

Privacy Policy

Last updated: 24.10.2026

Everything you need to know about data protection and using callSaul.

Who we are and how to reach us

callSaul is a service of Trikuti AI Labs (OPC) Private Limited, registered office at 3rd Floor, 301, Ackruti Star, Central Road, Marol, Andheri East, Mumbai 400053, Maharashtra, India.

Questions about privacy: Rohit Batra, +91-8448560403, saul@callsaul.io.

Scope — and the two hats we wear

This notice covers the personal data callSaul handles as a controller: the account data of the businesses who sign up, and data from visitors to our website.

For the call data callSaul handles on a business customer's behalf — call audio, transcripts, caller details, campaign contact lists, recordings a business uploads for analysis, and WhatsApp messages exchanged with the business's customers — callSaul acts only as a processor. The business is the controller and decides how that data is used; that relationship is governed by our Data Processing Addendum (DPA), not this notice.

If you are a caller who phoned a business that uses callSaul: you are not a callSaul user, and this website notice is not your notice. The notice to you is the spoken announcement at the start of the call ("this call may be recorded..."), given on the business's behalf. To make a request about your call, contact the business you called — see the **"Your rights"** clause.

If a business that uses callSaul calls you (an outbound call): the business is responsible for the call and for having your consent to call you; callSaul places the call on its behalf. At the start of every outbound call you are told that you are speaking with an AI assistant, which business is calling, and a number you can call back on; the recording announcement follows. You can stop further calls at any time by saying so during the call or by pressing the opt-out key offered. An opt-out is applied immediately to the campaign that called you, and across all of that business's calls and messages within 24 hours. For any other request about the call, contact the business that called you — see the **"Your rights"** clause.

If your call was recorded by a business and later uploaded to callSaul for analysis (including if you are a member of that business's staff): the business decides what is uploaded and must have the consents the law requires for the recording and for its analysis. Contact that business about your data — see the **"Your rights"** clause.

If you message a business that uses callSaul on WhatsApp: you are messaging that business, not callSaul. callSaul's AI assistant, Saul, replies on the business's behalf, using the information the business has provided, and can book appointments or pass your conversation to a person at the business. You can ask for a person at any time. The business is responsible for your data and for having your permission before it messages you first. You can stop messages at any time. For any other request about your messages, contact that business — see the **"Your rights"** clause.

What we collect

- **Account data:** name, business name, email, phone (for customers who sign up). If you sign up or log in with Google, we receive your name, email address and profile picture from your Google Account.

- **Google Calendar data (only if you connect Google Calendar):** your calendar availability, and the appointments Saul books, reschedules or cancels. See "**Google user data**" below.
- **Website & usage data:** device and log data, and, only if you accept analytics cookies, how you use our website (pages visited, clicks and scrolls, approximate location, and the campaign or link that brought you to us).
- **Call data (processed for our customers):** call audio and recordings, transcripts, the caller's or called person's phone number, and details a person provides during an inbound or outbound call (e.g., name, request, appointment information).
- **Campaign data (processed for our customers):** contact lists a business uploads for outbound campaigns (name, phone number, and campaign variables the business chooses), and opt-out and do-not-call suppression records.
- **WhatsApp data (processed for our customers):** the WhatsApp phone number and profile name of people who message a business that uses callSaul, the messages they exchange (text, images, documents, voice notes, location), message delivery and read status, and details a person provides during the conversation (e.g., name, request, appointment information).
- **WhatsApp Business account data (only if a business connects WhatsApp):** the business's WhatsApp account and phone number identifiers, display name, business profile, message templates, and the access tokens Meta issues so callSaul can send and receive messages for that business. See "**WhatsApp and Meta data**" below.
- **Uploaded recordings and analysis outputs (processed for our customers):** call recordings a business uploads for analysis, and the transcripts, summaries, scores and coaching notes produced from them. These may include the voices and details of the business's own staff (agents) as well as the people they spoke with.
- **No voiceprints.** callSaul does not create or store voiceprints and does not use voice to identify people — on live calls or on uploaded recordings. Audio is used only for speech-to-text, text-to-speech, and transcription. Within a single recording, callSaul separates who is speaking; it does not match or recognise a speaker across different calls. Sentiment and tone scoring is derived from transcript text only; callSaul does not infer emotion from vocal characteristics.

