

SalesGenie Privacy Policy

Effective Date: 3/12/2026

This Privacy Policy explains how **UNITYXPERT LTD** (“SalesGenie”, “we”, “us”, or “our”) collects, uses, stores, and protects personal data when individuals interact with the SalesGenie service.

SalesGenie is a software product operated by **UNITYXPERT LTD**, a private limited company registered in England and Wales under company number **16072762**, with its registered office at:

128 City Road
London, EC1V 2NX
United Kingdom

If you have any questions regarding this Privacy Policy, you may contact us at:

Email: contact@unityxpert.com

Support Community: <https://discord.gg/mR7VynvkZ9>

1. Scope of this Policy

This Privacy Policy applies to:

- users who create and manage SalesGenie accounts
- server owners who install SalesGenie in their Discord communities
- Discord users who interact with the SalesGenie bot inside communities

SalesGenie operates as an automation tool integrated with Discord communities. Some data processed through the Service originates from third-party platforms such as Discord.

2. Roles in Data Processing

SalesGenie operates under two primary data roles depending on the context of the data processed.

Account Data

For data relating to account creation, subscriptions, and access to the SalesGenie dashboard, **UNITYXPERT LTD acts as the Data Controller**.

Community Interaction Data

For data generated through interactions between Discord users and SalesGenie inside a community server:

- the **Server Owner acts as the Data Controller**, determining how and why the bot is used
- **SalesGenie acts primarily as a Data Processor**, providing infrastructure for automated conversations and CRM functionality

Server Owners are responsible for informing their community members about the use of automated systems and for ensuring compliance with applicable privacy laws.

3. Information We Collect

SalesGenie may process the following categories of information.

Account Information

When a Server Owner creates an account or subscribes to the Service, we may collect:

- email address
- account login details
- subscription information
- server configuration information

Payment information is handled by our payment provider and is not stored by UNITYXPERT LTD.

Discord Interaction Data

When Discord users interact with SalesGenie inside a community server, the Service may collect and store:

- Discord username
- Discord user ID
- message transcripts

- responses to qualification questions
- conversation metadata

This information is stored for CRM functionality, conversation management, analytics, and support purposes.

Lead Capture Data

If a Discord user voluntarily submits information through a lead capture or resource flow, the Service may collect:

- email address
- qualification responses
- conversation context related to the submission

These details are typically stored within the CRM dashboard accessible to the Server Owner.

4. How We Use the Information

We use collected data for purposes including:

- operating and maintaining the SalesGenie service
- providing automated conversations and lead qualification
- enabling CRM and analytics features
- troubleshooting and technical support
- preventing abuse or misuse of the platform
- improving the reliability and performance of the system

We do not sell personal data to third parties.

5. Artificial Intelligence Processing

SalesGenie uses artificial intelligence technologies to generate automated responses during conversations.

AI responses may be generated through third-party AI providers.

Message content may be processed by AI systems to generate responses within the Service.

SalesGenie does not use user conversation transcripts to train proprietary AI models.

6. Data Retention

Conversation transcripts and interaction data may be stored for operational and CRM purposes.

Data may be retained for **up to twelve (12) months after the last recorded interaction**, unless:

- deletion is requested by the Server Owner
- deletion is requested by the data subject
- deletion is required by law

When data is deleted from the system, it is removed from the active database and not retained in backups.

7. Data Deletion Requests

Individuals may request deletion of their data associated with SalesGenie.

Deletion requests may be submitted through:

- the Server Owner operating the bot in the community
- direct contact with UNITYXPERT LTD via contact@unityxpert.com

Upon receiving a valid request, we will take reasonable steps to delete the relevant data, subject to technical limitations and legal obligations.

8. Transparency in Communities

SalesGenie operates inside Discord communities managed by independent Server Owners.

Server Owners are responsible for informing their community members that:

- automated systems may interact with them
- Discord usernames and user IDs may be processed
- conversation transcripts may be stored

SalesGenie provides the technical infrastructure but does not control how communities disclose the use of automation tools to their members.

9. Sharing of Information

We may share limited data with third-party service providers required to operate the Service.

These may include:

- hosting providers
- artificial intelligence service providers
- payment processors
- infrastructure providers

These providers process data only as necessary to support the operation of the Service.

10. Payment Processing

Payments for SalesGenie subscriptions are handled by third-party payment processors.

Currently, payments may be processed through **Whop**, which acts as Merchant of Record.

UNITYXPERT LTD does not store payment card details.

Payment processors handle billing information in accordance with their own privacy policies.

11. Data Storage and Security

SalesGenie stores operational data on servers located within the European Union.

We implement reasonable technical and organizational measures designed to protect information from unauthorized access, alteration, or disclosure.

Access to system data is restricted to authorized personnel for purposes such as:

- system maintenance
- troubleshooting
- enforcement of service policies

12. International Data Transfers

Because SalesGenie operates globally, personal data may be processed in multiple jurisdictions.

Where data is transferred outside the United Kingdom or European Economic Area, appropriate safeguards may be used to protect the data in accordance with applicable privacy laws.

13. Rights of Individuals

Depending on applicable laws, individuals may have rights regarding their personal data, including:

- the right to access their data
- the right to correct inaccurate data
- the right to request deletion of their data
- the right to restrict processing
- the right to object to certain types of processing

Requests regarding personal data may be submitted via contact@unityxpert.com.

14. Third-Party Platforms

SalesGenie integrates with third-party platforms including Discord.

User interactions with these platforms are also governed by the privacy policies of those respective services.

SalesGenie is not responsible for the privacy practices of third-party platforms.

15. Children's Privacy

The Service is not directed to children under the age of 13.

If we become aware that personal data has been collected from a child under 13 in violation of applicable laws, we will take steps to remove such information.

16. Changes to this Privacy Policy

We may update this Privacy Policy from time to time.

Updates will be posted on the website with the revised effective date.

Continued use of the Service after updates constitutes acceptance of the revised policy.

Contact and Privacy Inquiries

If you have questions about this Privacy Policy or how your personal data is processed, you may contact us at:

Email: contact@unityxpert.com

Support Community: <https://discord.gg/mR7VynvkZ9>

We will make reasonable efforts to respond to privacy-related inquiries and data requests in accordance with applicable data protection laws.

Policy Updates

We may update this Privacy Policy from time to time to reflect changes to our services, legal requirements, or operational practices.

When updates are made, the **“Last Updated” date at the top of this Privacy Policy** will be revised accordingly.

Continued use of the SalesGenie Service after such updates constitutes acceptance of the revised Privacy Policy.