To Improve Our Services

- Monitor usage patterns.
- Improve the accuracy of our reliability analysis models.
- Debugging, testing, and analytics.

3.3. To Ensure Security

- Prevent misuse, fraud, or attacks.
- Monitor suspicious activities.

3.4. To Communicate With You

- Send service updates, responses to enquiries, and important notices.

3.5. To Comply With Legal Obligations

- Respond to lawful requests, regulatory requirements, or enforcement actions.

4. Legal Basis for Processing

We rely on the following lawful bases under the UK/EU GDPR:

- **Performance of a contract:** To provide the Service you request.
- **Legitimate interests:** Improving the Service, ensuring security, preventing abuse, and understanding website usage (balanced against your rights).
- **Consent:** For analytics cookies (where required) or where you explicitly agree to certain processing activities.
- **Legal obligation:** Where processing is necessary to comply with applicable law.

5. Sharing Your Data

We may share your personal data with:

- **Service providers / processors:** e.g., hosting providers, analytics platforms, cloud infrastructure.
- **Law enforcement or regulators:** When legally required.
- **Third parties in corporate transactions:** In case of merger, acquisition, or sale of assets.

6. Data Retention

We retain personal data only as long as necessary for the purposes described above, including to:

- Provide the Service.
- Maintain business records.
- Comply with legal obligations.

7. Your Rights (UK/EU GDPR)

You have the following rights:

- **Access:** Request copies of your personal data.
- **Correction:** Request corrections to inaccurate data.
- **Erasure:** Ask us to delete your data.
- **Restriction:** Limit how your data is processed.
- **Portability:** Receive a copy of data you provided to us.
- **Objection:** Object to processing based on legitimate interests.

- **Withdraw consent:** Where processing is based on consent.

To exercise any rights, contact us at: info@aletaindex.com

8. Third-Party Links

Our Service may contain links to third-party websites or may provide you information derived from such third-party websites.

We are not responsible for their privacy practices, and we encourage you to review their policies.

9. Changes to This Policy

We may update this Privacy Policy from time to time. The “Last updated” date will reflect the latest changes. Continued use of the Service constitutes acceptance of the updated policy.

10. Contact Us

If you have questions about this Privacy Policy or your data rights, please contact:
info@aletaindex.com