Why we use it

To provide the service (answer calls and WhatsApp messages, book appointments, capture and log leads for our customers; place outbound campaign calls on our customers' instructions; and analyse recordings our customers upload, producing transcripts, summaries, scores and coaching), to apply compliance controls to outbound calls (calling-hour limits and opt-out suppression), to operate and secure the platform, to support and communicate with customers, to bill, and to improve the service. Google user data is used only as described in the "**Google user data**" section below, and not to improve the service in general. Each purpose has a stated consent basis — see the **India rider PP-IN**. WhatsApp and Meta data is used only as described in the "**WhatsApp and Meta data**" section below.

Google user data

This section explains how callSaul accesses, uses, stores and shares data from Google Accounts when you use Sign in with Google or connect Google Calendar.

What we access

- Sign in with Google: your name, email address and profile picture, used to create and secure your callSaul account.
- Google Calendar, only if you choose to connect it: the free/busy availability of your calendars, and permission to create, update and delete events on calendars you own.

How we use it

- To check your availability, so Saul offers callers only open time slots.
- To create, update or cancel the appointments Saul books during calls. Each event contains the appointment time, the caller's name and phone number, and the service requested.
- We do not read the titles, descriptions or attendees of your other events.

How we store and protect it

- Google access and refresh tokens are encrypted at rest on our servers and are never exposed in your browser.
- We store a reference to each event Saul creates, so it can update or cancel that event later.

How we share it

- During a call, Saul's AI model (Google Gemini, used through Google's paid API service) receives the open time slots and booking details it needs to book the appointment. Under Google's terms for paid services, this data is not used to train Google's models.
- We do not share Google user data with any other party, except to comply with law, for security, or as part of a merger or acquisition after asking for your consent.
- We do not sell Google user data, and we do not share it with advertisers, data brokers or information resellers.
- We do not use Google user data for advertising or to assess creditworthiness.

AI and machine learning

- We do not use Google user data to develop, improve or train generalized AI or machine-learning models.

Human access

- Our staff do not read your Google user data unless you ask us to (for example, for support), it is needed for security, or the law requires it.

Retention and deletion

- You can disconnect Google Calendar at any time in Settings. We then revoke our access and delete stored tokens and event references within 7 days.
- If you close your callSaul account, all Google user data is deleted within 30 days.
- You can also remove callSaul's access at any time at <https://myaccount.google.com/permissions>.
- Events Saul already created stay on your calendar until you delete them.

Limited Use

callSaul's use and transfer to any other app of information received from Google APIs will adhere to the Google API Services User Data Policy (<https://developers.google.com/terms/api-services-user-data-policy>), including the Limited Use requirements.

WhatsApp and Meta data

What we access

- When a business connects WhatsApp through Meta, Meta gives callSaul access to that business's WhatsApp account, phone number, business profile and message templates. The business owns its WhatsApp account and can remove callSaul's access at any time.
- Messages that people send to that business's WhatsApp number, and the replies sent from it.

How we use it

- To receive and answer messages on the business's behalf, book appointments, capture leads, and hand conversations to the business's staff.
- To manage the business's message templates and business profile when the business asks us to.
- We use data received from WhatsApp only to provide messaging for that business, and not for any other purpose.

How we share it

- Messages are sent and received through Meta and, depending on region, our messaging providers Telnyx or Exotel (see **Annexure A**).
- Saul's AI model (Google Gemini, paid API service) receives the conversation and the business's information it needs to reply. Under Google's terms for paid services, this data is not used to train Google's models.
- We do not sell WhatsApp data, use it for advertising, or share one business's conversations with any other business or customer.

AI and machine learning

- We do not use WhatsApp data to develop, improve or train AI or machine-learning models.
- Saul is limited to the business's own information and tasks, and tells people they are talking to an AI assistant.

Retention and deletion

- A business can disconnect WhatsApp at any time. We then stop sending and receiving messages for that number and delete stored Meta tokens within 7 days.
- Messages and media are kept as set out in **Annexure B** and deleted within 30 days of account closure.
- Meta's own handling of WhatsApp messages is governed by WhatsApp's terms and privacy policy.

