

PRIVACY POLICY

This document is an electronic record in terms of IT Act and is applicable under the rules there and the amended provisions pertaining to electronic records in various statutes. This record is generated by a computer system and does not require any physical or digital signatures. Also this document is published in accordance with the provisions that require publishing the rules and regulations and privacy policy for access or usage of this website www.burgertree.in or mobile application (Hereinafter referred as the “Sites”)

Burger Tree is a subsidiary of Aspire Holdings, a partnership firm (referred herein as “BT”, “we”, “our” or “us”) and is engaged in the business of developing, setting up, running & operating Café/ Restaurant and has designed, developed and operates website burgertree.in and mobile application (referred as “Sites”). The respective Sites is to provide you information, recommendations and/ or products/ services offered to you at our various outlets and mode of distribution channel and is intended to allow you and other users to browse and order products (“Products” and or “Services”), which will be fulfilled by Burger Tree subject to the terms and condition mentioned on the respective Sites.

We are committed to protecting your privacy online. This privacy policy (the "Privacy Policy") discloses the privacy practices for the respective Sites and mobile app. This Privacy Policy describes the ways in which we collect, store, use and protect the information collected due to your use of our website and mobile app. By accessing our sites, mobile app and/or providing us with your information you expressly consent to us processing your personal information in accordance with the terms of the Privacy Policy. We reserve the right to delete, modify, change or supplement the content of our website and mobile app and/or this Privacy Policy at any time for any reason without prior notification, and will use reasonable efforts to include up-to-date and accurate information on the respective Sites.

PLEASE READ THIS PRIVACY POLICY CAREFULLY.

BY ACCESSING OR USING OUR WEBSITE OR MOBILE APP , YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREE TO BE BOUND TO ALL THE TERMS OF THIS PRIVACY POLICY AND OUR WEBSITE TERMS OF USE AND ANY OTHER TERMS AND CONDITION ON THE WEBSITE OR MOBILE APP. IF YOU DO NOT AGREE TO THESE TERMS OR ANY OTHER TERMS AND CONDITION ON OUR WEBSITE/ MOBILE APP, PLEASE EXIT THIS PAGE AND DO NOT ACCESS OR USE OUR WEBSITE/ MOBILE APP.

1. Change in the Privacy Policy: We may require changes to be made to the terms of this Privacy Policy from time to time depending on changes in our business or the in country law, so we encourage you to review this Privacy Policy on every occasion you visit or use our Website or Mobile App. It is your responsibility to carefully read, agree with the Privacy Policy on each occasion you use our Website or Mobile App and your continued use of the Website or Mobile App shall signify your acceptance to be bound by the latest Privacy Policy.

Information Collected

The Information we collect about you may be broadly described in following categories:

1. **Personal Information:** Your name, address, phone number, email address, user name, password, billing and credit card information, order history, feedback, IP address and location, digital device name, type and configuration, details relating to your download of Publications via the service (including details relating to the time of the download, any interruptions, and the success or failure of the downloads), the URL from which you accessed the Website, demographic information, and other such 'Personal Information'.
2. **General Information:** We may also receive more general information from you as a result of your visits to, and use of, the respective Sites. This general information does not identify you personally, and can include information such as your IP address, the length of time you spend on the Website and the Mobile App, your browsing history, and other such 'General Information'. Personal Information and General Information shall collectively and individually be referred to as "Information".

All the above Information is collected for:

1. Better service and account maintenance
2. To seek your feedback or to contact you in relation to those services
3. Making the offerings more relevant to you and your desires
4. Keeping track of the transactions, to help in case of any dispute situations; dealing with enquiries, requests or complaints and other customer care related activities; and all other general administrative and business purposes; marketing products and services; carrying out any activity in connection with a legal, governmental or regulatory requirement or in connection with legal proceedings, crime or fraud prevention, detection or prosecution.

To collect the Information, we shall use channels such as physical forms, Website (including cookies), Mobile App emails, promotional offers, surveys, feedbacks and mailers. Participation in some of these channels is optional but you may be required to provide your Information in order to participate. We are not liable to verify the authenticity or accuracy of any Information we collect from you. From time to time we may ask you to update your contact & Information with us on the Website or Mobile App or through any other approved channels. This is to help keep you updated on services, any changes in the services and its enhancements. We will not be liable for any failure or default to notify you of any service, any change in service or its enhancement if you fail to update such Information in a timely manner.

