

# Privacy Policy

Last updated: January 2026

## Introduction

This Privacy Policy explains how Hercules (operated by Avalora Labs) collects, uses, discloses, and protects your information when you use our AI Voice Receptionist services, website, and related platforms.

## Information We Collect

We may collect the following types of information:

- Personal Information: Name, phone number, email address, business details.
- Call Data: Call recordings, call transcripts, call duration, and call metadata.
- Usage Data: Interaction logs, system usage statistics, and performance data.
- Technical Data: IP address, browser type, device information, and operating system.

## How We Use Your Information

- To provide, operate, and maintain our AI receptionist services.
- To process bookings, reservations, and customer interactions.
- To improve system performance, accuracy, and reliability.
- To communicate service updates, billing, and support messages.
- To comply with legal and regulatory requirements.

## Call Recording & AI Processing

Calls may be recorded and processed by artificial intelligence for quality assurance, training, analytics, and service delivery purposes. By using our service, you confirm that you have obtained any required consent from callers as required by applicable laws.

## Data Sharing & Third Parties

We do not sell personal data. We may share information with trusted third-party service providers such as telephony providers, cloud infrastructure providers, analytics tools, and messaging platforms solely to deliver our services.

## Data Retention

We retain personal and call data only for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law.

## Security Measures

We implement reasonable technical and organizational safeguards to protect your data from unauthorized access, loss, misuse, or disclosure. However, no system can be guaranteed 100% secure.

## Your Rights

- Request access to your personal data.
- Request correction or deletion of your data.
- Object to or restrict certain processing activities.
- Withdraw consent where processing is based on consent.

## International Data Transfers

Your data may be transferred to and processed in countries other than your own. We take steps to ensure appropriate safeguards are in place for international transfers.

## Children's Privacy

Our services are not intended for individuals under the age of 13. We do not knowingly collect personal data from children.

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted on our website with a revised effective date.

## Contact Us

If you have questions about this Privacy Policy or our data practices, please contact us at [support@avaloralabs.com](mailto:support@avaloralabs.com).