Who we share it with (See Annexure A)

We share personal data with the sub-processors that help us run the service (telephony, speech, AI, hosting, storage, booking, and similar). The full, current list is in **Annexure A — the Sub-processor List**. We do not sell personal data. Google user data is shared only as described in the **"Google user data"** section. WhatsApp data is shared only as described in the **"WhatsApp and Meta data"** section.

International transfers

Personal data is stored in the US (Supabase, US East – Ohio) and the EU (Qdrant, Frankfurt) and processed in the US (our servers and certain AI and telephony sub-processors) and, for Indian telephony, in India. Some sub-processors may process it in other regions, as shown in **Annexure A**. We apply appropriate safeguards for these transfers. For India, transfers are made only to countries not restricted under the DPDP framework.

How long we keep it (See Annexure B)

Retention periods are set out in **Annexure B — the Retention Schedule**. In summary: by default, call recordings are kept for 30 days and transcripts are kept for 90 days; uploaded recordings are kept for 30 days and analysis outputs for 90 days; WhatsApp messages are kept for 90 days and WhatsApp media for 30 days; opt-out and suppression records are kept until the person gives fresh consent; account data is kept for the life of the account; some data is kept longer where the law requires.

Your rights (See Annexure C)

Depending on where you live, you may have rights to access, correct, delete, or otherwise manage your personal data. How to exercise them is in **Annexure C — Your Rights**. Note: a request about a call handled for one of our customers is routed to that customer, who controls the data; callSaul assists.

You can stop outbound calls from a business that uses callSaul at any time (see the **"Scope"** clause). An opt-out is applied immediately to the campaign that called you, and across all of that business's calls and messages within 24 hours. In India, the business will not contact you again to seek consent for at least 90 days.

You can stop WhatsApp messages from a business that uses callSaul at any time.

Cookies

callsaul.io uses strictly necessary cookies to make the site work. With your consent, we also use analytics cookies from Google Analytics and Microsoft Clarity to understand how visitors use our website. These load only if you click "Accept", and you can change your choice at any time through "Cookie settings" in the website footer. We do not use advertising cookies. See the [Cookie Policy](#) for the full list.

Security

We use appropriate technical and organisational measures to protect personal data, including encryption in transit and at rest, access controls, and least-privilege access. (Customers can find more details in the DPA's security annexure)

Children

The service is intended for businesses and is not directed at children, and we do not knowingly collect children's personal data. India treats under-18s as children requiring additional protection — see the **India rider PP-IN**.

Changes to this notice

We may update this notice from time to time. We will post the updated version here with a new "last updated" date, and give additional notice of material changes. If we change how we use Google user data, we will ask you to agree to the updated policy before we use that data in the new way.

Contact, grievance and complaints

Contact Rohit Batra, saul@callsaul.io with any privacy question or request. We acknowledge within 72 hours and aim to resolve within 30 days. Our published Grievance Officer and complaints routes are in the **India rider PP-IN**. USA state-specific complaint routes (including the relevant Attorney General) are in the **US rider PP-US**.

Annexures

Annexure A - The Subprocessor List

Vendor	Function	Data touched	Region
Telnyx/Twilio	Telephony — inbound/outbound voice, SMS/WhatsApp, caller ID	Live call audio, caller/callee phone numbers, WhatsApp message content and media	US / global
Exotel	Telephony — inbound/outbound voice, SMS/WhatsApp, caller ID; DLT registration and header/template registration for India messaging	Live call audio, caller/callee phone numbers, SMS headers and content templates, WhatsApp message content and media	India
LiveKit Cloud	Browser demo/test calls, "Hear Saul"	Browser mic + agent audio, transcript segments (no phone number)	Region unknown
Deepgram	Speech-to-text (all calls) + Aura-2 TTS (receptionist default voice)	Call audio → text; agent reply text	US
Fish Audio	Text-to-speech (outbound + browser always; receptionist when chosen / Hindi)	Agent reply text	Region not stated
Google Gemini (Developer API, paid tier)	In-call brain, post-call analysis/scoring, uploaded-recording transcription, coaching, analyst SQL, Knowledge Base summarization, embeddings	Call audio, transcripts, caller number in prompt, contact vars, Knowledge Base, chat, open calendar slots and booking details during a call.	Global (no region pin)
Anthropic (Claude)	Setup copilot ("Saul chat") + agent flow-builder copilot	Owner chat, business config/facts, Knowledge Base sources	US
Groq	Live Coach only (if key set)	Sales-call transcripts	US

