



## Privacy Policy

### 1. Introduction

1.1 This Privacy Policy ("Policy") constitutes a legally binding agreement between **AdScreenHub.com** (hereinafter referred to as "AdScreenHub" or the "Site"), operated by **ADSCREENHUB MEDIA**, a company incorporated under the applicable laws of India, and any natural or legal person (hereinafter referred to as the "User," "you," "your," or "Advertiser") who accesses, browses, registers on, or otherwise uses AdScreenHub and/or avails the services offered therein for the purpose of booking, scheduling, or otherwise reserving digital LED screen display facilities (hereinafter referred to as the "Services").

1.2 By accessing AdScreenHub and/or its Services, you expressly acknowledge that you have read, understood, and unconditionally agreed to be bound by the terms of this Policy, together with all other applicable laws and regulations of India, including but not limited to the **Digital Personal Data Protection Act, 2023** ("DPDP Act"), the **Information Technology Act, 2000**, and the rules framed thereunder, as may be amended or re-enacted from time to time.

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### 2. Collection of Personal Information

2.1 For the lawful, fair, and transparent operation of our Services, and subject to your prior and informed consent wherever required under applicable law, AdScreenHub may collect, store, process, and otherwise handle the following categories of personal and sensitive personal information, whether directly provided by you, automatically collected by our systems, or lawfully obtained from third parties.

2.2 **Information Voluntarily Provided by the User** — This includes, without limitation, your full name, residential or office address, email address, mobile number, company name or organizational affiliation, GST number, booking-related particulars (including but not limited to location, date, duration, and nature of the LED display reservation), payment-related details (processed exclusively through secure, PCI-DSS-compliant third-party payment gateways), and any other personally identifiable data furnished through forms, communications, or correspondence with us.

2.3 **Information Automatically Collected by Our Systems** — In the ordinary course of Site operation, and to enhance security, performance, and user experience, AdScreenHub may collect data such as Internet Protocol (IP) address, browser type and version, device identifiers, operating system details, geolocation data (if enabled), referring website addresses, session duration, clickstream data, and other analytical information, which may be aggregated or anonymized where practicable.

2.4 **Information Obtained from Authorized Third Parties** — Where permitted by applicable law, and subject to your consent where required, we may obtain information about you from trusted third-party service providers, partners, or publicly available sources, solely for purposes consistent with this Policy.

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### 3. Purpose and Manner of Processing

3.1 AdScreenHub undertakes to collect and process personal information solely for one or more of the following lawful purposes, in a manner that is proportionate, relevant, and limited to what is necessary in relation to such purposes:

- (a) To facilitate, administer, and execute bookings for digital LED screen displays in accordance with User instructions;
  - (b) To communicate regarding confirmations, modifications, cancellations, payment processing, invoicing, and other service-related matters;
  - (c) To comply with contractual obligations arising from User engagement;
  - (d) To detect, investigate, and prevent fraudulent transactions, unauthorized access, or other unlawful activities;
  - (e) To comply with statutory, regulatory, or judicial requirements;
  - (f) To engage in legitimate business operations, including Site improvement, new service development, and lawful marketing communications (only with explicit consent in accordance with the DPDP Act).
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### 4. Legal Basis for Processing

4.1 Processing of personal data under this Policy shall be carried out on one or more of the following legal bases, as recognized under the DPDP Act and other applicable Indian laws:

- (a) **Consent** — Freely given, specific, informed, and unambiguous consent obtained prior to collection or processing, which may be withdrawn at any time without affecting the lawfulness of prior processing.
  - (b) **Performance of a Contract** — Processing necessary for execution of, or steps taken at your request prior to entering into, a service agreement.
  - (c) **Compliance with Legal Obligations** — Processing necessary to comply with applicable laws, court orders, or governmental directives.
  - (d) **Legitimate Interests** — Processing necessary for our legitimate business interests, provided such interests are not overridden by your fundamental rights and freedoms.
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### 5. Disclosure and Transfer of Personal Information

5.1 Subject to the principles of necessity and proportionality, and in accordance with applicable laws, AdScreenHub may disclose personal information to:

- (a) Authorized service providers engaged for ancillary services such as payment processing, cloud hosting, customer communications, analytics, and security;
- (b) Business partners or event organizers with whom we collaborate strictly for the fulfillment of bookings;

(c) Governmental, regulatory, or judicial authorities where mandated by law, regulation, or legal process;

(d) Successors-in-interest in the event of merger, acquisition, restructuring, or transfer of business assets, provided that such successors remain bound by substantially similar privacy obligations.

5.2 Where personal data is transferred outside India, such transfer shall comply with the DPDP Act and applicable rules, including ensuring adequate data protection standards in the destination country or adoption of binding contractual safeguards.

