

# Privacy Policy

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Privacy of your personal information is very important to us. We do not disclose your personal information to third parties for their marketing purposes without your explicit consent. Please read this Privacy Policy to learn more about the ways in which we use and protect your personal information. The privacy practices of this statement apply to our services available under the domain and sub-domains of [www.dreambikesdigitalshowroom.com](http://www.dreambikesdigitalshowroom.com) and apply generally to our parent, affiliates, subsidiaries or joint venture websites whose specific privacy policies are available from our Privacy Central pages. By visiting this Site you agree to be bound by the terms and conditions of this Privacy Policy. If you do not agree please do not use or access our Site.

This Privacy Policy describes the information, as part of the normal operation of our services, we collect from you and what may happen to that information. Although this policy may seem long, we have prepared a detailed policy because we believe you should know as much as possible about dreambikesdigitalshowroom.com's practices so that you can make informed decisions. By accepting the Privacy Policy and the User Agreement in registration, you expressly consent to (i) be bound by the terms and conditions of this Privacy Policy and User Agreement; and (ii) our use and disclosure of your personal information in accordance with this Privacy Policy. This Privacy Policy is incorporated into and subject to the terms of the User Agreement.

## Information We Collect (Your Information):

When you use our Site, we collect and store your personal information provided by you. Our primary goal in doing so is to provide a safe, efficient, smooth and customized experience. This allows us to provide services and features that most likely meet your needs, and to customize our Site to make your experience safer and easier. Importantly, we only collect personal information about you that we consider necessary for achieving this purpose. In general, you can browse the Site without telling us who you are or revealing any personal information about yourself. Once you give us your personal information, you are not anonymous to us. To fully use our Site, you will need to register using our online registration form, where you may be required to provide us with your contact and identity information and other personal information as indicated on the forms throughout the Site. Where possible, we indicate which fields are required and which fields are optional. You always have the option to not provide information by choosing not to use a particular service or feature on the Site.

We may automatically track certain information about you based upon your behavior on our Site. We use this information to do internal research on our users' demographics, interests, and behavior to better understand, protect and serve our users. This information is compiled and analyzed on an aggregated basis. This information may include the URL that you just came from (whether this URL is on our Site or not), which URL you next go to (whether this URL is on our Site or not), your computer browser information, and your IP address.

We use data collection devices such as "cookies" on certain pages of the Site to help analyze our web page flow, measure promotional effectiveness, and promote trust and safety.

"Cookies" are small files placed on your hard drive that assist us in providing our services. We offer certain features that are only available through the use of a "cookie". We also use cookies to allow you to enter your password less frequently during a session. Cookies can also help us provide information that is targeted to your interests. Most cookies are "session cookies," meaning that they are automatically deleted from your hard drive at the end of a session. You are always free to decline our cookies if your browser permits, although in that case you may not be able to use certain features on the Site and you may be required to reenter your password more frequently during a session.

Dreambikesdigitalshowroom serves all its advertisements using Google's DoubleClick for Publishers ad serving platform. You may opt-out of the advertising-related data collection (choose Google from the list). In some cases, we use our in-house ad serving technology to serve ads to you.

If you choose to buy or sell automobiles using the Site then we collect information about your buying and selling behavior. We also collect other users' comments about you in our feedback area. If you choose to post messages on our forum or leave feedback for other users, we will collect that information. We retain this information as necessary to resolve disputes, provide customer support and troubleshoot problems as permitted by law. If you send us personal correspondence, such as emails or letters, or if other users or third parties send us correspondence about your activities or postings on the Site, we may collect such information into a file specific to you.

#### Our use of your information :

- To inform You about various products and services offered on Our Platform and provide customer support to You.
- To address Your queries and resolve your concerns pertaining to any product or service that You were looking for.
- To send You survey and marketing communications or facilitate various programmes and initiatives launched either by Us or third party which We believe may be of interest to You.
- To facilitate Your usage of Platform (what features You like, how You use the, etc.) and improve Our products or services, or any other content on the Platform (such as by personalizing content to your interests), process and complete your transactions, and make special offers.
- To review Platform performance, diagnose technical problems and do data analysis to make Your experience better.
- To protect the integrity of Our Platform.
- To inform You about change in any term and condition of this Privacy Policy or Terms of Use of any Platform of dreambikesdigitalshowroom.
- To implement information security practices, to determine any security breaches, contaminant or computer virus, to investigate/prevent/take action against illegal activities and suspected fraud.
- To keep You informed about news, events and ideas regarding Your preferences and help You to improve Your knowledge and skills about the preferred content.
- To carry out Our obligations and enforce Our rights arising from any contracts entered into between You and Us.
- To allow You to participate in interactive features offered through Our Platform.