Vendor	Function	Data touched	Region
Qdrant Cloud	Vector Database for the Knowledge Base + sales brain	Knowledge Base/website text + embeddings, per company	GCP Frankfurt (EU)
Browserless	JavaScript rendering for Knowledge Base website ingestion	Customer website URL	US (SFO)
Supabase (Postgres + Auth + Storage)	Primary Database, login, uploaded call audio + campaign CSVs	Everything: contacts, calls, transcripts, users, wallet	AWS us-east-2 (Ohio)
Google Cloud — GCE VM	Runs the app; stores receptionist recordings on local disk	All live data in transit + recordings at rest	us-central1
Google Cloud — Firebase Hosting	Serves the frontends	Request logs / IPs	Google CDN
GoHighLevel	Booking + contact reads	Contact name/email/phone, appointment times	Region not stated
Google Calendar	Availability checks and booking on the customer's own calendar	Attendee name/phone/email, appointment time	Global
Microsoft 365 / Graph	Outlook booking	Attendee name/phone/email (emailed an invite)	Global
Meta Platforms (WhatsApp Business Platform / Cloud API)	Sends and delivers WhatsApp messages; hosts business WhatsApp accounts, templates and profiles	WhatsApp numbers, profile names, message content and media, delivery status	Global
Customer webhook (agent-flow)	Tenant-defined destination	Call variables the tenant chooses	Anywhere (tenant-set)
SMTP relay	Call/wallet alerts, support tickets	Caller phone, outcome, first 300 chars of transcript	Unknown
Dodo Payments (Merchant of Record)	Plan subscriptions, add-on minute purchases, checkout, invoices, sales tax / VAT	Admin name and email, company_id, what was bought (card data goes to Dodo and its payment processors, never to callSaul)	US / UK
Google Analytics (Google LLC)	Website usage analytics, only with visitor consent	Pages visited, device and browser type, approximate location, campaign source (UTM), anonymous visitor ID	US / global
Microsoft Clarity (Microsoft Corporation)	Website session analytics, only with visitor consent	Clicks, scrolls and page layout on public website pages (typed and on-screen text hidden), device and browser type, anonymous visitor ID	US / global

Annexure B - The Retention Schedule

Retention table

Data type	Default period	Deletion trigger
Call recordings (audio)	30 days	Auto-delete on age + on account termination

Data type	Default period	Deletion trigger
Call transcripts (text)	90 days	Auto-delete on age + on account termination
Contact records (caller name, number, call outcome)	Life of the account	Account termination or customer deletion
Uploaded recordings (audio, for analysis)	30 days	Auto-delete on age + on account termination, customer deletion or withdrawal of consent
Analysis outputs (transcripts, summaries, scores, coaching notes)	90 days	Auto-delete on age + on account termination, customer deletion or withdrawal of consent
Campaign contact lists	Life of the account	Account termination or customer deletion
Opt-out / suppression records	Until the person gives fresh consent	Fresh consent from the individual
Recording access logs	1 year	Rolling auto-delete
Knowledge base / business config	Life of the account	Account termination
Account data (owner name, email, business)	Life of the account	Termination, then any legally required minimum
Google OAuth tokens	While Google Calendar is connected	Disconnect, revocation by the user, or account termination
References to events Saul created	Life of the account	Disconnect or account termination
Google profile data (name, email, picture)	Life of the account	Account termination
WhatsApp messages (text)	90 days	Auto-delete on age + on account termination or customer deletion
WhatsApp media (images, documents, voice notes)	30 days	Auto-delete on age + on account termination or customer deletion
Meta access tokens and WhatsApp account identifiers	While WhatsApp is connected	Disconnect, removal of access by the business, or account termination
Billing / invoice data	As required by tax and accounting law	Legal retention period
Usage / log / technical data	30–90 days (rolling)	Rolling auto-delete
Cookies	Per the Cookie Policy	Per the Cookie Policy

Deletion on account termination

On account closure, callSaul deletes recordings, transcripts, uploaded recordings, analysis outputs, WhatsApp messages and media, contacts and knowledge-base data within 30 days, except data it must keep by law (for example invoices and tax records). Customers may request an export before deletion.

