

## **PRIVACY POLICY**

At IMAXX TV Digital Private Limited [also referred to as "IMAXX TV"], we respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, share, and protect information obtained through our services.

1. Introduction IMAXX TV is India's first hybrid OTT platform, offering a variety of content including movies, web series, shows, short films, and more through AVOD [Advertising Video on Demand], SVOD [Subscription Video on Demand], and TVOD [Transactional Video on Demand] formats. Our platform is accessible globally, and users can stream or download content on internet-connected devices such as iOS, Android, and Windows devices.

2. Information We Collect We collect different types of information to provide and improve our services, including:

- **Personal Information:** When you create an account, subscribe, or use our platform, we may collect information such as your name, email address, phone number, payment information, and location data.
- **Device Information:** We collect information from devices you use to access IMAXX TV, including IP addresses, browser types, and device identifiers.
- **Usage Information:** We gather information about how you use IMAXX TV, including your browsing history, content preferences, watch history, and interaction with our platform.
- **Content Upload Data:** For creators, filmmakers, and other contributors uploading content, we may collect additional information related to your content, licensing, and agreements as per IMAXX TV's guidelines.

3. How We Use Your Information We use the information we collect to:

- Provide, maintain, and improve our platform.
- Personalize your experience, including recommending content based on your watch history and preferences.
- Process transactions, including subscriptions, rentals, or purchases.
- Communicate with you regarding your account, services, updates, and promotional offers.
- Analyze usage patterns and trends to improve user experience.
- Ensure compliance with legal obligations and prevent fraud or misuse of the platform.

4. Sharing Your Information IMAXX TV does not sell or share your personal information with third parties for their direct marketing purposes. However, we may share your information in the following cases:

- **Service Providers:** We may share information with third-party service providers who assist us in operating the platform [e.g., payment processors, cloud hosting, content delivery services].

- **Legal Compliance:** We may disclose your information when required by law or in response to valid legal requests.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the business transaction.

5. **Content Contribution** Creators and filmmakers using our platform to upload content, including movies, web series, and short films, must comply with IMAXX TV's content guidelines. Uploaded content can be distributed via AVOD, SVOD, and TVOD formats, with various subscription options.

6. **Security of Your Information** We take reasonable measures to protect your personal information from unauthorized access, loss, or misuse. However, no method of transmission or storage is completely secure. While we strive to protect your information, we cannot guarantee its absolute security.

7. **Your Rights and Choices** You have the following rights regarding your personal information:

- **Access and Update:** You can access and update your personal information through your account settings.
- **Data Deletion:** You can request the deletion of your account and associated data, subject to legal and business retention obligations.
- **Marketing Communications:** You may opt out of receiving promotional communications from us by following the unsubscribe instructions in those messages.

8. **International Transfers** IMAXX TV is a global service. By using our platform, you acknowledge that your information may be transferred to and processed in countries outside your country of residence, including India, where data protection laws may differ.

9. **Children's Privacy** IMAXX TV is not directed at children under the age of 13, and we do not knowingly collect personal information from children. If we become aware that we have inadvertently collected personal information from a child, we will take steps to delete such information.

10. **Changes to This Privacy Policy** We may update this Privacy Policy from time to time to reflect changes in our practices or for legal reasons. When we make significant changes, we will notify you by posting a prominent notice on our platform or contacting you directly.

11. **Contact Us** If you have any questions about this Privacy Policy or our data practices, please contact us at:

**IMAXX TV Digital Private Limited**, 202 Aditya Heritage Near Rustomjee Enclave, MindSpace, Malad West, Mumbai 400064, Maharashtra, India.

Email: [hello@imaxxtv.com](mailto:hello@imaxxtv.com)

By using IMAXX TV, you agree to the collection and use of your information in accordance with this Privacy Policy.