

Privacy Policy

Kinetic Codes (“KC”, “We”, “Us”, “Our”) is understanding of your concerns regarding our use of your personal information collected through Kinetic Code’s website (“Site”). We are committed to protecting your privacy and choices while using our website and services.

This Privacy Policy applies to all the information collected by us from the visitors on our website. It also described your available choices regarding our use of your personal information and how the same can be accessed and updated by you.

By using or continuing to use our Site and services, you consent to the terms of this Privacy Policy.

What information do we collect?

Personal Information

For the purpose of this Privacy Policy, “Personally Identifiable Information”, shall mean and include, without limitation, your “Personal Information” (such as your name, phone number, email address, the subject of your query, and details regarding your query).

We do not collect and store your Personally Identifiable Information, unless you choose to fill the same on our Site. You may visit and browse our Site without providing any Personally Identifiable Information about yourself.

However, we collect your Personally Identifiable Information when you either access services on our Site, or speak on the phone with, or exchange emails with a KC employee, and willingly disclose your Information. This may occur when you register for a service provided on our Site, engage in any transaction through our Site, contact our customer service, or participate in any contests, promotions, surveys, forums, content submission, request for suggestions, or other aspects of services offered on our Site. Participation in the aforesaid events is completely voluntary and you will have a choice whether to disclose the required information or not.

During our regular course of business, KC may monitor and record phone conversations or email communications between you and our employees for training and quality assurance purposes. When we send you emails regarding our services, we may receive a confirmation of when you open or click on the contents in the email. This helps us in making our communications with our visitors more useful and interesting.

We may display personal testimonials or reviews of our satisfied customers. However, prior to doing so, we will ask for your express consent. If you wish to update or delete your testimonial, you can contact us at complaints@kineticcodes.com. If you wish to provide a testimonial or review that we display or wish to update or delete a pre-existing testimonial/review, you can also contact us at complaints@kineticcodes.com.

Information We Collect Automatically

KC or its third-party contractors/service providers may collect a variety of visitor data such as IP addresses, browser settings, internet service provider (ISP) information, referring/exit pages, operating systems, date/time stamps, and clickstream data (collectively referred to as the “Visitor Data”).

Our internal servers and software automatically recognize Visitor Data. We may use Visitor Data to compile and analyze the traffic data about the types of visitors who use the Site at specific intervals (collectively “Traffic Data”).

This Traffic Data will also be used to diagnose problems with our server, administer our Site, or display content according to your preferences. We may also share the Visitor Data and Traffic Data with our business partners, affiliates, or advertisers on an aggregated and anonymous basis. We undertake that our third-party contractors/service providers shall process the aforesaid data in accordance with this Privacy Policy.

Cookies

Cookies are text files which are downloaded to your computer or device, when you visit our Site or allow our Site to recognize your device. These are stored in the browser file directory of your device. When you re-visit our Site, the browser will send these cookies back to us so that our Site can recognize your device and improve your user experience. We use two kinds of cookies – first party cookies (cookies managed by KC) and third-party cookies (cookies from third parties).

When you visit our Site for the first time, you will see our Cookie Banner. When you click on the Cookies settings, you can make a choice regarding the cookies you wish to permit and exercise control over the cookies we can drop on your device.

Kindly note that if you do not accept our necessary cookies, some functions on our Site may no longer work or may not work correctly.

Depending on their intended functions and purpose, we classify cookies into the following categories -

- i. Strictly Necessary Cookies – these are necessary for navigating our website and for operating the basic functions thereof. These cookies will include, without limitation, the login cookies, shopping cart cookies or cookies to remember your cookie settings. Without the presence of these cookies on your device, certain basic functions may not be offered. These cookies will always remain active and will be placed without your consent.

Where the information, which is processed from these cookies, qualifies as personal data, the Site shall be entitled to utilize it, without any legal obligation, for its legitimate interest to operate the Site. This shall without any liability under GDPR.

- ii. Performance Cookies – these are also known as analytical cookies. These cookies collect information regarding your usage of our Site and its services. These cookies relate to your internet browser, operating system, the websites visited, duration & number of website visits, most commonly visited websites, previous website, and the errors that you may have experienced. These cookies do not allow personal identification. Their sole purpose is to evaluate and enhance the users experience on our website.