Deletion of derived data

When a recording is deleted on account termination, at the customer's request, or on withdrawal of consent, the data derived from it (transcripts, embeddings, summaries and scores) is deleted too, including copies held by our sub-processors, subject to the backup window below.

Advance notice before erasure

For India (DPDP), where required, callSaul or the customer gives the individual advance notice before scheduled erasure of their data. No equivalent advance-notice requirement applies in the US.

Backups and deletion lag

Deleted data may persist in encrypted backups for a limited window (maximum 7 days) before backups cycle out. During that window the data is not used, is access-restricted, and is overwritten as backups rotate.

Annexure C - Your rights and how to exercise them

Rights available

For users in the USA, depending on your state, you may have the right to know/access, delete, and correct your personal data; opt out of "sale," "sharing," and targeted advertising; and not be discriminated against for exercising these rights.

For Indian users, you have the right to access a summary of your personal data and how it's processed, to correction/completion/updating, to erasure, to grievance redressal, and to nominate another person to exercise your rights.

How to make a request

Email saul@callsaul.io (or use the in-product form when available). Tell us your name, the email/phone linked to the data, and what you're requesting, so we can locate it.

To delete your data, see our Data Deletion page: callsaul.io/data-deletion

Identity verification

We verify your identity before acting, by matching the details you give against our records; for sensitive requests we may ask for more.

Response timelines

We acknowledge within 72 hours and respond within the period the law requires (United States generally ~45 days, extendable; India within the DPDP-prescribed period).

Requests about a call handled by one of our customers

If your request is about a call or message you had with a business that uses callSaul — an inbound call, an outbound call from the business, a WhatsApp conversation with the business, or a recording the business uploaded for analysis — that business controls the data. We route your request to that business and assist them; we do not decide it ourselves. The exception is an opt-out given during an outbound call: it is applied automatically on the business's behalf, without you needing to contact anyone.

Authorised agents and Nomination

You may use an authorised agent to make a request, with proof of authorisation. You may nominate another individual to exercise your rights (e.g., on death or incapacity).

Appeals and complaints

If you're unhappy with our response you may ask us to review it. Users in the United States may also contact your state Attorney General. Indian users may complain to the Data Protection Board of India.

Riders

[PP-US] Rider — US state privacy disclosures

(Applies to US residents; supplements the Privacy Policy)

- **Categories of personal data collected:** identifiers (name, email, phone, caller number) · Google account profile (name, email, profile picture) · calendar availability and appointment data, if you connect Google Calendar · audio/voice (recordings, transcripts, uploaded recordings) · messages (WhatsApp numbers, profile names, message content and media) · internet/usage data · commercial (billing) · call-analysis outputs (summaries and call-quality scores, including scores about a business's own staff) · limited inferences (sentiment and tone scores derived from transcript text). With source, purpose (see **"Why we use it"** clause in Privacy Policy), and which sub-processors receive them (see **"Annexure A"**).
- **Notice at collection:** we collect the above for the purposes in the **"Why we use it"** clause and keep it per **"Annexure B"**.
- **Sale / sharing:** we do not sell or share personal data (as CCPA/CPRA define those terms) and do not use it for cross-context behavioural advertising.
- **Sensitive personal information:** we do not use SPI beyond providing the service.
- **Biometric identifiers:** we do not collect biometric identifiers or voiceprints, and we do not use voice to identify people (see **"What we collect"**).
- **Telemarketing:** outbound calls placed through callSaul are made on behalf of the business that calls you, which must hold your prior express consent (prior express written consent for marketing calls). At the start of each call you are told that you are speaking with an AI assistant, which business is calling, and a number you can call back on. That business is responsible for screening its lists against do-not-call registries. Calls are placed only between 8am and 9pm in your local time (or narrower where state law requires). An opt-out is applied immediately to the campaign that called you, and across all of that business's calls and messages within 24 hours.
- **Your rights:** access/know · delete · correct · opt out of sale/share (not applicable — we don't sell/share) · non-discrimination. How to exercise your rights? Check **Annexure C**.
- **Global Privacy Control:** we honour GPC opt-out signals.
- **Complaints:** our privacy contact (check **"Contact, Grievance, and Complaints clause"**); your state Attorney General as a backstop.
- **Auto-renewal:** renewal terms are disclosed at signup as US state auto-renewal laws require (Check [Refund and Cancellation Policy](#)).

