**Privacy and Cookie Statement**

At AtithiAdvisor.com, we are extremely proud of our commitment to protect your privacy. We value your trust in us and assure you that we would use the information we collect only to provide a more personalized experience. We will work hard to earn your confidence so that you can enthusiastically use our services and recommend us to friends and family. We know that sharing your personal information with us is based on trust. We take this seriously and are committed to ensuring that we respect your privacy when you visit our website or use our services. Please read the following policy to understand how your personal information will be treated as you make full use of our many offerings. This document provides a thorough description of tools that AtithiAdvisor.com provides to help you interact with other users and AtithiAdvisor.com's practices to help you understand AtithiAdvisor.com's approaches to privacy. You should carefully read this Privacy Statement (the "Statement"). If you have any questions about this Statement, email [privacy@AtithiAdvisor.com](mailto:privacy@AtithiAdvisor.com).

This Statement supplements the AtithiAdvisor.com User Agreement (the "Agreement"). Thus, this Statement is incorporated into and governed by all of the terms of the Agreement. In the event of any conflict between the terms of the Agreement and this Statement, the terms of this Statement shall control.

This Statement applies only to information collected on the AtithiAdvisor.com web site. It does not speak about AtithiAdvisor.com's practices for information collected elsewhere or the practices of any third parties, including those who may operate sites on AtithiAdvisor.com's behalf and that display AtithiAdvisor.com branding.

We operate an online service that provides hosts with some insight on the conduct of the user on set parameters and provides recommendations for travel and travel planning, including hotels, holiday rentals and other accommodations, attractions and experiences and lots more. In this Statement, these are collectively referred to as our Services.

Our Services are owned by 2M Softwares and operated under name Atithiadvisor.com. By visiting our websites and related applications, whether on a computer, phone, tablet, or similar device (these are all referred to as a “Device”), you are accepting the practices described herein.

**Registered Users**:

If you register, AtithiAdvisor.com stores your preferences and passwords for your convenience, to provide you with a more personalized experience. At present AtithiAdvisor.com does not use cookies to store your login sessions.

**Unregistered Guests:**

The AtithiAdvisor.com site is optimized for registered users. By registering, you can obtain benefits such as the opportunity to write and read Reviews and ratings, accrue Points credits and personalize your experience using our tools. If you choose not to register, you can still use some portions of the site. In that case, AtithiAdvisor.com may obtain your IP addresses and by analyzing what URLs you came from and go to.

**Your Personal Profile Pages**:

AtithiAdvisor.com allows you to display a large variety of personal information about yourself through the tools that edit your personal profile page. As you can see when you edit your preferences on this page, you have choices about whether to display or hide this information, and you can change this information at any time (although, as discussed elsewhere, it may not be possible to propagate all of these changes instantly or ever). Please note that whatever URL you choose to link to your photo will cause that photo to be displayed in many places throughout the site (not just on the personal profile page).

AtithiAdvisor.com does not transfer your personal profile in total to third parties, but may transfer pieces of your personal profile page in accordance with your instructions, in situations similar to those described under the Registration Information heading above, or as described elsewhere in this Statement.

**Collection of Infomation**- WHAT DO WE DO WITH YOUR INFORMATION?

Atithiadvisor is the data controller of personal information we collect in accordance with applicable data privacy law. When you access or use our Services, we collect information from and about you to provide a more personalized and relevant experience. You have certain rights regarding your personal data. We collect the personal information you give us such as your name, phone number/s, postal address and email address/ess. Some information we collect automatically. Other information we collect from different sources, including affiliated entities, business partners, and other independent third-party sources. When you use our Services by “clicking-through” from a third-party site or when you visit third-party sites via our Services, those third-party sites may share information with us about your use of their service. Information collected may include the following:

* Billing or payment information (such as your credit card number, cardholder name, expiration date, authentication code, and billing address)
* User name and password
* Photos, reviews, forum and social posts, and videos you may have provided to us
* Geolocation information
* Device information, such as when you accessed our Services and information about the Device used (for example, IP address, software or internet browser used, preferred languages, unique Device identifiers and advertising identifiers)
* Online activity, including pages you have visited, content reviewed, and apps reviewed
* Purchasing history
* Information about your travel plans and preferences

In addition to the categories noted above, we may also collect location information if you have instructed your Device to send such information via the privacy settings on that Device, or, for example, if you have uploaded photos tagged with location information. We may use your location information directly and/or share your location with third-parties. We collect and share location information in order to provide you with relevant content, to analyze your use of our Services, to improve our Services and to provide contextual advertising or recommendations. For example, we may use your location to show you hotels registered with Atithiadvisor near you when you are traveling.

