

PRIVACY POLICY

INTRODUCTION

This privacy policy sets out how Educationary uses and protects any information that you provide to us, when you use/browse through this website. The domain name www.educationarytechno.com and the mobile application Educationary (hereinafter collectively referred to as the 'Website') is owned and managed by Educationary Technocart Private Limited (hereinafter referred to as "Educationary"). The term Educationary, 'Company', 'us', 'we' or 'our' refers to Educationary Technocart Private Limited. The term 'Third Party' refers to any person, natural or juristic, other than us and the User.

This Document is a legally binding document between the User and Educationary. The terms of Privacy Policy will be applicable and effective upon your acceptance of the same and will govern the relationship between the User and the Company for the use of this Website. The acceptance may be direct or indirect in Electronic form. Educationary is committed to ensuring that your privacy is protected. If we ask you to provide any information by which you can be identified when using this website then you can be assured that it will only be used in accordance with this Privacy Policy.

The policy may be changed from time to time by updating this page. You should check this page from time to time to ensure that you are informed of the changes. Your continued use of this website and availing of services of Educationary under this Website implies that you have read, understood and agreed to the terms and conditions set forth in this Policy and implies your acceptance to any amendments made to this Privacy Policy. Your continued use of the website implies your consent to our collection and use of the information.

SECTION 1- USER PROVIDED INFORMATION

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, place an order, fill out a form, respond to a survey, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number. Users may, however, visit our Site anonymously. We collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain Site related activities.

When you access our services through e-mail or call back facility or any other form of correspondence, we may directly collect information required to make the required facility available to you. Your continued patronage with the website and the services thereunder imply your consent to the collection and use of your personal information by us.

SECTION 2- WHAT WE COLLECT: WE MAY COLLECT THE FOLLOWING INFORMATION

- Your name, age, email address, location, phone number, password and your ward's educational interests;
- Transaction-related information, such as when you make purchases, respond to any offers, or download or use applications from us;

- Information you provide us when you contact us for help;
- Information you enter into our system when using the Application/Services/products, such as while asking doubts, participating in discussions and taking tests.
- Any other information termed as "Sensitive Personal Data or Information" as defined under the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, enacted under the Information Technology Act, 2000.
- Payment Information including but not limited to credit/debit card information, bank account details, any other information required to process the payment for use of website/services and/or for availing products and services from the website
- Call data records
- Any other information required to tailor the products and services to your requirements.
- Other Information relevant to service enquiry, customer surveys and/or offers

SECTION 3- SENSITIVE PERSONAL DATA OR INFORMATION

According to the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, "Sensitive Personal Data or Information" of a person means such personal information which consists of information relating to:

- Password
- Financial information such as Bank Account or credit card or debit card or other payment instrument details
- Physical, physiological and mental health condition; Sexual orientation
- Medical records and history; Biometric information
- Any detail relating to the above clauses as provided to body corporate for providing service
- Any of the information received under above clauses by body corporate for processing, stored or processed under lawful contract or otherwise.
- Other Information relevant to service enquiry, customer surveys and/or offers
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We will, at all times, provide the option to you to not provide the Personal Information or Sensitive Personal Information, which we seek from you. Further, you shall, at any time while using the Application/Services/products, also have an option to withdraw your consent given earlier to us to use such Personal Information or Sensitive Personal Information. Such withdrawal of the consent is required to be sent in writing to us at the contact details provided in this Policy below. In such event, however, the Company fully reserves the right not to allow further usage of the Application or provide any Services/products thereunder to you.

SECTION 4- AUTOMATICALLY COLLECTED INFORMATION

In addition, the Application/products/Services may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile devices unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browsers you use, and information about the way you use the Application/Services/products. As is true of most Mobile applications, we also collect other relevant information as per the permissions that you provide. We use an outside credit card processing company to bill you for goods and services.

SECTION 5- WHAT WE DO WITH THE INFORMATION WE GATHER

We require this information to understand your needs and provide you with the best service, and, in particular, for the following reasons:

- Internal record keeping. We may record the telephone calls and other electronic communication made to learn about each user's learning patterns and movements around the Application/Services and products and other services for administrative purposes and to research upon and develop better services for the users
- Customizing the products and services to your requirements. We may collect certain information to understand the user's preferences and requirements. The information collected will be kept anonymous.
- To improve our products and services.
- To understand how our users as a group use the services and resources provided on our website.
- Process payment for the products and services availed.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- For research, statistical analysis, business intelligence and other data analytics purposes we may also use such information in research and transfer such research and analytical information to third parties in an aggregated form ensuring the anonymity of the user.
- From time to time, we may also use your information to contact you for feedback, market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customize the website according to your interests. However, you may not be able to receive the calls if your registered phone number is registered with the Do Not Disturb (DND) Registry.
- We may furnish the information collected by the user to its affiliates, including independent contractors, so as to provide services to the user on

the website. Although we strive to maintain the confidentiality of your information, it may be mandated during certain circumstances to disclose the information to certain independent contractors in order to improve the quality of the website, services, and ensure the security of data. You consent to us disclosing the information furnished by you to such affiliates and independent contractors for the intended purposes. We do not collect information about the casual visitors of the website, nor do we collect information about the visitors/users of the website from other sources except for the purposes of registration of the users to the website upon express consent of the user in this regard.

