This Privacy Policy forms the entire agreement between the user/viewer (the “**User**” “**you**”, “**your**”) and Pixtory (“**Company**”/ “**we**” / “**us**”) for using the Pixtory website and mobile applications (collectively referred to as “**Pixtory**”).Pixtory is a digital product that aims to bring out the real power of Photographs. It’s built on the philosophy that all Pictures have a great story behind them. In compliance with the Information Technology Act, 2008 and the Rules thereunder, Pixtory has adopted this Privacy Policy to address your concerns and inform you of the information we collect, manner in which information is collected, the manner in which it is used.

INFORMATION WE COLLECT

Personally Identifiable Information **(PII)**

Users may access and browse Pixtory without signing up for the limited purpose of discovering images, designs, logos, video’s, ideas, stylebooks (collectively “**Content**”). In order to save, share images, comment or connect with other users, professionals and retailers it is mandatory for User to sign up or create a profile on Pixtory. If you choose to sign up or create a profile on Pixtory, you voluntarily provide us with all your details such as full name, location, age, gender, email address, mobile number and profile photo. The Company will not collect any PII unless the User elects to provide it to us.

By signing up or creating a profile on Pixtory, you agree to receive communication from us about Pixtory. Additionally by joining, you are agreeing to receive feedback and communications from third-parties within Pixtory, including third-party providers of products or services who may comment on your postings within Pixtory. All your communications, exchange of messages, comments, pictures through Pixtory, may be stored by us in order to process and deliver them, allow you to manage them, and in order to investigate possible wrongdoing in connection with Pixtory. Pixtory may also enable you to connect to, at your initiation, third-party providers of products and services via your personal email address and mobile number.

Non-Personally Identifiable Information **(NPII)**

The Company may collect certain information that does not identify you or any other individual directly such as:  
1. Pixtory usage patterns;  
2. Log data including browser types and settings, internet protocol address, date and time of your request;  
3. Device information including type of device, settings of device, operating system, crash data, unique device identifiers, device location and requested and referring URL’s, mobile carrier;  
4. Cookie, web beacons or similar technologies to log data depending on how you access Pixtory and third party websites. Cookies used by us may be either “session” cookies (that last until you close your browser) or “persistent” cookies (that last until you or your browser delete them). Cookies may be used by us to transfer information about your use of Pixtory including but not limited to the browser type used by you, the browser language, date and time of your visits and search preferences.

Information for Public Consumption

Users can upload and share designs, logos, images, stylebooks, videos, post ideas, comments on Pixtory.

MANNER OF USAGE

Usage of PII

Pixtory creates a profile to enhance user experience based on PII provided by Users. The Company may use a User’s PII to communicate with the User through email, including text and other forms of messaging. PII may be used for the purposes of improving Pixtory’s functionality and quality, personalizing a User’s experience, tracking usage of Pixtory, providing feedback to businesses and professionals whose products or services are listed on Pixtory, displaying relevant advertising, evaluating the success of our advertising, providing customer support, messaging you (in ways described by this privacy policy), backing up Company’s systems to allow for disaster recovery, enhancing the security of Pixtory and complying with legal obligations.

Individual records of User data may be viewed or accessed only for the purpose of resolving support issues or suspected violation of the Terms of Use, or as may be required by law.

The Company will take all reasonable precautions for maintaining confidentiality of User’s data. The Company stores and maintains an industry-wide accepted professional standard for protection of PII and ensures that no PII is used for promotional or marketing activities.

Usage of NPII

The Company may use the NPII to analyse brand affinity analytics, study usage patterns to improve User experience and functionality of Pixtory.

Usage of Information for Public Consumption

Information uploaded and posted by you on your profile will be displayed for public viewing. User can bookmark, share with their social networks and connect with the user who uploaded the Content based on this information.

INFORMATION SHARED WITH THIRD PARTY

Company may share User information with professionals and retailers to be able to understand and service the request of the User or provide customer support. Information may include User’s project details/ requirements and contact details.

Company may share User information with its affiliated entities such as subsidiaries, joint ventures or other companies under common control and those who have agreed to this Policy.

Company may transfer information to another company in case Company is acquired by or is merged with another company.

SECURITY

The Company has rigorous security measures in place to protect your information from unauthorized access, disclosure, alteration or destruction. The Company undertakes that it shall not provide, distribute, trade, sell or rent your Information provided or related to past use of Pixtory to any third party, except as provided in this Privacy Policy.

Notwithstanding the above, the Company in no way guarantees that such information will not be accessed, disclosed, altered or destroyed by breach of firewalls and secured server software. The Company hereby disclaims any liability related to a security breach or loss of your information to the greatest extent permissible by law.

CONSENT

As a registered User of Pixtory, you accept this Privacy Policy and the Company’s Terms of Use. You expressly consent to the Company’s use and disclosure of your information in the manner set down in this Privacy Policy. If Company wishes to use any User’s personal data for a new purpose, it will seek such User’s permission before doing so.

RETENTION, UPDATING INFORMATION AND DEACTIVATION OF ACCOUNT

We will retain your personal information for the period you are registered as a User and as necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

The Company shall not be responsible for the authenticity of the information provided by you. If your information changes or you wish to deactivate your account, you may correct, update, amend, delete, remove or deactivate your User account details as well as delete your account at any time.

CHANGES AND UPDATES

This Privacy Policy is subject to change from time to time without notice as required by applicable laws or to enhance your User experience. Your continued use of Pixtory will constitute your acceptance of this Privacy Policy and any amendments thereto.

If at any time, you have questions or concerns about the Privacy Policy, please feel free to email the Company at contact@pixtory.in

EFFECTIVE DATE

The Privacy Policy is last revised on 26th February, 2015.