

Criticism of Terms of Service (ToS), End User License Agreement (EULA), Privacy Policy fulfilling the legal requirements and the existing practices for Digital Marketing sector

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Introduction

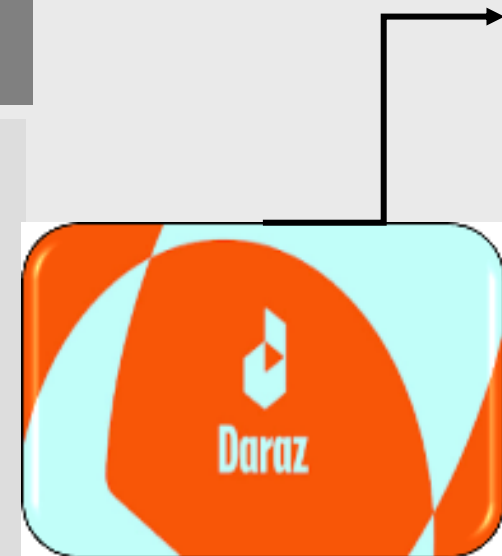
We are going to discuss about the criticisms of Terms of Service (ToS), End User License Agreement (EULA), privacy policy fulfilling the legal requirements and the existing practicing for Digital Marketing sector.



- 1. Chaldal mentioned in their website that all of their terms and condition is based on ICT ACT 2006, which is not valid now. The updated law is The Digital Security Act 2018, which should be mentioned in their terms and condition though their terms and conditions do not conflict with the Latest law.
- 2. Under the age of years 18, no one shall register as a user of Chaldal.com and shall not transact on or use the Website.
- 3. Chaldal also stores certain types of information whenever users interact with them. For example, like many websites, Chaldal also use "cookies," and they obtain certain types of information when the user’s web browser accesses Chaldal.com or advertisements and other content served by or on behalf of Chaldal.com on other websites.
- 4. Chaldal mentioned that if users want to delete their accounts, they should create a request and Chaldal will remove users personal information from their records.



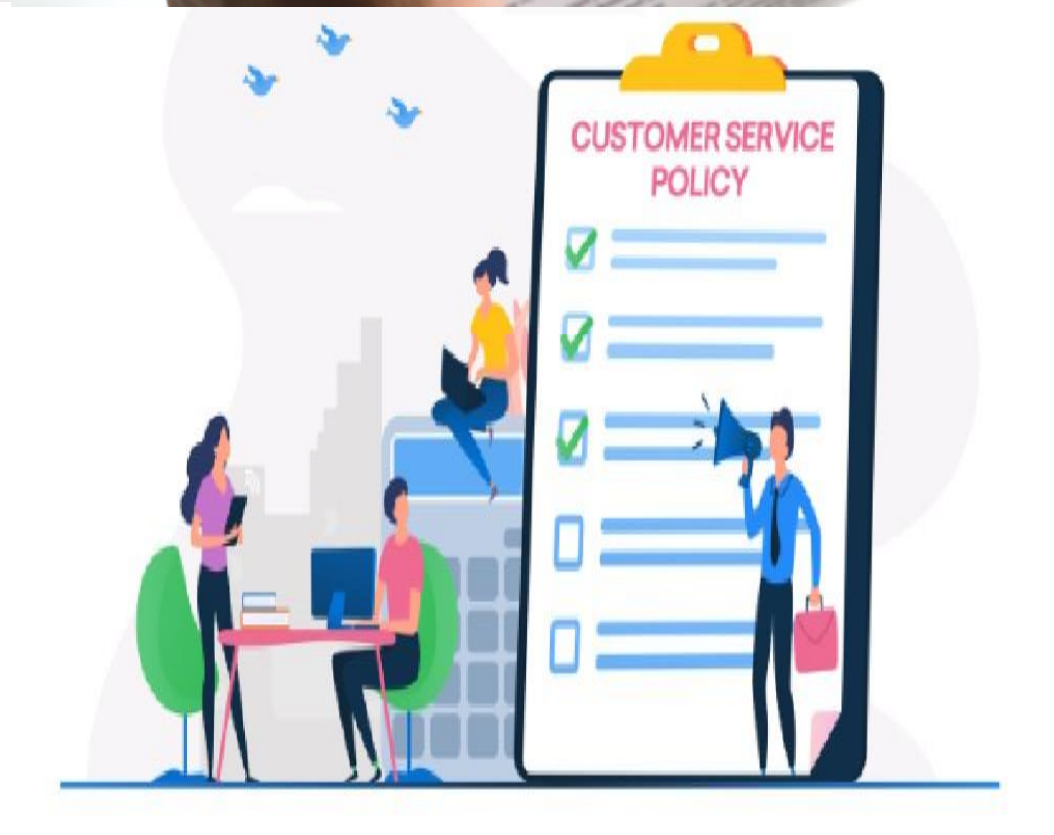
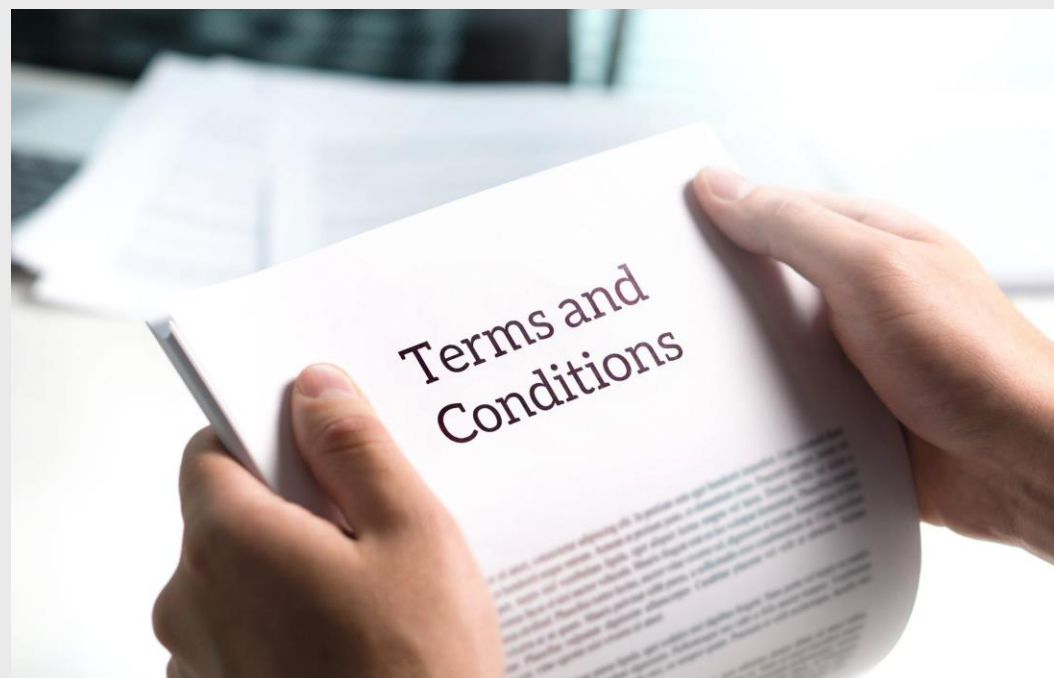
- 1.Bikroy.com mentioned that, they collect user’s email address, contact information, (depending on the service used) sometimes financial information, computer sign-on data, statistics on page views, traffic to and from Bikroy.com, and also other information, including users' IP address and standard web log information.
- 2. Advertisers and users are responsible for ensuring that advertising content, text, images, graphics, video ("Content") uploaded for inclusion on Bikroy.com complies with all applicable laws.
- 3. Bikroy.com mentioned that they does not guarantee continuous or secure access to the Website, which causes data insecurity.
- 4. In Bikroy.com they doesn't have any data policy related to minor who is under 18. As it is a marketplace so there can be many products what are not valid for minors.
- 5. They also mentioned that personal data stored with Bikroy.com can be erased by contacting their support team.