[PP-IN] Rider — India DPDP itemised notice

(Applies to individuals in India (Data Principals); supplements the Privacy Policy per the DPDP Act 2023 and its Rules)

- **Purpose-based (itemised) structure:**

Purpose	Personal Data	Basis
Provide the service (answer calls, book, capture leads)	Call audio, transcripts, caller number, caller details, config	Consent / performance
Sign in with Google and book appointments on a connected Google Calendar	Google profile (name, email, picture), calendar availability, appointment details, OAuth tokens	Consent (given in Google's consent screen, withdrawable at any time by disconnecting)
Place outbound campaign calls on a business's behalf	Contact name and number, campaign variables, call audio, transcripts	Consent (obtained by the business as Data Fiduciary)
Honour opt-outs and do-not-disturb preferences	Phone number, opt-out and suppression records	Legitimate use (compliance with law, including TRAI rules)
Analyse recordings a business uploads (transcripts, summaries, scores, coaching)	Uploaded recordings, transcripts, agent and caller details, scores	Consent specific to AI analysis, obtained by the business (including from its agents)
Answer WhatsApp messages on a business's behalf (reply, book, capture leads, hand off to a person)	WhatsApp number, profile name, message content and media, appointment details	Consent (obtained by the business as Data Fiduciary)
Operate & secure the platform	Account, usage, log data	Legitimate use / consent
Support & communication	Account, contact data	Consent
Billing	Account, billing data	Performance

- **Consent:** where we rely on consent, it is specific, informed, and freely given, and you can withdraw it at any time, as easily as you gave it (withdrawal doesn't affect processing already done).

- **Your rights:** access (a summary of your data, its processing, and who it's shared with) · correction/completion/updating · erasure · grievance redressal · nomination. (Check **Annexure C**)

- **Recording:** calls — inbound and outbound — are recorded with affirmative capture, logged with a timestamp.

- **Commercial calls:** businesses using callSaul must place commercial calls only as TRAI's rules require — DLT-registered, from 140-series (promotional) or 1600-series (service / transactional) numbers, using registered templates — must place promotional calls only between 9am and 9pm, and must not call numbers whose do-not-disturb (NCPR) preference covers that category. Text messages sent through callSaul in India go out under callSaul's own DLT registration, obtained through Exotel, using registered headers and templates. You can register a DND preference or complain by calling or texting 1909.

- **Opt-out:** you can opt out during any outbound call. An opt-out is applied immediately to the campaign that called you, and across all of that business's calls and messages within 24 hours. The business will not contact you again to seek consent for 90 days.

- **Staff of our customers:** if you are an agent whose calls a business uploads for analysis, you are a Data Principal; the business must document your consent separately from its customers' consent.

- **Advance notice before erasure:** you receive advance notice before scheduled erasure of your data (Check, see "**Advance notice before erasure**" clause in **Annexure B**).

- **Children (under 18):** where a business's calls involve a child's data, that business, as Data Fiduciary, must obtain verifiable parental/guardian consent. callSaul does not track or target children.

- **Grievance Officer:** Rohit Batra — saul@callsaul.io — Trikuti AI Labs (OPC) Pvt. Ltd., Mumbai. We acknowledge within 72 hours and resolve within 30 days. If unresolved, you may approach the Data Protection Board of India.

- **Consent Manager:** as the DPDP consent-manager framework takes effect, we will support it. (Full DPDP compliance timeline: 13 May 2027.)

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