If you consent to these cookies, we will have legal grounds to process the personal data from these cookies.

- iii. Functional Cookies – these cookies enable our Site to store information and data that you have previously entered on our Site. This may include username, language settings, layout settings, contact preference, your location etc. This information is stored in order to provide you with improved and personalized functions. These are also used for performing functions that you may request on our Site.
- iv. Targeting Cookies – these cookies cater to the marketing purposes and are used to offer relevant and specific content as per your interests, to limit the frequency of ads, and to analyze the efficiency

of any advertising campaign run on the Site. These cookies are registered when you visit a promoted website and stores the content that you used. This information may be shared with third-parties such as advertisers.

If you consent to these cookies, we will have legal grounds to process personal data from these cookies.

If at any time after consenting to our cookies, you wish to revoke your consent and/or change your cookie setting at any time, you may contact us at complaints@kineticcodes.com.

Location Information

When you use our Site or our services, we may collect information regarding your general location. This shall be done through the IP address you use to access our Site.

Information from Other Sources

We may gather information about you from third parties such as marketing partners, researchers, other customers, etc. We may combine the information we receive from these sources with the other information we gather from you, as mentioned in this Privacy Policy.

How do we use the Information we collect?

The information we collect as per this Privacy Policy is used to –

- i. Provide you with services mentioned on our Site;
- ii. Communicate with you;
- iii. Process your order requests;
- iv. Manage and remember your preferences;
- v. Customize the services we provide;
- vi. Analyze and use data gathered to improve our Site and services;
- vii. Improve our advertising and marketing;
- viii. Verification of your identity;
- ix. Facilitation of your transaction with relevant third parties;
- x. Providing you with information on our discounts and offers;
- xi. Compliance with our legal obligations, including GDPR compliances;
- xii. Protection of safety and integrity of our customers and visitors;
- xiii. Prevent frauds;
- xiv. Enforcement of our legal terms.

How do we share the Information we receive?

Except as otherwise specifically mentioned in this Privacy Policy, we do not sell, share or rent Information gathered from you with any third party. We only use your Information with third parties for the following functions –

- i. Processing of Orders: KC, along with certain third parties, may use your Personally Identifiable Information to process your payments through merchant banks or payment gateways and also to generate products and services in accordance with your order.

Your contact details may be used for the following purposes: (i) follow ups on the transactions initiated by you for the services; (ii) to respond to inquiries made by you; (iii) to inform you of changes regarding the services; and (iv) to send any additional information regarding KC, its Site, and its services.

- ii. Disclosure required by Law: Where we are required to disclose your Personally Identifiable Information in conformity with any applicable law or in response to any court or similar legal process, and we believe in good faith that we are required to make such disclosure in order to protect our rights, or to protect the safety of our clients and customers, for investigation of fraud, or to respond to a legal request, we may make such disclosure without any liability.
- iii. Consent: In addition to the data being shared under this Privacy Policy, we may also share such other information regarding you which you may consent to or instruct us to share with a third party.
- iv. Demographics Data: The Contact Data, location details, and Traffic Data (collectively “Demographics Data”) may be used by us to obtain general statistics regarding our customers and Site visitors. This data may be used to analyze and generate collective information regarding our users. However, this shall not be used to identify any user specifically or particularly. This data may be used to inform third parties regarding the numbers of our registered users, our unique visitor numbers, and the pages of our Site that are most frequently visited by visitors.
- v. Service Providers/Employees: we may disclose your Personally Identifiable Information to our Service Providers, employees, consultants, freelancers or interns, for the purpose of rendering our services. We may also share this information with companies and agencies that provide us with support services or assist us in marketing our Site and services. However, we will only provide such information that is necessary for them to render these functions.
- vi. Related- Party Transfers: In the future, KC may share your Personally Identifiable Information and other data mentioned herein with any business which is controlling, is controlled by, or may be under the common control of KC. If KC is merged, acquired, or sold, or if some of its equity is transferred, we may disclose or transfer your information for the purpose of these transactions.
- vii. Third Party Marketing: except with your prior permission, we do not furnish your Personally Identifiable Information to any third party for marketing purposes. In case you express your interest in a third-party offer, purchase or package, we may provide your Information to the said third party for the sole purpose of the said offer, purchase or package.
- viii. Bankruptcy or Insolvency: In case KC is declared bankrupt or insolvent by a court/authority of competent jurisdiction or a receiver or resolution professional is appointed for the purpose of managing its affairs, we may not be able to control how your Personally Identifiable Information will be treated, transferred, or used. In such an event, your information shall be treated as a KC’s asset which may be sold, transferred or shared with third parties, contrary to laid down in this Privacy Policy.