- 1. Daraz mentioned that they collect Biometric data, such as voice files and face recognition when users use their voice search function, and user’s facial features of when they use the Site. But they do not explicitly mentioned about the usage of Biometric data. It is a question, Why a e-commerce site need face recognition? What is the purpose behind it?
- 2. They mentioned that they will keep a user’s data for as long as they are required by the law or is relevant for the purposes for which it was collected.
- 3. They mentioned in their website that they may transfer the personal data to the outside of BD and if it is conflict with the law, they will not transfer the data. As it is valid as per law but still there can be some national security issue because of their biometric data collection.
- 4. They doesn't allow minor who are below of age 18. If any minor access the Site and buy products from the Site by using other user’s account, then that user is responsible for the minor’s actions.
- 5. Daraz also mentioned that they have option for users to delete the collected data.



- 1.Pickaboo mentioned that they collect personal information such as title, name, gender, date of birth, email address, postal address, delivery address (if different), telephone number, mobile number, payment procedure and another similar kind of information. They will receive, store and process the user’s data for preparing their purchase order on our eCommerce site and will save it for any possible future allegation.
- 2. In Pickaboo.com they doesn't have any data policy related to minor who is under 18. As it is a marketplace so there can be many products what are not valid for minors.
- 3. They also mentioned that they might pass user’s details to other companies affiliated with us only for the purpose of providing user better service.
- 4. They also mentioned that if anyone gives credit card information, the information is encrypted using secure socket layer technology (SSL).
- 5. Pickaboo.com mentioned that if anyone wants to withdraw their consent for us to contact them, for the continued collection, use or disclosure of your information and if you would like to access, correct, amend or delete any personal information they have about the user, user contact them.



- 1. Rokomari.com is a company incorporated under the Companies Act, 1994(Act XVIII of 1994).
- 2. They mentioned that they collect personally identifiable information, including but not limited to User email, mobile number, social sign up authentication(May include user email, mobile number, profile image, birth date), device model, OS version, profile image(if user provides).
- 3. They mentioned they do not use cookie policy explicitly. However, the app may use third party code and libraries that use cookies to collect information and improve their services.
- 4. Rokomari.com mentioned that they do not guarantee the security of the user’s data.
- 5. They mentioned that their services do not address anyone under the age of 13.
- 6. Rokomari.com also mentioned that user’s can access, modify and delete their data by sending an email or directly call them.