

Clevaa Privacy Policy

Clevaa (Revenuru Ltd)
Last Updated: April 28, 2026

1. Introduction

Welcome to Clevaa, a product operated by Revenuru Ltd (“we”, “us”, or “our”).

This Privacy Policy explains how we collect, use, safeguard, and disclose information when you use our website, platform, and embedded AI agents (the “Service”).

Our Service includes:

- The Clevaa platform
- AI-powered web widgets deployed on customer websites
- Associated dashboards, analytics, and integrations

By using our Service, you agree to the collection and use of information in accordance with this Privacy Policy.

2. Definitions

- Service – The Clevaa platform, including web widgets and associated tools
- Personal Data – Information that identifies or can identify an individual
- Usage Data – Data collected automatically from interaction with the Service
- Cookies – Small data files stored on your device
- Data Controller – The entity determining how data is processed
- Data Processor – A third party processing data on behalf of a controller
- User – Any individual interacting with our Service or AI agents

3. Information We Collect

3.1 Information Provided by Users

When interacting with Clevaa or a Clevaa-powered widget, users may provide:

- Name, email address, phone number
- Business information
- Messages, queries, and conversational inputs
- Any information voluntarily submitted through the AI agent

3.2 Automatically Collected Data

We may collect:

- IP address and approximate location (e.g. city-level)
- Browser type and device information

- Interaction data (pages visited, time on page, widget engagement)
- Conversation metadata (timestamps, outcomes, actions triggered)

This is commonly referred to as Usage Data.

3.3 Data from Customers (Businesses Using Clevaa)

Our customers may configure the platform to collect:

- Lead data (e.g. contact details)
- Customer enquiries and requests
- Task-related data (e.g. bookings, follow-ups)

Clevaa acts as a Data Processor in these cases.

4. How We Use Data

We use collected data to:

- Provide and operate the Service
- Facilitate conversations via AI agents
- Capture and deliver leads, tasks, and insights
- Improve system performance and reliability
- Monitor usage and prevent misuse
- Comply with legal obligations

Where permitted, we may also use data to:

- Improve our models and systems
- Enhance user experience and product features

We follow core principles such as purpose limitation and data minimisation.

5. Legal Basis for Processing (UK GDPR)

For users in the United Kingdom and European Economic Area (EEA), we process data under:

- Consent – when users provide information voluntarily
- Contractual necessity – to deliver our services
- Legitimate interests – improving our platform and security
- Legal obligations – compliance with applicable laws

6. Data Sharing and Disclosure

We do not sell personal data.

We may share data with:

- Service providers (hosting, analytics, infrastructure)
- Integration partners (CRM systems, messaging platforms)
- Legal authorities, if required by law

All third parties are required to handle data securely and in accordance with applicable regulations.

7. Data Retention

We retain data only as long as necessary to:

- Provide our services
- Fulfil contractual obligations
- Meet legal and regulatory requirements

Customers can request deletion of their data or configure retention policies within the platform.

8. Data Security

We implement appropriate technical and organisational measures, including:

- Encryption in transit and at rest
- Access controls and authentication
- Monitoring and logging systems
- Regular security reviews

Our approach aligns with industry practices for protecting sensitive data.

9. Your Data Rights

Depending on your jurisdiction, you may have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion (“right to be forgotten”)
- Restrict or object to processing
- Request data portability

To exercise these rights, contact us at: privacy@clevaa.com

10. Cookies and Tracking

We use cookies and similar technologies to:

- Improve functionality and performance
- Understand user behaviour
- Support analytics and optimisation

Users can manage cookie preferences through their browser settings.

11. AI and Automated Processing

Clevaa uses AI systems to:

- Process conversations
- Generate responses
- Extract structured data (e.g. leads, tasks)

Important:

- AI outputs may be automated

- Businesses using Clevaa are responsible for reviewing outcomes where required
- We provide visibility into interactions for transparency and accountability

12. International Data Transfers

Where data is transferred outside the UK or EEA, we ensure appropriate safeguards, such as:

- Standard contractual clauses
- UK GDPR-compliant frameworks
- Secure infrastructure providers

13. Children's Privacy

Our services are not intended for individuals under the age of 16. We do not knowingly collect data from children.

14. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated "Last Updated" date.

15. Contact Us

If you have questions about this Privacy Policy or your data:

Revenuru Ltd (trading as Clevaa)

Email: hi@clevaa.com

Website: www.clevaa.com

Address: 43 Eden Road, Crawley, RH11 8LZ