

Last updated: 26 December 2025

This Privacy Policy describes our policies and procedures on the collection, use, and disclosure of your information when you use our Service and informs you about your privacy rights and how the law protects you.

We use your personal data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy.

This Privacy Policy has been created with the help of the Free Privacy Policy Generator.

Interpretation and Definitions

Interpretation: Words with capitalized initial letters have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or plural form.

Definitions:

- **Account** means a unique account created for You to access our Service or parts of our Service.
- **Affiliate** means an entity that controls, is controlled by, or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest, or other securities entitled to vote for the election of directors or other managing authority
- **Company:** Refers to Bit IoT, Access Point Building, Cr 22 # 17-325, Office 0556, Medellín - Colombia.
- **Cookies** are small files placed on your computer, mobile device, or any other device by a website, containing details of your browsing history on that website among its many uses.
- **Country:** Refers to Colombia (Headquarters) and/or the United Arab Emirates, depending on the location of the user and the jurisdiction where the services are being rendered.
- **Device** means any device that can access the Service, such as a computer, a cellphone, or a digital tablet.
- **Data Protection Law:** Refers to the UAE Federal Decree-Law No. 45 of 2021 regarding the Protection of Personal Data (PDPL), and other applicable local regulations.
- **Personal Data:** Any information that relates to an identified or identifiable individual.
- **Service** refers to the Website.
- **Usage Data:** Data collected automatically, either generated by the use of the Service or from the Service infrastructure itself.

Collection and Use of Your Personal Data

Types of Data Collected:

- **Direct Information:** While using our Service, we may ask you to provide us with certain personally identifiable information (name, email, phone number, address).
- **Usage Data:** Collected automatically (IP address, browser type, device identifiers, time spent on pages).
- **Pedestrian Metadata (IoT Services):** In the course of providing our pedestrian counting services, our specialized sensors process visual information to generate anonymous numerical data.

Pedestrian Counting & "Privacy by Design"

For our Pedestrian Counting and Traffic Analytics services the "VOLGA" platform, we adhere to the following privacy standards:

- **Anonymization at the Edge:** Our sensors are designed to process visual data locally. Once the sensor identifies a "count" or movement pattern, the image is immediately discarded and converted into anonymous numerical metadata.
- **No Image Storage:** We do not store, transmit, or share raw video footage or identifiable facial images of pedestrians.
- **Purpose Limitation:** Data is used exclusively for operational optimization, safety management, and business analytics.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track activity on our Service and store certain information. Tracking technologies used include beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

Technologies We use may include:

- **Cookies or Browser Cookies:** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service.
- **Web Beacons:** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics.

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser.

We use both Session and Persistent Cookies for the purposes described below:

- **Necessary / Essential Cookies**
 - Type: Session Cookies
 - Administered by: Us
 - Purpose: These Cookies are essential to provide You with services available through the Website and to enable You to use some of its features.

- **Cookies Policy / Notice Acceptance Cookies**
 - Type: Persistent Cookies
 - Administered by: Us
 - Purpose: These Cookies identify if users have accepted the use of cookies on the Website.
- **Functionality Cookies**
 - Type: Persistent Cookies
 - Administered by: Us
 - Purpose: These Cookies allow us to remember choices You make when You use the Website, such as remembering your login details or language preference.

Use and Retention of Your Personal Data

The Company may use Personal Data for the following purposes:

- To provide and maintain our Service
- To manage Your Account
- For the performance of a contract
- To contact You
- To provide You with news, special offers, and general information
- To manage Your requests
- For business transfers
- For other purposes such as data analysis and improving our Service

We may share Your personal information in the following situations:

- With Service Providers
- For business transfers
- With Affiliates
- With business partners
- With other users
- With Your consent

We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will also retain Usage Data for internal analysis purposes, typically for a shorter period unless required for security enhancements or legal obligations.

Data Transfer

Your information may be processed in Colombia or other locations where our affiliates are based.

Your information may be transferred to — and maintained on — computers located outside of Your jurisdiction where data protection laws may differ. Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

Disclosure of Your Personal Data

- **Business Transactions:** If the Company is involved in a merger, acquisition, or asset sale, Your Personal Data may be transferred.
- **Law Enforcement:** The Company may be required to disclose Your Personal Data if required to do so by law.
- **Other Legal Requirements:** The Company may disclose Your Personal Data in good faith when necessary to comply with legal obligations, protect rights, prevent wrongdoing, or ensure safety.

Your Rights under UAE Data Protection Law

If you are located in the UAE, you are entitled to the following rights under Law No. 45 of 2021:

- **Right to Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request corrections to inaccurate data.
- **Right to Deletion:** Request the erasure of your data under certain conditions.
- **Right to Object:** Object to processing carried out for direct marketing or automated processing.

Security of Your Personal Data

While We strive to use commercially acceptable means to protect Your Personal Data, no method of transmission over the Internet or method of electronic storage is 100% secure.

Children's Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under 13 years of age.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. We strongly advise You to review the Privacy Policy of every site You visit.

Changes to This Privacy Policy

We may update Our Privacy Policy from time to time. Changes are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy or wish to exercise your data rights, please contact our Data Protection Officer (DPO):

- **Email:** gerencia@bitiot.co
- **Phone:** +57 312 728 96 63
- **Website:** <https://bitiot.co/index.php/contactanos/>
- **Address:** Edificio Access Point, Cr 22 #17-325, Of 0556, Medellín - Colombia.