

PRIVACY POLICY

Alma Connect Solutions Private Limited, ((hereinafter referred as “**AlmaConnect**” which expression shall, unless repugnant to the context or meaning thereof, be deemed to include its affiliates, parent company, legal representatives and permitted assigns) provides the you, i.e. the user (hereinafter referred to as the “**User**”) with access to its content, resources, tools for communication, public forums, commerce platforms, and other services through its network of websites and all mobile applications (hereinafter referred to as the “**Service**”).

We at AlmaConnect appreciate and respect your privacy and so we have drafted this Privacy Policy (hereinafter referred to as “**this Policy**”) which details how we handle your information. Privacy protection is our number one priority. Kindly note that usage of our Services on/through our network of websites and all mobile applications is subject to your absolute and unconditional acceptance of the terms and conditions of this Privacy Policy.

1. User Information & Usage

For accessing or using our Service, you may be required to provide certain information such as name, address, occupation, nationality, credit/debit card details, email, contact number, etc.

All information, disclosed by you shall be deemed to be disclosed willingly and without any coercion. No liability pertaining to the authenticity/misrepresentation/fraud/negligence, etc. of the information disclosed to us shall lie on Alma Connect nor will we in any way be responsible to verify any information obtained from you.

You agree and acknowledge that all information gathered from you may be used by us for the following purposes:

- (1) to maintain, develop, protect and improve our Services, manage your account/orders/subscriptions, etc;
- (2) for communication regarding important notices, changes in any of our user related terms and conditions and policies, promotion and marketing purposes;
- (3) for internal purposes such as auditing, data analysis and research relating our Services;
- (4) in the event you participate in any contests or other promotional activity, for administering those activities;
- (5) for aggregating and developing metrics so as to improve user experience and to also facilitate contextual and non-contextual offerings from alma connect and authorised third parties;
- (6) for doing strategic and targeted marketing and disclosing it to third party advertisers for any advertising, marketing or promotion.

2. Collection of Information & Storage

We shall collect information from you about you or relating to third parties, during the following stages (if applicable), but not limited to the following stages:

1. When you subscribe for any of our Services;
2. When you login to the AlmaConnect portal, website or network of websites;
3. When you upload information and photographs;
4. When you share our content with third parties;
5. When you invite others to use our Services;
6. When you make any payments for our Services;
7. When you gift out subscription or any of our Services to any third party; etc.

Kindly note that some information about you will already be existing on our servers prior to you activating your account. Such information will otherwise be public and will only be activated on you signing up for our services. By signing on the website and activating such data you have agreed that such data gathered by AlmaConnect is public and lawfully acquired.

In addition to this we may make use of cookies and other technologies such as pixel tags and web beacons to gather information about you or to make effective use of the information gathered from you. The aforementioned technology tools shall collect only the information which you voluntarily supply and unless you identify yourself vide such information, we may not be able to ascertain your identity. You are free to delete such cookies and technologies at any time after logging out from the website since they will not expire automatically on logging out of AlmaConnect or its connected websites. However, such cookies and technologies will be placed again on your computers on login.

Further, all information about you, including information about your internet connection, IP address, etc. may be used by us in our endeavours to cater to you mindful of your interests, preferences and otherwise.

All information gathered by us shall be stored on servers, log files and any other storage system owned by us or by third parties. Additionally, information may be stored on our computers, hard drives, hard copies, etc.

The retention of such information will be till such time till a specific request is received from the user to delete such information. On the event that such request is made it shall be complied

within 60 days. The modalities of serving such a notice by the user are detailed under Section 7, which reads as notices.

3. Collection of Information by Third-Party Sites and Advertisers

Our network of websites and all mobile applications may contain links to other websites/other applications, whose privacy policies may be different to ours. You should consult the other sites'/applications' privacy policies as we have no control over information that is submitted to, or collected by, these third parties.

On our network of websites and all mobile applications, there are third party advertisers and links who advertise their products and/or services and such third party advertisers and links may place or recognize a unique "cookie" on your browser and may use information (not including your name, address, e-mail address) about your visits to our and other websites in order to provide advertisements about goods and services of interest to you.

4. Disclosure

You agree and acknowledge that AlmaConnect shall be at liberty to disclose your information or part thereof to its agents/ business partners/ retailers/vendors/ service providers/ third party servers/advertisers and other business associates.

5. Confidentiality

We at AlmaConnect endeavor to treat your information as confidential and not cause any harm, theft, loss, unauthorized access, misuse within our storage system, alteration and destruction. In line with the priority for confidentiality, we request you to SSL-enabled browsers such as Chrome, Safari, Firefox or Internet Explorer etc. as such browsers protect the confidentiality of out information while it is transmitted over internet. In the event any of our Services are public forums such at chat rooms you shall be responsible for the information you may disclose on such forums to other users.

However, in the course of our business we may be required to disclose information about you or part thereof to its agents/ business partners/ retailers/vendors/ service providers/ third party servers/advertisers and other business associates.

6. Legal Disclosure

You agree that if so required by law or as per directions of the governmental agency, authority, court, etc, AlmaConnect may be required to disclose all your information and in such an event AlmaConnect is in no manner responsible for informing you or seeking your prior approval.

7. Grievances

In the event you have any grievances relating to the Policy, please inform us within 24 hours of occurrence of the instance from which the grievance has arisen, by writing an email to coordinator@almaconnect.com. We shall respond to all grievances lodged with us, within 48 hours through emails, telephone calls, personal visits, etc.

8. Amendments

AlmaConnect retains unconditional right to modify or amend this Policy without any recourse to you or any requirement of notice of the same to you.