

GENERAL PRIVACY POLICY

*Igniting Ideas, Crafting Campaigns,
Sparking success!*

Privacy Policy

This Privacy Policy applies to all those users/customers (“user”, “customer”, “you”, “your”) whose Personal Information has been collected and processed by MindzMap in the course of our business, and other online or offline offerings (together called as “Services.”).

Personal Data

As used in this Notice:

“customer” means an individual who (a) has contacted us through any means to find out more about any goods or services we provide, or (b) may, or has, entered into a contract with us for the supply of any goods or services by us; and “personal data” means data, whether true or not, about a customer who can be identified: (a) from that data; or (b) from that data and other information to which we have or are likely to have access.

Depending on the nature of your interaction with us, some examples of personal data which we may collect from you include name, email address and telephone number.

We generally do not collect your personal data unless (a) it is provided to us voluntarily by you directly or via a third party who has been duly authorised by you to disclose your personal data to us (your “authorised representative”) after (i) you (or your authorised representative) have been notified of the purposes for which the data is collected, and (ii) you (or your authorised representative) have provided written consent to the collection and usage of your personal data for those purposes, or (b) collection and use of personal data without consent is permitted or required by other laws. We shall seek your consent before collecting any additional personal data and before using your personal data for a purpose which has not been notified to you (except where permitted or authorised by law).

We may collect and use your personal data for any or all of the following purposes

- ✓ Performing obligations in the course of or in connection with our provision of the goods and/or services requested by you
- ✓ Responding to, handling, and processing queries, requests, applications, complaints, and feedback from you
- ✓ Managing your relationship with us;
- ✓ Any other purposes for which you have provided the information;
- ✓ Transmitting to any unaffiliated third parties including our third party service providers and agents, and relevant governmental and/or regulatory authorities, whether in India or abroad, for the aforementioned purposes; and
- ✓ Any other incidental business purposes related to or in connection with the above

We may disclose your personal data

- ✓ where such disclosure is required for performing obligations in the course of or in connection with our provision of the goods and services requested by you; or
- ✓ To third party service providers, agents and other organisations we have engaged to perform any of the functions with reference to the above mentioned purposes.
- ✓ The purposes listed in the above clauses may continue to apply even in situations where your relationship with us (for example, pursuant to a contract) has been terminated or altered in any way, for a reasonable period thereafter (including, where applicable, a period to enable us to enforce our rights under a contract with you).
- ✓ We are committed to respect and protect the privacy of the personal information you provide to us. This

document is designed to apprise you about the kind of information we collect, why we collect such information, and how we use the information we collect.

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In general, you can browse our website without telling us who you are or revealing any personal information about yourself. At various times, you may decide to provide us with your personal information. You should know that we receive and may store all personal information (whether written or oral) that you provide to us through whatever means you provide such information (through our Website, via email, over the telephone, etc.). Personal information means any information that may be used to identify an individual, including, but not limited to, a first and last name, home, billing or other physical address or email address as well as any information associated with the foregoing.

In addition to your contact information, we may collect information about your purchases, billing address, shipping address, gender, occupation, marital status, anniversary, interests, phone number or other contact information, and credit card information.

We may use the information we collect about you to:

- ✓ Facilitate your purchases and provide the services you request
- ✓ Confirm and track your order
- ✓ Respond to your inquiries and requests
- ✓ Compare and review your personal information for errors, omissions and accuracy
- ✓ Prevent and detect fraud or abuse
- ✓ Improve our Website, service, product offerings, marketing and promotional efforts, and overall customer experience
- ✓ Identify your product and service preferences
- ✓ Understand our customer demographics, preferences, interests, and behaviour, and
- ✓ Contact you (via email, postal mail, or telephone) regarding products and services (of MindzMap) that we believe may be of interest to you. In certain circumstances, we may share your personal information with trusted partners.

We use trusted third-party service providers to perform certain services on our behalf, including: shipping, payment processing, data storage/management, and web hosting, web analytics, fulfilment, assembly, marketing, mailing, emailing etc. These service providers only receive personal information if such information is needed to perform their function(s), and they are not authorized to use any personal information for any other purpose(s) other than the purpose(s) set forth by MindzMap.

Withdrawing Your Consent

The consent that you provide for the collection, use and disclosure of your personal data will remain valid until such time it is being withdrawn by you in writing. You may withdraw consent and request us to stop collecting, using and/or disclosing your personal data for any or all of the purposes listed above by submitting your request in writing or via email to our Data Protection Officer at the contact details provided below.

Upon receipt of your written request to withdraw your consent, we may require reasonable time (depending on the complexity of the request and its impact on our relationship with you) for your request to be processed and for us to notify you of the consequences of us acceding to the same, including any legal consequences which may affect your rights and liabilities to us. In general, we shall seek to process your request within ten (7) business days of receiving it.

Whilst we respect your decision to withdraw your consent, please note that depending on the nature and scope of your request, we may not be in a position to continue providing our goods or services to you and we shall in such circumstances, notify you before completing the processing of your request. If you decide to cancel your withdrawal of consent, please inform us in writing in the manner described above.

Please note that withdrawing consent does not affect our right to continue to collect, use and disclose personal data where such collection, use and disclose without consent is permitted or required under applicable laws.

Access to Personal Data And Correction

If you wish to make (a) an access request for access to a copy of the personal data which we hold about you or information about the ways in which we use or disclose your personal data, or (b) a correction request to correct or update any of your personal data which we hold about you, you may submit your request in writing or via email to us at the contact details provided below.