You can change the privacy settings of your Device at any time in order to turn off the functionality that collects and shares location information and/or the functionality to tag your photos with location information. However, turning off location-sharing may affect certain features we offer. If you have any questions about the privacy settings of your Device, we suggest you contact the manufacturer of your Device or your mobile service provider for help. Email marketing (if applicable): With your permission, we may send you emails about our store, new products and other updates

**Uses of Information collected:**

We are committed to providing you with relevant content on our Services and respect the data privacy laws of the different jurisdictions which we operate in. We use information about you so we can help you enjoy and use our Services, including in the following ways:

* Register and manage your account, including to allow you access to and use of our Services
* Facilitate your bookings
* Measure interest in and improve our Services
* Notify you about special offers and products or services available from us, our affiliates, or our partners that may be of interest to you
* Communicate with you
* Enable communication between registered users and owners/representatives of listings on our Services
* Use the Opinion or teaser portions (including your identity and photo) throughout the site, on other sites on the web, and offline
* Enable us to publish hosts’ reviews, forum posts, photos, videos and other content and enable hosts to view reviews of the user (Guests)
* Enable User (Guest)to view their own rating submitted by registered hosts where they user (Guests) have used their facility/ facilities.
* Customize your experience, including customizing the ads shown to you on our Services and across the internet
* Ask for additional information to enrol for points based rewards system.
* Use your mailing address information to send you redeemed Points credits and, in limited circumstances, other communications.
* May choose to feature your Member ID in promotional materials (both online and offline) to highlight your earnings successes.
* Make inferences about your interests or preferences
* Provide you with an optimized experience and to group users of our Services based on, for example, usage and demographics
* Send you survey or market research invitations
* Respond to your questions and comments
* Resolve disputes or troubleshoot problems
* Prepare aggregated reports that are shared with others, including the management of AtithiAdvisor.com.
* Prevent potentially prohibited or unlawful activities
* Enforce our terms of use and notices; and as otherwise described to you at the point of collection

Please note some information about you is required in order for us to provide you with relevant offerings from us, our affiliates, and our partners and to enable you to enjoy other benefits of being a registered user.

Other Information:

Specific uses of personal information that vary from this Privacy Statement (if any) may be found throughout the site. To the extent that, during your submission of information on the site, you are notified of privacy practices that are different from those described in this Privacy Statement, those alternative disclosures will govern that submission.

There may be situations where AtithiAdvisor.com collects data through a survey or similar process when the page does not link to this Statement. In those cases, unless you are informed otherwise, you should assume that AtithiAdvisor.com treats all information from such pages as it treats its other valuable business records.

Of course, there are many other ways in which AtithiAdvisor.com could get information from or about you that are not described elsewhere in this Statement. For example, you might send email through a customer service email address, or AtithiAdvisor.com may get a complaint about you from a third party. AtithiAdvisor.com's practices with respect to such information are pretty much as you'd expect-AtithiAdvisor.com uses and discloses this information in a commercially reasonable business manner.

Contractors and Third Party Service Providers:

AtithiAdvisor.com uses contractors to help with its operations. Some or all of these contractors may access the databases of user information. Usually these contractors will enter into an agreement that places restrictive provisions on their use and disclosure of all information they obtain through the relationship.

AtithiAdvisor.com may also use third party service providers to help with certain aspects of its operations that may require disclosure of your personal information to them. For example, AtithiAdvisor.com may use a third party service provider to mail MS-Points redemption rewards, serve ads, or deliver some or all of the emails sent as part of the site's normal operation. Again, usually AtithiAdvisor.com will place extensive restrictions on the ability of these third parties to use and disclose your personal information except as necessary to perform the services they are asked to perform.

**Security of Information:**

We want you to feel confident about using our Services. We have certain administrative, technical, and physical security procedures to help protect the personal information you provide to us. We are committed to protecting the information we collect.

* Administrative Security Procedures: Only authorised workers are permitted access to personal data in accordance with internal access controls. Access is granted on a role permission basis only for permitted business functions.

* Technical Security Procedures: Personal data is encrypted when it is transmitted. We use firewalls and intrusion detection systems to help prevent unauthorised persons from gaining access to personal data. Certain user data may be hashed depending on its sensitivity.

* Physical Security Procedures: Data is secured. This data is stored in restricted data centers. We have internal procedures in place to secure access to restricted server rooms and physical assets.

