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# Privacy Policy

Tend Events Pty Ltd

ABN 52 695 259 557

<b>Last Updated</b>	22 February 2026
<b>Version</b>	1.0
<b>Classification</b>	Public

[tend.events](https://tend.events)

## 1. Introduction

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Tend (“we”, “us”, “our”) provides an Outlook add-in that helps event planners respond to attendee enquiries by surfacing relevant context from EventsAir and generating AI-assisted reply drafts.

This Privacy Policy explains how we collect, use, and protect information when you use our service.

## 2. Information We Access

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When you use Tend, we access:

- **Email Content:** The content of emails you choose to process through Tend
- **EventsAir Data:** Attendee information from your connected EventsAir account, including:
  - Registration details
  - Payment status
  - Session bookings
  - Accommodation details
  - Dietary requirements and preferences

## 3. How We Process Information

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### **We operate a stateless architecture.**

Data is processed in-memory and discarded after your reply draft is generated. We do not store attendee personal information in our databases.

This means:

- We query EventsAir in real-time when you request a reply draft
- Email content and attendee data pass through our systems to generate a response
- **We do not store attendee personal information in our databases**
- Data is processed in-memory and discarded after your reply draft is generated

### **AI Processing**

We use Anthropic’s Claude AI to generate reply drafts. When you use Tend:

- Email content and relevant EventsAir context are sent to Anthropic’s API
- Anthropic processes this data solely to generate your reply draft
- Anthropic’s data handling is governed by their Privacy Policy and our data processing agreement with them

**We disclose AI involvement in our service.** Replies are AI-generated drafts for your review and editing before sending.

### **Data Controller and Processor**

For attendee data processed through Tend, our customers act as the data controller. Tend acts as a data processor and processes personal information only on the documented instructions of our customers.

## 4. Information We Store

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We store limited information necessary to operate the service:

- **Account Information:** Your name, email address, organisation name

- **Subscription Data:** Plan type, billing information (processed by Stripe)
- **Usage Metrics:** Aggregate usage statistics (e.g., number of replies generated)
- **Integration Credentials:** Encrypted tokens to connect to your EventsAir account

**We do not store:**

- Email content
- Attendee personal information
- EventsAir data beyond what's needed for authentication

## 5. Third-Party Services

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We use the following third-party services:

Provider	Purpose
<b>Anthropic (Claude)</b>	AI reply generation
<b>EventsAir</b>	Attendee data source
<b>Stripe</b>	Payment processing
<b>Vercel</b>	Application hosting
<b>Microsoft</b>	Outlook integration

Each provider processes data according to their own privacy policies and our contractual arrangements with them.

## 6. Data Security

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We implement appropriate technical and organisational measures to protect your information, including:

- Encryption in transit (TLS) and at rest
- Secure credential storage
- Access controls and authentication
- Regular security reviews

## 7. Your Rights

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### Australian Privacy Act

If you are in Australia, you have rights under the Privacy Act 1988, including:

- Access to your personal information
- Correction of inaccurate information
- Complaints to the Office of the Australian Information Commissioner (OAIC)

### GDPR (European Users)

If you are in the EU/EEA, you have additional rights including:

- Right to erasure
- Right to data portability
- Right to restrict processing
- Right to object to processing

We process personal information to provide our service (contractual necessity), to comply with legal obligations, and where applicable, based on our legitimate interests in operating and improving our service.

To exercise any rights, contact us at: [privacy@tend.events](mailto:privacy@tend.events)

## 8. Data Retention

Data Type	Retention Period
Account data	Retained while your account is active; deleted within 30 days of account closure
Billing records	Retained as required by law (typically 7 years)
Usage logs	Retained for up to 12 months for service improvement

## 9. International Data Transfers

Our service and third-party providers may process data outside Australia. We ensure appropriate safeguards are in place for international transfers, including:

- Standard contractual clauses
- Provider certifications and compliance frameworks

## 10. Children's Privacy

Tend is a business service not directed at children. We do not knowingly collect information from anyone under 18.

## 11. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of material changes via email or through the service.

## 12. Contact Us

For privacy enquiries or to exercise your rights:

**Tend Events Pty Ltd**  
ABN 52 695 259 557  
Email: [privacy@tend.events](mailto:privacy@tend.events)

*If you have concerns about our handling of your information, you may lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at [oaic.gov.au](http://oaic.gov.au).*