

Air12 Privacy Policy

How Air12 collects, uses, shares, protects and retains personal data

Version	2.0
Publication date	10 October 2026
Published by	ASCRIBE ATTRIBUTION SYSTEMS PRIVATE LIMITED
CIN / PAN	U58200MH2025PTC457667 / ABDCA8269Q
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1. Scope and data fiduciary

1.1 ASCRIBE ATTRIBUTION SYSTEMS PRIVATE LIMITED operates Air12 and determines the purposes and means of processing personal data for the Air12 service. This Policy applies to Sender users, operational users, Receivers, contacts and other individuals whose personal data is processed through Air12.

1.2 Air12 processes personal data in accordance with applicable Indian law, including the Digital Personal Data Protection Act, 2023 and rules made under it as and when the relevant provisions apply.

2. Personal data collected

Category	Examples
Account and identity	Full legal name, email, mobile number, authentication data, account status, role, airport assignment and operational identifiers.
Sender company	Company name, address, PAN, linked GSTINs, company association and authority confirmations.
Signup document extraction	PAN document, optional GST registration document, extracted PAN or GSTIN and company text, processing status and error information.
Shipment	Sender and Receiver contacts, pickup and delivery addresses, goods description, package dimensions and weights, declared value, invoices, challans, e-way-bill references and Shipment documents.
Operations	Assignments, scans, custody records, AWB and flight details, milestones, delivery confirmation, cancellation and refund records.
Commercial	Quotes, pricing snapshots, insurance information, payments, DELTA, invoices, tax information and refunds.
Legal and audit	Accepted Agreements, Agreement acceptance wording and hashes, Quote Acceptance Records, Shipment confirmations, authority letters, template versions, access logs and event history.
Technical and communications	Security logs, browser or device information ordinarily generated by the service, support communications, email status and necessary cookies or browser storage.

3. Purposes of processing

3.1 Air12 processes personal data to verify and create accounts; connect users to a Sender company; record Sender Agreement acceptance; prepare and accept Quotes; create and perform Shipments; coordinate airlines, insurers, payment providers and road movement; generate legal, tax and commercial records; provide tracking and delivery; maintain security and audit history; manage support, cancellation and refunds; comply with law; prevent fraud; and establish, exercise or defend legal rights.

4. PAN and GST document extraction

4.1 After email verification, a new Sender user uploads a PAN document and may upload a GST registration document. Air12 uses its configured Google Gemini document-extraction service to extract the relevant PAN, GSTIN and company text from the submitted document bytes.

4.2 Air12 does not retain the uploaded PAN/GST source document or raw model response after processing. Air12 retains the extracted PAN, GSTIN and company information required for the account and related audit records.

4.3 PAN and GSTIN values extracted through the workflow are not manually editable. Where an extracted value is incorrect, the user must submit a replacement document for processing.

5. Lawful processing and third-party data

5.1 Air12 processes data where necessary to provide the requested service, comply with law, protect legitimate business and security interests, maintain contractual and legal records, and on the basis of consent where consent is required.

5.2 The Sender shall have lawful authority to provide personal data concerning Receivers, employees, representatives and other individuals and shall give them any notice required by law.

6. Sharing and service providers

6.1 Air12 shares personal data only to the extent reasonably necessary with airlines and cargo facilities; pickup and delivery providers; helpers; insurers and insurance intermediaries; payment and banking providers; cloud hosting, storage, authentication, AI/document-extraction, email and communications providers; professional advisers and auditors; and governmental, judicial, tax, aviation, regulatory or law-enforcement authorities where required.

6.2 Service providers are engaged for defined purposes and are expected to apply appropriate confidentiality, security and data-processing safeguards. Air12 does not sell personal data to advertisers.

7. Company identity, Agreement and transaction records

7.1 PAN identifies the Sender company relationship in Air12. A new user presenting the same PAN may be associated with the existing company in accordance with the approved signup process.

7.2 Company onboarding is not complete until the then-required Air12 Sender Agreement acceptance has been recorded for the applicable onboarding flow. If Air12 later publishes a new Sender Agreement version, a Sender may be required to accept it before accepting a subsequent new Quote, while a Quote already generated and in progress may remain governed by the Agreement version under which it was generated.

7.3 At Quote acceptance, the selected Sender company name, address, PAN and GSTIN status are frozen for that transaction. Later company-profile changes do not amend accepted Quotes, Shipments, invoices or legal records. Air12 generates a Quote Acceptance Record as evidence of the Quote acceptance transaction.

8. Retention and deletion

8.1 PAN and GST source documents and raw extraction output are not retained after processing as stated in Clause 4. Unfinished signup information is discarded after thirty minutes of inactivity, and no active company membership is created until signup is completed.

8.2 Other data is retained for as long as reasonably necessary for the service, account security, tax, corporate, insurance, aviation, audit, dispute and evidentiary purposes. Accepted Agreements, Quote Acceptance Records, immutable transaction records and audit history may be retained after account deactivation where required for those purposes.

8.3 Where applicable law requires erasure and no lawful retention ground remains, Air12 will erase or de-identify the personal data and take reasonable steps in relation to relevant processors. Backup and security logs may remain for a limited cycle or a legally required period.

9. Security

9.1 Air12 uses reasonable technical and organisational safeguards appropriate to the nature of the service, including authenticated access, role and assignment controls, restricted storage, session management, audit and security logs, provider security controls, backups and incident-response procedures.

9.2 No internet service can guarantee absolute security. Where required by applicable law, Air12 will notify affected individuals and the competent authority of a personal-data breach and provide available information and protective steps.

10. Rights and requests

10.1 Subject to applicable law and verification, an individual may request information about personal data processed by Air12, correction or completion of inaccurate data, updating, erasure where no lawful retention ground remains, grievance redressal and nomination of another person where the law provides that right.

10.2 Requests should be sent from the registered email address to info@air12.in and identify the relevant account, company or Shipment. Air12 may request information necessary to verify identity and authority and may retain records where required by law, tax, security, fraud prevention, legal claims or immutable transaction evidence.

11. Cookies and browser storage

11.1 Air12 may use necessary cookies, tokens and browser storage to maintain sessions, support authentication, preserve security state and operate the platform. Air12 does not use this Policy to authorise behavioural advertising or sale of personal data.

12. International processing

12.1 Some service providers may process data outside India. Air12 will use such providers only in accordance with applicable Indian law and any governmental restrictions and will apply appropriate contractual, organisational or technical safeguards.

13. Children

13.1 Air12 is a business service and is not intended for children. Air12 does not knowingly create standard business or operational accounts for individuals who are not legally capable of acting for the relevant business.

14. Grievances and contact

14.1 Privacy questions and grievances may be sent to info@air12.in or to the registered office stated above. Air12 will verify and address requests in accordance with applicable law and its operational procedures.

15. Policy changes

15.1 A revised Privacy Policy becomes effective when published and applies prospectively. It does not retrospectively alter rights or obligations already accrued.