Where any of the aforesaid changes occur in the management and ownership of KC, we will notify you via email and/or display a prominent notice on our Site. Neither KC, as an entity in the status quo, nor its Board, employees or agents shall be legally liable for the aforesaid disclosures.

Analytics and Advertising

KC may use third-party web analytics and advertising services, such as Google Analytics and Google Ads (among others). These third-party service providers may automatically collect information, in the same manner as described herein above in the “Information we Collect Automatically” section, to help us analyze how visitors and users access our Site and use our services. They may also notify us of the third-party website from which you arrive at our Site. Your information and data will be directly collected by these third-party service providers who will use it for evaluating your use of our Site and our services.

We may also utilize Google Analytics services for purposes relating to advertising. To prevent utilization of your data by Google Analytics, you may install the Google Analytics Opt-Out Browser add on.

Our third-party partners, affiliates, and service providers, may use the above-mentioned cookies to gather information regarding your activities on our Site and on other third-party websites in order to provide targeted advertisements to you based on your interests.

This entails that our advertisements may be displayed on websites across the Internet based on your previous visits to our Site. In addition to our third – party partners, affiliates, and service providers, we may also utilize the cookies and other web beacons to generate reports regarding your ad impressions, your uses of ad services, and your interactions with the ad impressions and ad services related to your visits to our Site.

The tracking technology and your data and information that may be gathered by third-parties through the use of this technology is not governed by this Privacy Policy. We neither have access nor control over this tracking technology and how it is used.

If you wish to opt out of the Google Analytics services for Display Advertising or to customize the Google Display Network ads, you can visit the Google Ads Settings page.

Our Site does not recognize or responds to the browser-initiated “Do Not Track” signals. The web industry is presently working on improving the Do Not Track standards, implementations, and solutions. Therefore, despite enabling the Do Not Track signals on your browser, we may still collect information and data from you.

Data we process on behalf of our customers

Subject to the disclaimers made herein above, we will process the data received from you as per your instructions. For clients who fall within the scope of GDPR, we will process your information in compliance with the GDPR regulations.

In case you have any questions, queries or apprehensions regarding how your data is being processed, you may reach out to us at complaints@kineticccodes.com.

Third Party Websites

Links to third party websites may be maintained on our Site and you may click on and access these links while using our Site. However, this Privacy Policy is limited to KC and our website. Once you are re-directed to these third-party websites from our Site, we stop being liable under this Policy. Your activities on these websites shall be governed by their terms of use and privacy policies. It is your responsibility to pursue the privacy policies of these website and confirm that you understand and accept them.

Data Retention and Data Security

We will retain your information and data till the time we require it to provide you with the services. However, we may retain and store your information and data for a longer period whenever necessary by the applicable laws, to resolve disputes, and to enforce our agreements. We may also archive some of your data even after it is removed from our Site.

We aim to provide you with data protection as per industry standards. For this, we use servers and connections that are encrypted. We also undertake physical, electronic, and managerial mechanisms which protect your data. However, 100% security cannot be granted and therefore, we do not provide any undertaking, legal or otherwise, that the data transmission through our Site or services will be absolutely protected. Information herein under is being provided by you at your own risk.

We hereby disclaim ourselves, our Board, employees, and agents from any liability, that arises out of or may arise out of, theft, loss, interception, unauthorized access, damage, that may be cause to your data or communications with KC or our Site.

By using our Site or services, you agree to the terms of this Privacy Policy and the risk associated with the same.

In case, at any time, you believe that your privacy has been breached by the use of our Site and/or our services, you may mail us at complaints@kineticcodes.com. We will immediately delete your information and data, if permissible under law, and discontinue the provision of our services to you.

This Privacy Policy and any disputes arising out of the same shall be governed by the applicable laws of Republic of India and the appropriate courts of Prayagraj, Uttar Pradesh will have exclusive jurisdiction over disputes arising here from.