- To contact You about Our own and third-party products and services that may be of interest to You. If You do not want Us to use Your Information in this way, please check the relevant box located on the form on which We collect Your data and/or adjust Your user preferences in Your account profile.
- To produce and share aggregate insights and statistics that do not identify You.
- To enable Us independently or in association with third party to show You tailored ads that are relevant to You.
- To enable Us to display advertisements to our advertisers service providers target audiences. Even though We do not disclose Your Personal Information for these purposes without Your consent, if You click on or otherwise interact with an advertisement, the advertiser may assume that You meet its target criteria.
- To help advertisers and other partners measure the effectiveness and distribution of their ads and services, and understand the types of people who use their services and how people interact with their websites, apps and services.
- In any other way We may describe when You provide the Information.

#### Our disclosure of your information :

We may also use your information to deliver information to you that, in some cases, are targeted to your interests, such as new services and promotions. The following are examples of some categories of persons to whom we would share your information with from time-to-time.

##### 1. Advertisements

a. Where a user enters information on any form of an advertiser, the information is simultaneously collected by dreambikesdigitalshowroom.com and the advertiser (including dealers, vehicle manufacturers, banks etc). The information is used by dreambikesdigitalshowroom.com in accordance with the terms of this Privacy Policy and is used by the advertiser as per the advertiser's prevalent privacy policies. Because we do not control the privacy practices of these advertisers, you should evaluate their practices before deciding to provide the said information.

b. dreambikesdigitalshowroom.com may also aggregate (gather up data across all user accounts) personally identifiable information and disclose such information in a non-personally identifiable manner to advertisers and other third parties for other marketing and promotional purposes.

##### 2. Classifieds Listings

a. When a user lists a classifieds advertisement, and the advertisement receives an expression of interest by the interested user, the interested user will be provided the contact information of the user listing the advertisement as provided in that user's registration form.

b. When a user expresses an interest in a classifieds advertisement, the user who has listed the advertisement will be provided the contact information of the interested user as provided in the interested user's registration form.

c. When a user expresses interest against a new vehicle offered for sale by a dealer, manufacturer or other party, the dealer, manufacturer or other party will be provided with the user's contact information as provided in the registration form.

### 3. Automobiles and Services offered on the Site are by third parties

There are certain automobiles and services for which third parties request for information before the service is listed on the Site (example: application for vehicle loan). The information provided by the user for such purposes is simultaneously collected by dreambikesdigitalshowroom.com and the respective third party (including dealers, vehicle manufacturers, banks etc). This information is utilised by the third party in accordance with its privacy policy and the terms of the offer. Because we do not control the privacy practices of these third parties, you should evaluate their practices before deciding to use their services.

### 4. Internal Service Providers

We may use third parties that we refer to as internal service providers to facilitate or outsource one or more aspects of the business, product and service operations that we provide to you on the Site (e.g., search technology, discussion boards, bill collection, affiliate and rewards programs) and therefore we may provide some of your personal information directly to these internal service providers. These internal service providers' are subject to confidentiality agreements with us and other legal restrictions that prohibit their use of the information we provide them for any other purpose except to facilitate the specific outsourced Site related operation, unless you have explicitly agreed or given your prior permission to them for additional uses. In some instances, the internal service provider may collect information directly from you (such as for Site surveys). In these cases, you will be notified of the involvement of the internal service provider, and all additional information you provide them and their additional uses will be strictly up to you. If you provide additional information to an internal service provider directly, then their use of your personal information is governed by their applicable privacy policy.

### 5. Other Corporate Entities

We might share much of our data, including browsing behavior and personal information about you, with our parent, affiliates, subsidiaries, and joint ventures that are committed to serving your online trading needs and related services, throughout the world. To the extent that these entities (including dealers, vehicle manufacturers, banks, NBFCs etc.) have access to your information, they will treat it at least as protectively as they treat information they obtain from their other users. Our parent, affiliates, subsidiaries, and joint ventures follow privacy practices no less protective of all users than our practices described in this document, to the extent allowed by applicable law. Dreambikesdigitalshowroom, its parent, affiliates, subsidiaries, its joint ventures, or any combination of such, will share some or all of your personal information with another business entity should we plan to, merge with, or be acquired by that business entity. Should such a combination occur, we will require that the new combined entity follow this Privacy Policy with respect to your personal information.

## 6. Legal Requests

We cooperate with law enforcement inquiries, as well as other third parties to enforce laws, such as: intellectual property rights fraud and other rights, to help protect you and the community from bad actors. Therefore, in response to a verified request by law enforcement or other government officials relating to a criminal investigation or alleged illegal activity, we can (and you authorize us to) disclose your name, city, state, telephone number, email address, User ID history, fraud complaints, and automobile listing history without a subpoena or summon. Without limiting the above, in an effort to respect your privacy and our ability to keep the community free from bad actors, we will not otherwise disclose your personal information to law enforcement or other government officials without a subpoena, court order or substantially similar legal procedure, except when we believe in good faith that the disclosure of information is necessary to prevent imminent physical harm or financial loss; or report suspected illegal activity. Further, we can (and you authorize us to) disclose your name, street address, city, state, zip code, country, phone number, email, and company name to intellectual property rights owners under confidentiality agreement, as we in our sole discretion believe necessary or appropriate in connection with an investigation of fraud, intellectual property infringement, piracy, or other unlawful activity.

