



BeyondBell Privacy Policy

DRAFT FOR REVIEW — placeholders marked in [brackets] need confirmation before this is published on beyondbell.in. Recommend a lawyer review DPDP Act consent language and the Grievance Officer designation before go-live.

Effective Date: [DD Month 2026]

Last Updated: [DD Month 2026]

1. Who We Are

This Privacy Policy explains how Axlemininds LLP ("BeyondBell", "we", "us", or "our"), operating under the brand name BeyondBell, collects, uses, stores, and protects personal information of visitors to beyondbell.in and users of BeyondBell Circle and related services.

Axlemininds LLP is registered in Kalyan, Thane District, Maharashtra, India.

Registered Office: [Full registered address, Kalyan, Thane District, Maharashtra]

Contact Email: hello@beyondbell.in

2. Scope of This Policy

This Policy applies to:

- Visitors who join the BeyondBell waitlist at beyondbell.in
- Members of BeyondBell Circle, including Founding Members, Standard, and Pro subscribers
- School Plan administrators and their enrolled teachers
- Users of BeyondBell's AI Studio tools (Lesson Architect, Assessment Builder, Parent Communicator, Event Architect, Principal Desk, and future tools)

This Policy does not apply to third-party websites or services that BeyondBell may link to.

3. Information We Collect

3.1 Information You Provide Directly

- Name
- Email address
- School or institution name
- Role (e.g., teacher, academic coordinator, school leader)
- Phone number (where provided)
- Payment and billing details (processed via Razorpay; BeyondBell does not store full card/UPI credentials)
- Content you submit into AI Studio tools (e.g., lesson content, assessment inputs, parent-communication drafts) for the purpose of generating outputs

3.2 Information Collected Automatically

- Usage data (pages visited, features used, session duration) via Google Analytics (GA4)
- Product usage and interaction data via PostHog
- Device and browser information, IP address (for security and fraud prevention)

Note: confirm whether any student-identifiable data is ever entered into AI Studio tools by teachers (e.g., in Assessment Builder or Parent Communicator). If so, a dedicated clause on student/minor data handling is needed – see Section 8.

4. How We Use Your Information

We use the information we collect to:

- Notify you when BeyondBell Circle launches and manage your waitlist position
- Create and manage your BeyondBell Circle account and subscription
- Process payments and manage billing via Razorpay
- Provide, personalize, and improve AI Studio tools and their outputs
- Communicate service updates, product announcements, and (where you have opted in) BeyondBell Notes and marketing content
- Maintain platform security and prevent misuse
- Comply with applicable legal and regulatory obligations

5. Legal Basis and Consent (DPDP Act, 2023)

BeyondBell processes personal data in accordance with the Digital Personal Data Protection Act, 2023 ("DPDP Act"). As a data fiduciary, we collect and process personal data only:

- With your clear, informed consent, given at the point of data collection (e.g., the waitlist form checkbox); or
- Where necessary to perform a contract with you (e.g., providing Circle membership you have subscribed to); or

- Where required by law.

You may withdraw consent at any time by writing to hello@beyondbell.in. Withdrawing consent may limit our ability to provide certain services, such as AI Studio tools or waitlist notifications.

6. Data Sharing and Processors

We do not sell personal data. We share data only with service providers who process it on our behalf, under contractual confidentiality obligations, including:

- Supabase — database hosting and authentication
- Razorpay — payment processing
- Google Analytics (GA4) — website analytics
- PostHog — product usage analytics
- Bigrock — domain and hosting infrastructure
- [Brands Benchmark — platform development, under signed confidentiality/IP terms]

We may disclose data where required by law, court order, or governmental authority.

7. Data Storage and Security

Personal data is stored on Supabase infrastructure with access controls limited to authorized personnel. We take reasonable technical and organizational measures to protect personal data against unauthorized access, alteration, or loss. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

8. Children's and Student Data

BeyondBell Circle and its AI Studio tools are designed for use by adult educators, not by students directly. Where teachers input student-related information (e.g., names, grades, or performance notes) into AI Studio tools for lesson, assessment, or communication purposes, that information is treated as data submitted by the teacher for a specific professional purpose and is not used by BeyondBell for any purpose beyond generating the requested output.

Recommend confirming with a lawyer whether this clause needs to be strengthened given DPDP Act's specific provisions on processing children's data (Section 9), since some AI Studio tools may indirectly involve student information entered by teachers.

9. Data Retention

We retain personal data for as long as necessary to fulfil the purposes described in this Policy, or as required by law. Waitlist data is retained until Circle launch and account creation, or until you request deletion. Account data is retained for the duration of your subscription and a reasonable period thereafter for legal and accounting purposes.

10. Your Rights

Under the DPDP Act, you have the right to:

- Access the personal data we hold about you
- Correct inaccurate or incomplete data
- Withdraw consent and request erasure of your data
- Nominate another individual to exercise your rights in the event of death or incapacity
- Lodge a grievance with our Grievance Officer, and subsequently with the Data Protection Board of India if unresolved

To exercise these rights, contact us at hello@beyondbell.in.

11. Cookies and Analytics

beyondbell.in uses cookies and similar technologies for essential site functionality and for analytics via Google Analytics (GA4) and PostHog. You can control cookie preferences through your browser settings. [Add cookie consent banner language once implemented.]

12. Grievance Officer

In accordance with the DPDP Act, the Grievance Officer for Axlemininds LLP is:

- Name: [Grievance Officer name — confirm, e.g. Thomas Koshy]
- Email: hello@beyondbell.in
- Address: [Registered office address, Kalyan, Thane District, Maharashtra]

We aim to acknowledge grievances within [X] business days and resolve them within [X] days.

13. Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be notified via email or a prominent notice on beyondbell.in. Continued use of our services after changes take effect constitutes acceptance of the revised Policy.

14. Contact Us

For questions about this Privacy Policy, write to hello@beyondbell.in.