Access to Information:

We collect your Personal Information to enable us, amongst other things, to provide the Website and / or the mobile App to you in the best possible way. We take all steps reasonably necessary to protect against the unauthorized access, use, alteration, disclosure or destruction of Personal Information.

Information Storage & Sharing:

Any Information that we collect and store that is personally identifiable is protected using appropriate means, and although we do so, BT will not be held responsible for any unauthorized access by third parties. All Information shall be stored by us or one or more of our vendors. We reserve the rights to hold your Information indefinitely.

You agree that all Personal Information shall be retained till such time required for the Purpose or required under applicable law, whichever is later. Non-Personal Information will be retained indefinitely.

We may share or disclose the Information collected and received under this Privacy Policy:

1. With one or more of our corporate entities and affiliates to help detect and prevent identity theft, fraud and other potentially illegal acts; correlate related or multiple accounts to prevent abuse of our services; and to facilitate joint or co-branded services as part of service offered to you through Website.
2. As required by law, such as to comply with a legal process, etc.;
3. When we believe in good faith that disclosure is necessary to protect our rights and interests, protect your safety or the safety of others, investigate fraud, or respond to a government request and similar.
4. With our trusted services providers who work on our behalf, do not have an independent use of the Information we disclose to them, and have agreed to adhere to the rules set forth in this Privacy Policy.
5. If any of the entities or affiliates or group company is involved in a merger, acquisition, or sale of all or a portion of its assets, the business entity that consequently acquires such Information will receive and store the same as per this Privacy Policy.

Apart from the forgoing's, we may use third party service providers to help us operate our business, the Participating Website, or administer activities on our behalf, such as sending out newsletters or surveys and the like. We will only share your information with these third parties for those limited purposes.

We may also share your Information with third parties under a confidentiality agreement which inter alia provides for that such third parties not disclosing the Information further unless such disclosure is for the purpose. However, we BT is not responsible for any breach of security or for any actions of any third parties that receive your Personal Information. Burger Tree is not liable for any loss or injury caused to You as a result of You providing Your Personal Information to third party (including any third party websites, even if links to such third party websites are provided on the respective Sites).

You may receive promotional offers, campaign details, company news, updates, related product or service Information, etc by email among other means. If you have opted to receive promotional offers there will be unsubscribe options with all such category of offers and you may choose to unsubscribe from such offers at any time by following the instructions included at the bottom of each email, or by contacting us via our Website or Mobile App.

Selectively, you may also receive various offers via your mobile number or postal mail. We also contact you via email for administrative purposes, such as change notifications or if we update our Privacy Policy. While you can elect to stop receiving email for promotional offers (as described above), you cannot unsubscribe from these administrative messages while enrolled on the Website and/ or the Mobile App.

Our customer care department may also contact you in response to an inquiry you submit. Customer care may also contact you about a particular problem that may have occurred with your account or with an offer in which you may have participated. We may use this Information to learn more about your participation in the Website and /or the Mobile App and make it more relevant to your interests.

Information access by member:

We respect your privacy and are committed to ensuring the confidentiality of your Information with us. We may contact you with useful Information on products and services through our telemarketing activities, which may be beneficial for you. we reserve the right to contact you through tele calling for services related to your account.

All of the above said activities are done, to:

1. Improve customer satisfaction
2. Assure quality management and customer experience
3. Identify and analyze the patterns and the types of requests/complaints raised by customers
4. Initiate remedial measures to prevent the re-occurrence of such complaints/issues
5. Support any transactions that take place over the phone and/or if there is a dispute

Links to Other Sites:

The Website/ Mobile app or any activities made on the Website and or the Mobile App may contain features which link to other websites that may collect Information about you. In addition, such other websites may contain certain product and service offerings which are carried out independently by such third-party websites. We are neither responsible for the working of such third party websites nor do we warrant or nor do we make any assurances of the existence, adequacy or functioning of security practices of any such third party websites.