Due to the existing regulatory environment, we cannot ensure that all of your private communications and other personal information will never be disclosed in ways not otherwise described in this Privacy Policy. By way of example (without limiting the foregoing), we may be forced to disclose personal information to the government or third parties under certain circumstances, third parties may unlawfully intercept or access transmissions or private communications, or users may abuse or misuse your personal information that they collect from the Site. Therefore, although we use industry standard practices to protect your privacy, we do not promise, and you should not expect, that your personal information or private communications will always remain private.

### Sharing, Transfer or Disclosure of Your Information:

1. Any service or product provided through Our Platform may be provided either by Dreambikesdigitalshowroom or its vendor, dealer, OEM, channel partners and other third parties ("Other Entities") which are registered with Dreambikesdigitalshowroom to render the services or provide products through Platform or otherwise. You acknowledge and agree that Dreambikesdigitalshowroom may share, disclose, transfer or part with Your Information to Other Entities depending upon the type of Product or Service You are looking for or for one or more of the permissible purposes. Dreambikesdigitalshowroom may also share Your Personal or Non-Personal information where it is required to share the same with such Other Entities for providing you the product or service and You provide Dreambikesdigitalshowroom, Your unconditional consent to do the same.
2. Dreambikesdigitalshowroom may share statistical data and/or other Non-personal Information or details to facilitate various program or initiatives launched by Dreambikesdigitalshowroom, third party service providers, partners or financial institutions, from time to time.
3. We use other third parties such as a credit/debit card processing company, payment gateway, pre-paid cards etc. to enable You to make payments for buying products or availing services on Platform. When You sign up for these services, You may have the ability to save Your card details for future reference and faster future payments. In such case, We may share Your relevant Information as necessary for the third parties to provide such services,

including your name, residence and email address. The processing of payments or authorization is solely in accordance with these third parties policies, terms and conditions and we are not in any manner responsible or liable to You or any third party for any delay or failure at their end in processing the payments.

4. In addition to this, Dreambikesdigitalshowroom reserve the right to share Your Information with any Government Agency or other authorized law enforcement agencies (LEAs) mandated under law to obtain Your Information for the purpose of verification of identity or for prevention, detection, investigation including but not limited to cyber incidents, prosecution, and punishment of offences etc.
5. We may process Your Information outside India and relay on legally provided mechanisms to lawfully transfer Your Information across borders.
6. We may share Your Information in any other circumstances where We have Your consent.

#### • *Links to Third Party Sites*

Our Website may, from time to time, contain links to and from the websites of Our partner networks, affiliates and other third parties. The inclusion of a link does not imply any endorsement by Us of the third party website, the website's provider, or the information on the third party website. If You follow a link to any of these websites, please note that these websites may be governed by their own privacy policies and We disclaim all responsibility or liability with respect to these policies or the websites. Please check these policies and the terms of the websites before You submit any information to these websites.

#### Security and Limitation of Liability :

We use several processes to safeguard your information, to maintain our data security and to prevent any unauthorized access to your information. For this, we have deployed different physical, electronic and business processes. The safeguards we use are tailored towards to type and sensitivity of the information that we collect, process and transmit, as well as the present technological knowledge and progress.

We have deployed several generally accepted industry standards, such as firewalls, encryption, software development processes, traffic monitors, automated tools, and others to protect any information residing with us or being transmitted to us.

Any third party service providers we use for processing payments are validated as compliant with the payment card industry standard (PCI compliant service providers).

Whilst utilizing and continually updating our security measures and processes, we do not assume any liability or responsibility for disclosure of your information due to any reason, such as unauthorized third-party access, transmission errors or others.

You should not share your dreambikesdigitalshowroom access details or credentials with any other party. If we receive instructions using your credentials, we will consider that you have authorized the instructions.

#### • *Changes to the Policy*

We may update this Policy to reflect changes to Our practices. If We make any material changes We may notify You by e-mail (sent to the e-mail address specified in Your account)

or by means of a notice on this Website prior to the change becoming effective. We encourage You to periodically review the Policy for the latest information on Our privacy practices.

- *Contact*

Please address any grievances or questions You may have, without limitation, with respect to the collection, processing, usage, disclosure of Your information in writing to Us at [contact@dreambikesdigitalshowroom.com](mailto:contact@dreambikesdigitalshowroom.com). You can always withdraw Your consent for usage, processing of Your information by Us by writing to Us at the address mentioned above.