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## **6. Retention of Personal Information**

6.1 AdScreenHub shall retain personal information only for as long as reasonably necessary to fulfill the purposes for which it was collected, or as required for compliance with legal, accounting, or reporting obligations under applicable law, after which it shall be securely deleted, anonymized, or otherwise disposed of to prevent unauthorized access.

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## **7. Children's Privacy**

7.1 AdScreenHub is not directed to, and is not intended for use by, individuals under the age of eighteen (18) ("Children").

7.2 We do not knowingly collect personal information, including personally identifiable information, from any individual under the age of eighteen (18).

7.3 If you are a parent or legal guardian and believe that your child has provided personal information to us without your consent, you are urged to contact us promptly.

7.4 In the event that we become aware that we have collected personal information from a child without verifiable parental consent, we will take all reasonable steps to delete such information from our systems without undue delay.

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## **8. Data Security**

8.1 AdScreenHub employs commercially reasonable technical and organizational measures, including encryption, access controls, and secure server infrastructure, to protect personal information against unauthorized access, disclosure, alteration, or destruction.

8.2 Notwithstanding the foregoing, you acknowledge that no method of transmission over the Internet or method of electronic storage is entirely secure, and AdScreenHub does not guarantee absolute security of your data.

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## **9. Rights of the Data Principal**

9.1 In accordance with the DPDP Act, you, as the data principal, have the right to:

(a) Obtain confirmation as to whether personal data concerning you is being processed, and access such data;

- (b) Request correction, completion, updating, or erasure of personal data that is inaccurate, incomplete, outdated, or no longer necessary;
  - (c) Withdraw consent to processing, without prejudice to the lawfulness of processing undertaken prior to withdrawal;
  - (d) Seek redressal for any grievance relating to processing of your personal data by contacting the designated Grievance Officer.
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## 10. Grievance Redressal

10.1 Pursuant to the DPDP Act, AdScreenHub has appointed the following Grievance Officer to address complaints, concerns, or requests relating to this Policy or personal data processing:

- **Name:** Raeesa T
- **Designation:** Grievance Officer
- **Email:** [info@adscreenhub.com](mailto:info@adscreenhub.com)

10.2 We undertake to respond to any grievance within the time period prescribed under applicable law.

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## 11. Links to Third-Party Websites

11.1 The Site and/or the Services may, from time to time, contain hyperlinks, banners, widgets, or other forms of references to external websites, applications, or online resources which are owned, operated, and controlled by third parties not under the direct control, supervision, or management of AdScreenHub (hereinafter referred to as "Third-Party Sites").

11.2 By following, clicking, or otherwise engaging with any such hyperlink or reference, you acknowledge and agree that you shall be redirected to such Third-Party Site, the access, use, and interaction with which shall be governed exclusively by the terms and conditions, privacy policies, and other applicable rules and regulations of such Third-Party Site, as may be in force from time to time.

11.3 AdScreenHub expressly disclaims any and all responsibility, liability, or obligation with respect to the content, representations, privacy practices, data handling methodologies, or security safeguards employed by any Third-Party Site, whether or not such Third-Party Site has been referenced, linked, or otherwise made accessible through the Site or the Services.

11.4 You are strongly advised, prior to accessing or engaging with any Third-Party Site, to undertake an independent review of the privacy policy, terms of use, and any other relevant documentation of such Third-Party Site to ensure that you are fully informed of your rights, obligations, and data protection safeguards therein.

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## 12. Web Analytics and Tracking Technologies

12.1 For the purposes of monitoring, measuring, and analysing patterns of use, user engagement, and traffic trends on the Site, and in furtherance of legitimate business interests, AdScreenHub may engage reputable third-party analytics service providers (hereinafter referred to as "Analytics Providers"),

which may include, without limitation, Google Analytics, to collect, process, and analyse certain non-personally identifiable and/or aggregated data relating to your interaction with the Site and the Services.

12.2 Google Analytics is a web analytics service provided by Google (and its affiliates), which collects, tracks, and reports information concerning user visits, interactions, and navigation paths on the Site. Such data may be utilised by Google for the purposes of evaluating Site usage, compiling reports, improving service offerings, and, in certain cases, contextualising and personalising advertisements displayed through its proprietary advertising networks.

12.3 Further information concerning the data collection practices, usage policies, and privacy safeguards employed by Google may be reviewed at the following link: [Google Privacy & Terms](#).

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### **13. Amendments to this Policy**

13.1 AdScreenHub reserves the right to amend, modify, or revise this Policy at its sole discretion, without prior notice, provided that the updated Policy is published on the Site with a revised “Last Updated” date.

13.2 Your continued use of the Site or Services after publication of amendments shall constitute deemed acceptance of the updated Policy.

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### **14. Contact Us**

14.1 If you have any questions, concerns, or requests regarding this Privacy Policy or AdScreenHub’s privacy practices, you may contact us at [info@adscreenhub.com](mailto:info@adscreenhub.com)