We will respond to your request as soon as reasonably possible. In general, our response will be within seven (7) business days. If we are not able to respond to your request within thirty (30) days after receiving your request, we will inform you in writing within thirty (30) days of the time by which we will be able to respond to your request. If we are unable to provide you with any personal data or to make a correction requested by you, we shall generally inform you of the reasons why we are unable to do so.

Protection of Personal Data

To safeguard your personal data from unauthorised access, collection, use, disclosure, copying, modification, disposal or similar risks, we have introduced appropriate administrative, physical and technical measures such as minimised collection of personal data, authentication and access controls (such as good password practices, need to basis for data disclosure, etc.), encryption of data, up-to-date antivirus protection, regular patching of operating system and other software, and security review and testing performed regularly.

You should be aware, however, that no method of transmission over the Internet or method of electronic storage is completely secure. While security cannot be guaranteed, we strive to protect the security of your information and are constantly reviewing and enhancing our information security measures.

While we strive to safeguard your personal information once we receive it, no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure and, accordingly, we cannot guarantee or warrant the security of any information you disclose or transmit to us.

Accuracy of Personal Data

We generally rely on personal data provided by you (or your authorised representative). In order to ensure that your personal data is current, complete and accurate, please update us if there are changes to your personal data by informing us in writing or via email at the contact details provided below.

Retention of Personal Data

We may retain your personal data as long as it is necessary to fulfil the purpose for which it was collected, or as required or permitted by applicable laws.

We will cease to retain your personal data, or remove the means by which the data can be associated with you, as soon as it is reasonable to assume that such retention no longer serves the purpose for which the personal data was collected, and is no longer necessary for legal or business purposes.

Transfer of Personal Data Outside India

We generally do not transfer your personal data outside India. However, if we do so, we will obtain your consent for the transfer to be made and we will take steps to ensure that your personal data continues to receive a standard of protection.

Effect of Notice And Changes to Notice

This Notice applies in conjunction with any other notices, contractual clauses and consent clauses that apply in relation to the collection, use and disclosure of your personal data by us.

We may revise this Notice from time to time without any prior notice. You may determine if any such revision has taken place by referring to the date on which this Notice was last updated. Your continued use of our services constitutes your acknowledgement and acceptance of such changes

Compliance With Law and Fraud Protection

We may, and you authorise us to use and disclose any information, including personal information:

- ✓ we deem necessary, in our sole discretion, to comply with any applicable law, regulation, legal process, or governmental request
- ✓ In order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any personal or as otherwise required by law
- ✓ To other companies and organisations for credit fraud protection and risk reduction and
- ✓ To enforce any agreement we have with you.

Business Transfer

Your personal information may be disclosed as part of any merger, sale of company assets or acquisition, as well as in the event of insolvency, bankruptcy or receivership, in which personal information would be transferred as one of the business assets of the Company.

Anonymous Information

We may create anonymous records from personal information by excluding information (such as your name) that makes the information personally identifiable to you. We may use these records for internal purposes, such as analysing usage patterns so that we may enhance our services, and we also reserve the right to use and disclose any information in such records at our discretion.

Comments

We value your comments, feedback, testimonials, etc., which help us improve our website, products, and services. By making such submissions to us, you assign your rights in the submissions to us.

IP Address

When you visit our Website, MindzMap collects your IP address to, among other things, help diagnose problems with its server, administer and tune the operation of its Website, analyse trends, track traffic patterns, gather demographic information for aggregate use, and track the date and duration of each session within our Website. Your IP address may also be used in combination with your personal information to prevent fraud or abuse, customise your shopping experience, improve our website, customer service, products, and promotional efforts,

and to understand your preferences, patterns and interests.

Location Information

We may collect information about your signup and current location, which we get from signals such as your IP address or device settings, to securely and reliably setup and maintain your account and to provide our services to you.

Cookies

MindzMap collects data through cookies and web logs and other monitoring technologies to enhance your browsing on our website. "Cookies" are small pieces of information that are stored by your browser on your computer's hard drive to collect information about your activities on our website. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users or within an email for the purpose of transferring information and are not stored on your computer.

We use cookies to deliver our ads, improve and measure the usability, track visits from our affiliates and partners, performance and effectiveness of our Website, improve and measure the effectiveness of our marketing programs, learn how customers use our website, estimate our audience size, and to customise your shopping experience.

Examples of the type of information that we collect through these collection devices, includes: total visitors to the website, pages viewed, unique visitors, time spent on our Website and on certain web pages, etc.

We may authorise third parties to use cookies and other monitoring technologies to compile information about the use of the Website or interaction with advertisements that appear on the Website. We do have access or control over these cookies.

We do not link the information we store in cookies or collect to any personally identifiable information you submit while on our site.

We use session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time.

You are always free to decline cookies if your browser permits (You can remove persistent cookies by following directions provided in your Internet browser's "help" file); although, by declining the use of cookies you may not be able to use certain features on the Website.

Customer Stories

We post customer stories on our website which may contain personally identifiable information. We do obtain the customer's consent via email prior to posting the testimonial to post their name along with their testimonial. If you wish to request the removal of your customer story you may contact us.

Links

Our Website may provide links to other third party Websites which are outside our control and not covered by this privacy policy. We encourage you to review the privacy policies posted on these (and all) Websites.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the “effective date” at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact us

If you have any questions about this Privacy Policy, please contact us by Email: hello@mindzmap.com

