

SELLERKIT PRIVACY POLICY

This privacy policy ("Policy") was last updated on December 12th, 2023, We may change or update this policy at any time, and the same will be updated here. If you are a Seller Kit user or customer, we shall notify the changes or updates either by sending an email or a notification on the Seller Kit App (as defined below). Please ensure to read such notices carefully.

We sincerely believe that you should always know what data we collect from you, the purposes for which such data is used, and that you should have the ability to make informed decisions about what you want to share with us.

Therefore, we want to be transparent about: (i) how and why we collect, store and use your personal data in the various capacities in which you interact with us; and (ii) the rights that you have to determine the contours of this interaction.

While we would strongly advise you to read the Policy in full, the following summary will give you a snapshot of the salient points covered herein:

- This Policy details the critical aspects governing your personal data relationship with Seller Kit which is owned and operated by **Buson Digital Services India Private Limited**, a company incorporated under the laws of India, and having its registered office at #206/3, Sathya Murthy Road , Ramnagar, Coimbatore – 641 009, Tamilnadu, India
- Your personal data relationship with Seller Kit varies based on the capacity in which you interact with us/avail of our products and solutions ("**Services**"). You could be: (i) a person/entity availing of one of our Services ("**Customer**"); or (ii) an employee/agent/representative/appointee of a Customer who uses the said Service ("**User**");
- Based on whether you are a Visitor, Customer or User, the type of data we collect and the purpose for which we use it will differ and this Policy details such variations;
- This Policy is a part of and should be read in conjunction with our [Terms of Service](#); and
- This Policy will clarify the rights available to you vis-à-vis the personal data you share with us.

If you have any queries or concerns with this Policy, please contact our Grievance Officer (refer Section 12). If you do not agree with the Policy, we would advise you to not visit/use the Website or the Seller Kit mobile application(s)/platform(s) (collectively "**App**").

TYPE OF USER	CUSTOMER	USER
WHAT DATA WE MAY COLLECT	1. The name and e-mail of your representative who signs up for a Service on your behalf; and	1. Your name, e-mail; 2. Your IP Address; 3. Your location 4. What device you use to access the Website/App and its details (model, operating system, etc.); 5. Cookies and Web Beacon data; 6. Data from third parties who have your explicit consent to lawfully share that data; 7. SMSs that you send or receive on your Device from your existing and prospective customers (“Leads”) if you have opted for the same in the relevant section of the App; 9. Phone call logs to record your call activities with Leads (i.e. call time, duration, phone number of relevant Lead) 10. E-mails that you send and receive for the purpose of reading them to sync with your Leads, if you have opted to sync your e-mail with your Seller Kit account using our E-mail Sync App. If you do choose to activate SMS and Call Log parsing or E-mail Sync to improve your experience, you can be sure that we will never collect or store any information that does not pertain to Leads.
HOW AND WHY WE USE IT	<p>We collect this data in order to help you register for and facilitate provision of our Services.</p> <p>If you give us your consent, we may send you newsletters and e-mails to market other products and services we may provide.</p>	<p>We collect this data in order to facilitate provision of our Services.</p> <p>We collect your location in order to verify that you are within the designated location given by your organisation. All the features of the App will function only if Location services is activated</p> <p>We will occasionally send you e-mails regarding changes or updates to the Service that you are using. In the event you report an issue with a Service, we may also screen/video record your Device only when you use the App for a limited time period to help us better understand how to address the issue.</p> <p>If you give us your consent, we may send you newsletters and e-mails to market other products and services we may provide.</p> <p>We may also conduct anonymized usage behaviour analysis at the aggregate level to determine how the features of a particular Service are being used.</p>

2. RETENTION OF PERSONAL INFORMATION

We will store any personal data we collect from you as long as it is necessary in order to facilitate your use of the Services and for ancillary legitimate and essential business purposes – these include, without limitation, for improving our Services, attending to technical issues, and dealing with disputes.

We may need to retain your personal data even if you seek deletion thereof, if it is needed to comply with our legal obligations, resolve disputes and enforce our agreements.

If you are a Customer, please be advised that: (i) you will need to inform your Leads about how you store and deal with any data you collect from them using one of our Services, in compliance with applicable laws and (ii) after you terminate your usage of a Service, we may, unless legally prohibited, delete all data provided or collected by you (including Lead information) from our servers.

Upon receiving your specific consent, we may share the data we collect from Cookies or Web Beacons with our advertisement partners to track your visits, establish your non-personal identity and present you with targeted advertisements about our Services.

3. TOOLS USED BY OUR CUSTOMERS

If you are a Customer, you are empowered to use proprietary or other third party technologies (for example Flash Cookies) on your website and host them in our App. If you do, you agree and acknowledge that it is your sole obligation to inform your Leads about any data you collect by using such technologies and the policies by which such collection is bound.

4. COMPLIANCE WITH CHILDREN'S ONLINE PRIVACY PROTECTION ACT

As a business service, we neither target our Services toward nor knowingly collect any personal information from any individuals under the age of 13.

5. TRANSFER OF INFORMATION

In order for us to facilitate our global operations, we may transfer and access the data we collect and process in accordance with this Policy, to our group companies around the world. Your rights and protections will, under no circumstances, be diluted by this transfer.

Further, in the ordinary course of business, we may employ other companies and people to assist us in providing certain components of our Services in compliance with the provisions of this Policy. To do so, we may need to share your data with them.

Where applicable – if the entities to which these transfers are effected are not situated in countries deemed ‘adequate’ by the European Commission, we shall enter into appropriate Data Protection Addendums with the transferee parties that comprehensively protect your data. We shall also put in place industry-standard technical and organizational measures (including robust data handling policies) to ensure that such transfers are completed in accordance with applicable laws.

Some of the examples of where we may sub-contract processing activities to third parties include—data analysis, marketing assistance, processing credit card payments, and providing customer service.

6. THIRD PARTY LINKS

We may display links to third-party websites or applications on our Website or App for advertising or providing you with relevant content. We will not be responsible for such third-party websites or applications if you choose to access them. If you provide any data to such website/application, please ensure you read their policies given that you will no longer be bound by this Policy in doing so.

7. COMPELLED DISCLOSURE

In addition to the purposes set out in the Policy, we may disclose any data we collected or processed from you if it is required:

- Under applicable law or to respond to a legal process, such as a search warrant, court order, or subpoena;
- To protect our safety, your safety or the safety of others or in the legitimate interest of any party in the context of national security, law enforcement, litigation, criminal investigation or to prevent death or imminent bodily harm;
- If required in connection with legal proceedings brought against Seller Kit, its officers, employees, affiliates, customers or vendors; or
- To establish, exercise, protect, defend and enforce our legal rights.

8. SECURITY OF YOUR PERSONAL INFORMATION

We implement industry-standard technical and organizational measures by using a variety of security technologies and procedures to help protect your data from unauthorized access, use, loss, destruction or disclosure. When we collect particularly sensitive data (such as a credit card number or your geo-location), it is encrypted using industry-standard cryptographic techniques including but not limited to SSL, TLS, RSA, and AES.

Your password is your first line of defense once you set up a Seller Kit account, so we recommend that you set a strong

9. DISPUTE RESOLUTION

If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact our Customer Service - support@sellerkit.online