

Privacy Policy for Nyra AI

Effective Date: April 19, 2025

Nyra (“we”, “our”, or “us”) is committed to protecting the privacy of our users. This Privacy Policy explains how we collect, use, and disclose information when you use our platform and services, including our integration with Meta’s Marketing API.

1. Information We Collect

When you use Nyra, including through integrations with third-party services like Meta (Facebook & Instagram), we may collect the following types of information:

- **Account Information:** Name, email address, business name, and contact details.
 - **Ad Account Data:** With your explicit permission, we access data via Meta’s Marketing API, including your ad campaigns, ad sets, creatives, insights, and performance metrics.
 - **Usage Data:** We collect data on how you interact with our platform to improve functionality and user experience.
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2. How We Use Your Information

We use the collected information to:

- Provide and improve our AI-driven marketing features.
 - Analyze ad performance and offer insights.
 - Personalize your experience on the platform.
 - Communicate with you about product updates, tips, and support.
 - Comply with legal obligations.
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3. How We Share Your Information

We do **not** sell your personal information. We may share your data only in the following situations:

- **With Your Consent:** We may share your information with third-party services when you explicitly authorize it.
- **Service Providers:** We may engage trusted third parties to assist in operating our service, subject to strict confidentiality obligations.

- **Legal Requirements:** We may disclose your information if required by law or to protect our rights and comply with legal processes.
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4. Data Security

We implement appropriate security measures to protect your data against unauthorized access, alteration, disclosure, or destruction. Access to Meta Marketing API data is secured and limited only to necessary personnel and systems.

5. Your Rights

You may have the right to access, correct, delete, or export your personal data. You can also revoke access to Meta data at any time through your Facebook account settings or by contacting us directly.

6. Data Retention

We retain your data only as long as necessary to provide our services and comply with legal obligations. Upon request or account deletion, we will delete associated data within a reasonable timeframe.

7. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of significant changes by posting the updated policy on our website or through in-app notifications.

8. Contact Us

If you have any questions about this Privacy Policy or your data, you can contact us at:

Nyra AI

Email: hello@trynyra.xyz

Website: <https://www.trynyra.xyz>