

Privacy Policy

This document governs the use of Personal Information (as defined below) of the account holder/ user ("you/ your") that <https://pladainfotech.com/> ("Website") as operated by Plada Infotech Services LTD ("Company" / "Us" / "We" / "Our") collects when you use this Website ("Privacy Policy"). We are committed to protecting your privacy. We will keep the Personal Information (as defined below) you entrust to Us safe and secure.

SECTION 1 – WHAT DO WE DO WITH YOUR INFORMATION?

When you make a purchase or attempt to make a purchase through the Website, We collect certain information from you, including your name, billing address, shipping address, payment information (including credit/debit card numbers), email address, and phone number. We refer to this information as "Order Information".

When you make a purchase or attempt to make a purchase through the Website, We collect information from your device which includes, your IP address and web-browser details. We refer to this information as "Device Information".

We use the Order Information that We collect generally to fulfil any orders placed through the Website (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, We use this Order Information to:

- Communicate with you;
- Screen Our orders for potential risk or fraud; and
- When in line with the preferences you have shared with Us, provide you with information or advertising relating to Our products or services.

We use the Device Information that We collect to help Us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize Our Website (for example, by generating analytics about how Our customers browse and interact with the Website, and to assess the success of Our marketing and advertising campaigns).

When We talk about "Personal Information" in this Privacy Policy, We are talking both about Device Information and Order Information.

SECTION 2 – CONSENT

When you provide Us with the Personal Information to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, We ask for your expressed consent to Our collecting it and using it for that specific reason only. If We ask for your Personal Information for a secondary reason, like marketing, We will ask you directly again for your expressed consent. In either case, We will provide you with an opportunity to say no. We will not share your Personal Information with the third party (other people or businesses) without your prior consent.

If after you opt-in, you change your mind, you may withdraw your consent for Us to contact you, for the continued collection, use or disclosure of your Personal Information, at any time, by contacting Us from within Our mobile application ("App").

SECTION 3 – DISCLOSURE

We do not share your personal data other than described in this paragraph:

- **Website hosting partners and processors** - We engage third party vendors, agents, service providers, and affiliated entities to provide services to Us on Our behalf, such as support for the internal operations of Our websites, online stores (including payment processors and third parties, We use for sending your orders to your home address), services (e.g., technical support), as well as related offline product support services, data storage and other services.
- **Third parties in case of legal requirement** - We will also disclose your Personal Information, if We believe We are required to do so by law, or that doing so is reasonably necessary to comply with legal processes; when We believe necessary or appropriate to disclose Personal Information to the law enforcement authorities, such as to investigate actual or suspected fraud or violations of law or breaches of security; to respond to any claims against Us; and, to protect the rights, property, or Our safety, Our customers, or the public.
- **Third parties with consent** - We will also disclose information about you, including Personal Information to any other third parties, where you have expressly consented or requested that We do so.
- **Third parties in case of a corporate transaction** - In addition, your Personal Information may be disclosed as part of any merger, sale, reorganization, transfer of Our assets or businesses, acquisition, bankruptcy, or similar event.
- **Third party company communications** - From time to time, We may participate in marketing initiatives that include websites "powered by" another company on Our behalf. As part of these initiatives, certain services and marketing communications may be delivered at the same time as those from other companies. Some of these services and communications offer you the option to share Personal Information with both Us and the other companies participating in these initiatives. For example, you may receive marketing communications from Us and other companies or have the opportunity to register online for products or services, such as software or apps from multiple companies. If you choose to provide Personal Information only to Us, We will not share this information with the other companies participating in that marketing initiative. If you choose to provide Personal Information to the other companies, that personal data will be handled according to the privacy policy of those companies, which may differ from this Privacy Policy.

SECTION 4 – THIRD-PARTY SERVICES

We employ the services of third parties in order to supply you with Our product. In general, the third party providers used by Us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to Us.

However, certain third party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information We are required to provide to them for your purchase-related transactions. For these providers, to the best of our knowledge, We have ensured that they all comply with GDPR but if you would like to read their privacy policies, so you can understand the manner in which your Personal Information will be handled by these providers, please contact Us and We will provide their links. In particular, certain providers may be located in or have facilities that are located a different jurisdiction than either you or Us.

So, if you elect to proceed with a transaction that involves the services of a third party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located. Once you leave Our store's Website or are redirected to a third party website or application, you are no longer governed by this Privacy Policy or Our Website's terms of service.