SECTION 6 - WHAT INFORMATION WE MAY DISCLOSE:

- as required by law, such as to comply with a subpoena, or similar legal process;
- to enforce applicable ToU, including investigation of potential violations thereof;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, address security or technical issues or respond to a government request;
- 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 Policy;

- to protect against imminent harm to the rights, property or safety of the Application/Website or its users or the public as required or permitted by law;
- with third party service providers in order to personalize the Application/Website/Services/products for a better user experience and to perform behavioral analysis;
- Any portion of the Information containing personal data relating to minors provided by you shall be deemed to be given with the consent of the minor's legal guardian. Such consent is deemed to be provided by your registration with us.

SECTION 7-SECURITY

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable managerial procedures to safeguard and secure the information we collect online. We have in place appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information and other data stored on the website. However, we will not be responsible, in any manner, for breach of security, or for any actions and omissions of the third parties beyond our control including but not limited to hacking, data diddling, cyber-attacks, acts of government, breach of security and confidentiality, unauthorized access to the computer system and network, breach of encryption, amongst others.

SECTION 8- HOW LONG DO WE RETAIN USER DATA?

Currently, we plan to retain user data while an account is active and for at least **three** years afterward. We may alter this practice according to legal and business requirements. For example, we may lengthen the retention period for some data if needed to comply with law or voluntary codes of conduct. Unless otherwise prohibited, we may shorten the retention period for some types of data if needed to free up storage space.

SECTION 9- NON-PERSONAL IDENTIFICATION INFORMATION

We may collect non-personal identification information about Users whenever they interact with our website. Non-personal identification information may include the browser name, the type of computer and technical information about Users' means of connection to our Sites, such as the operating system and the Internet Service Providers utilized and other similar information. The Non-Personal Information of the user will not be disclosed to any third party. However, we may disclose the information to any of its investors and other affiliates for the business purposes by maintaining the anonymity of the User.

SECTION 10- HOW WE USE COOKIES

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps to analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyze data about webpage traffic and improve our website in order to

tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us to provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. However, this may prevent you from taking full advantage of the website and you may not be able to access some of the features of the website.

SECTION 11- MAILING DETAILS

We may periodically send promotional emails and messages, including phone calls, about new products, special offers or other information which we think you may find interesting using the email address and phone numbers which you have provided. If there is any change in the mailing information or phone number, the User may update the same in their account on the website.

SECTION 12- CHANGES TO THE PRIVACY POLICY

Educationary has the discretion to update this Privacy Policy at any time, with or without advance notice. In the case where there are significant changes to the terms and clauses under this Policy, the same may be notified on the website for the perusal of the users. The users are required to read and understand the changes made to this Policy and before continuing to use services on the website. If you have any discrepancy with respect to any of the changes to the policy, you may either choose to discontinue using the website or report to us at

help@educationarytechno.com. If you continue to use the website even after notice of changes being published on the website, you shall be deemed to have read, understood and agreed to changes and you are deemed to have accepted to be bound by it.

SECTION 13- ACCEPTANCE OF TERMS

Your continuous usage/browsing of this website implies that you have read, understood and unconditionally accepted all the terms and conditions and clauses of this Policy. Your continued usage implies your unconditional acceptance to the collection and using the information disclosed and generated from the information disclosed by you. Your usage of the website and the services thereunder is governed by this Privacy Policy and the Website Terms and Conditions. In the event where express consent is required, the user will be prompted to a consent form where the user is required to accept by clicking the "I agree" button. Where there is no consent form, the continued usage of the website is deemed to express consent to the terms and conditions of the website and this Privacy Policy.

SECTION 14- COMPLIANCE WITH CHILDREN'S ONLINE PRIVACY PROTECTION

Protecting Privacy of all our users is of utmost importance to us. Registration to Educationary and the website is open for Major as defined under the Indian Majority Act, 1875 and for people who are capable of contracting as mentioned under the Contract Act, 1872. However, services can be provided to the minors upon express approval and consent by their parent/guardian. It is required of the parents and guardians of minors to control and supervise the online activities of the minor children and to set

up appropriate parental controls to prevent the minors from disclosing sensitive personal information or data.

SECTION 15- CONTACTING US

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at help@educationarytechno.com