Cookies:

We may use cookies or other technologies on the Website. Cookies are small files or records that we may place on your web browser for collecting Information about your activities on the Website, preparing reports, assessing trends, and otherwise monitoring the way in which the Website is being used. This is intended to enhance convenience for you, and to assist us to run an efficient operation. By accepting these Terms, you confirm your consent to our use of cookies, and other such technologies, for these purposes.

Treatment of Personal Information:

We take all steps reasonably necessary to protect against the unauthorized access, use, alteration, disclosure or destruction of Personal Information. In case we are sold to a third party, or BT becomes subject to a merger, consolidation or acquisition, it would become necessary for us to transfer your Personal Information to a third party, and in such case BT would require that the third party handles your Personal Information with no less care than taken by us.

The email address you provide will only be used to send you information and updates related to the products; and to respond to your enquiries and requests. If you decide to opt-in to our mailing list, you'll receive emails that may include company news, updates, related product or service information, etc. We maintain physical, electronic and procedural safeguards to protect the Information. Specific employees only are authorized to access the Information on a need to know basis for business purposes only. You also hereby waive, and release all Aspire holding entities, Burger Tree outlets, its group companies from any claim of damages caused by using our website or Mobile App. If you choose a payment gateway to complete any transaction on Website and/or the Mobile App then Your credit card data may be stored in compliance with industry standards/ recommended data security standard for security of financial Information such as the Payment Card Industry Data Security Standard (PCI-DSS).

Treatment of General Information:

Burger Tree also collects your General Information to allow us, amongst other things, to better understand our users and improve the layout and functionality of the Website. BT may use and disclose anonymous Information, including aggregate anonymous Information derived from your Personal Information, to inform publishers, partners, trusted affiliates, advertisers, and other interested parties as to the usage habits or characteristics of BT customer base, and to serve any other business purposes.

Anti-Spam Policy:

Since email is an integral part for the Service being rendered, your sharing of email contact with us allows us to share the offers and promotions relating to the Service or Website via email with you. If you later decide not to receive any offers and or promotions relating to the Service or the respective Sites, you may unsubscribe by communicating to us. Please note that opting not to receive email does not exempt you from receiving administrative emails.

Data Accuracy, Verification and Supplementation:

It is in your interest and it is our objective, for us to have accurate, current and complete Information concerning you and your account. We have strict procedures that our employees abide by to meet this objective. While some procedures are required by govt regulations, we have implemented additional procedures to maintain accurate, correct and complete financial Information, including processes to update Information and remove outdated Information. If you believe that we have incorrect Information about you or your accounts, please intimate us. We will correct any erroneous Information as soon as possible. Data verification involves the use of third-party data processing services to standardize and clean your provided Information so that it is easily identified and accessed in our database.

Guarding your own Information: We recommend that you take the following precautions to guard against the disclosure and unauthorized use of your Information:

1. Never provide Information that can be used to access your account over the phone unless you have initiated the call and know with whom you are speaking.
2. Update any changes in addresses or contact Information immediately through the proper channel.

Force Majeure:

Notwithstanding anything contained in this Policy or terms of use or other terms and condition on the respective Sites or elsewhere, Aspire Holdings or Burger Tree shall not be held responsible for any loss, damage or misuse of Your Personal Information, if such loss, damage or misuse is attributable to a Force Majeure Event (as defined below).

"Force Majeure Event" shall mean any event that is beyond the reasonable control of Aspire Holdings or Burger Tree and shall include, without limitation, sabotage, fire, flood, explosion, acts of God, civil commotion, strikes or industrial action of any kind, riots, insurrection, war, acts of government, computer hacking, unauthorized access to computer, computer system or computer network, computer crashes, breach of security and encryption (provided beyond reasonable control of Aspire Holdings or Burger Tree), power or electricity failure or unavailability of adequate power or electricity. While We will endeavor to take all reasonable and appropriate steps to keep secure any Personal Information which We hold about You and prevent unauthorized access, You acknowledge that the internet or computer networks are not fully secure and that We cannot provide any absolute assurance regarding the security of Your Personal Information.

In case you have any discrepancies and grievances in connection with this Policy or Terms of Use or any other terms and conditions mentioned on the Website, you may please contact us at aspireholdings2017@gmail.com . If you have any other questions or clarifications regarding privacy, or have questions about practices, please contact us via email at burgertree1@gmail.com