**Sharing of Information**

In order to provide some of our Services, we may need to share information with certain other third-parties, in the following circumstances:

* Suppliers. We share information with certain suppliers used to facilitate our Services, including to help with transactions, such as any reservations you might make using our Services.
* Business Partners. We may share information about you, your Devices and your use of our Services with our trusted business partners. We may share information so that we can provide you with relevant content or in order to facilitate payment or services you may purchase or use on the websites of our partners. This sharing is generally pursuant to written agreements which include confidentiality, privacy and security obligations; however, note that we do not control the privacy practices of these third-party business partners.
* Social Media Sites. When you use our Services and elect to share information with third-party social media sites, the information you share will be governed by the privacy policies of those social media sites and the privacy settings you have set with those social media websites.
* Advertising Networks. We sometimes collect and share information about your interests with advertising networks. If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.
* Other third-parties, such as referring websites. Third-parties may also assist us in collecting information by, for example, operating features of our website or facilitating the delivery of online advertising tailored to your interests. We may share audience segments and other information with third-parties that use that information for tailored advertising to you.
* Disclosure.We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

●    You may choose the way we communicate with you. You can choose not to provide us with certain information, although it may be needed to take advantage of certain features offered on our websites.

●    You can prevent the collection of geolocation information, but note that turning off location sharing may affect certain features of our Services.

●    You also can add or update information and close your account. If you close your account, we will deactivate your account and remove your profile information from active view. We may retain some information associated with your account (including past transactions) for internal purposes including backups, fraud prevention, dispute resolution, investigations, and legal compliance for the period necessary to fulfill the purposes outlined in this Statement.

●    As a registered member, you can modify your marketing subscriptions, including email subscription choices at any time within your member settings. You also will be given the opportunity to unsubscribe from promotional messages, including emails with travel-related opportunities, in any such email we send.

Third-parties may only collect or access information as needed to perform their permitted functions.

Certain Device operating system versions permit you to opt out of certain types of information sharing, including to certain advertising networks. Please check your Device settings if you want to limit such tracking.

**Security of Information**

We have implemented appropriate administrative, technical, and physical security procedures to help protect your information.

We only authorize specific employees to access personal information and they may do so only for permitted business functions. We use encryption when transmitting your information between your system and ours, and between our system and those of the parties with whom we share information. We also employ firewalls and intrusion detection systems to help prevent unauthorized access to your information. However, we cannot guarantee the security of information from unauthorized entry or use, hardware or software failure, or other circumstances outside of our control.

AtithiAdvisor.com uses industry-standard methods of securing its databases of user information, such as, if and where appropriate, firewalls and limits on who can access user information databases. However, please keep in mind that there is no such thing as perfect security on the Internet.

**Retention of the Information**

We will retain copies of your information for as long as you maintain your account or as necessary in connection with the purposes set out in this Statement, unless applicable law requires a longer retention period. In addition, we may retain your information for the duration of any period necessary to establish, exercise or defend any legal rights. We will destroy or delete your data, using relevant methods, in the event the data retention period has lapsed, you no longer maintain your account or if the purpose of data collection has been achieved.

**Cookies and Cookies consent**

We want your access to our Services to be as easy, efficient and useful as possible. To help us do this, we use cookies and similar technologies to improve your experience, to enhance site security and to show you relevant advertising.

To give you control, we provide you with option which allows you to review the first party and third-party cookies placed through our website and adjust your cookie settings, including whether to accept or decline such cookies.

**Age of Consent**

 By using this site, 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 site.

**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. We encourage you to check back from time to time to review the most current version and to periodically review this Statement for the latest information on our privacy practices

If our firm is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to provide services to you and /or sell products to you.

**Limits on AtithiAdvisor.com' Abilities**:

A site and service as complicated as AtithiAdvisor.com is never perfect, and thus AtithiAdvisor.com may inadvertently make uses or disclosures of your information in ways not contemplated by, or in direct contravention of, this Statement. For example, if the software has a temporary glitch, your personal information could be displayed on the site even though you've configured your preferences otherwise. AtithiAdvisor.com might also make ad hoc uses of your information in ways it can't contemplate here. AtithiAdvisor.com will do its best to work with you if these types of situations arise, but your sole remedy in these cases is to have AtithiAdvisor.com try to rectify the problem as soon as it can.

In addition, although highly unlikely, it is possible for Internet transmissions containing your personal information to be intercepted by others. It is impossible for AtithiAdvisor.com to ensure the privacy and security of all transmissions made to and from the site while in transit.

Of course, AtithiAdvisor.com does not control the privacy practices of its advertisers and other third-party sites that it promotes or links to. If you click through a banner ad or link and submit your information to an advertiser, you will be subject to their privacy policies. Please make sure you understand these policies before submitting your information.

**Questions and Contact Information**

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Privacy Compliance Officer at [\_\_\_Company Contact Email\_\_\_we have to create one mail id\*]