SECTION 5 – ONLINE STORE

- **Payment:** If you choose a direct payment gateway to complete your purchase, then they store your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted. All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by the store and its service providers.
- **Links:** When you click on links on Our store, they may direct you away from Our Website. We are not responsible for the privacy practices of other websites and encourage you to read their privacy statements.
- **Google analytics:** Our store uses Google Analytics to help Us learn about who visits Our Website and what pages are being looked at.

SECTION 6 – SECURITY

To protect your personal information, We take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed. If you provide Us with your credit card information, the information is encrypted using secure socket layer technology (SSL) and stored with an AES-256 encryption.

SECTION 7 – COOKIES

We use a technology called “cookies” to track patterns of behaviour of visitors to the Website and to personalise content and to provide social media features. A cookie is an element of data that the Website sends to your browser that is then stored on your system. This allows Us to create a session with your browser and means you can choose to stay logged in whilst using the Website. You can set your browser to prevent this happening. Any information collected in this way can be used to identify you unless you change your browser settings.

SECTION 8 – AGE OF CONSENT

By using this Website, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this Website.

Our online services are not directed to minors under the age of 18. Therefore, We do not knowingly request or collect personal information from anyone younger than 18 years of age. If you believe that We may have unintentionally collected personal information from a child under 18, please contact Us so that We may take appropriate steps to delete such personal information.

SECTION 9 - INTERNATIONAL TRANSFERS

The servers that make the Our Website available are located in Mumbai, India. If you are located outside Mumbai, India, please note that the personal information you provide will be transferred to Mumbai, India, where the level of data protection may not be equivalent to the level of protection applicable at your location.

Where We are legally required to do so, transfers of personal information to parties outside the EU/EEA may be made pursuant to the European Commission-approved Standard Contractual Clauses or other legally acceptable mechanisms that ensure an adequate level of protection. Where applicable, you are entitled to receive a copy of the relevant contract (such as Standard Contractual Clauses or Binding Corporate Rules) showing that

appropriate safeguards have been taken to protect your personal information during such transfer.

SECTION 10 – YOUR RIGHTS

We will take steps in accordance with applicable legislation to keep your Personal Information accurate, complete and up-to-date. You are entitled to have any inadequate, incomplete or incorrect Personal Information corrected (that is, rectified). You also have the right to request access to your personal data and to obtain a copy of it as well as additional information about the processing and to request us to erase the Personal Information we hold about you.

[The following rights apply in addition to the above to European residents:

- **Right to restriction:** you have the right to restrict the processing of your Personal Information.
- **Right to withdraw consent:** in cases where we rely on your consent for using your Personal Information, you can withdraw such consent at any time by raising a ticket on our App.
- **Right to lodge a complaint:** in case you have a question or complaint about how we process your Personal Information, you can raise a ticket on Our App.
- If you reside in France, you also have the right to issue directives relating to your digital legacy.
- **Right to object:** you have the right to object to our processing of Your Personal Information which is based on our legitimate interests. We will no longer process your Personal Information upon your request, unless we have compelling legitimate grounds for the continuation of the processing which override your interests, rights and freedoms, or for the establishment, exercise or defense of legal claims. You may also object to our use of your Personal Information for direct marketing purposes.
- **Right to data portability:** under circumstances, you have the right to have your Personal Information transmitted to another data controller in a structured, commonly used and machine-readable format.
- **Right to obtain a copy of personal data safeguards used for transfers outside your location:** you can ask to obtain a copy of, or reference to, the safeguards under which your personal data is transferred outside of the European Union. We may redact data transfer agreements to protect commercial terms.]

SECTION 11 – CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the Website. If We make material changes to this policy, We will notify you here that it has been updated, so that you are aware of what information We collect, how We use it, and under what circumstances, if any, We use and/or disclose it. If Our store is acquired or merged with another company, your information may be transferred to the new owners so that We may continue to sell products to you.

SECTION 12 – DATA RETENTION

When you complete an order through the Website, We will maintain your Order Information for as long as it is mandated under the applicable law, which are currently [8] years from the end of the financial year of the transaction.

SECTION 13 – QUESTIONS AND CONTACT INFORMATION

If you would like to: access, correct, amend or delete any personal information We have about you, raise a concern ticket on our mobile app, or write to Our Privacy Compliance Officer at contact@pladainfotech.com.

