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# PRIVACY POLICY

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Bizwiz.co.in (hereinafter referred to as “Bizwiz or Company”) constantly endeavours to protect all your information that is shared with us. We have mechanisms in place which facilitate and assist us in keeping your complete information in an encrypted format. We use encryption technology, digital certificates, secure commerce servers, and authentication to ensure that your personal information is secure online. Hence, we try our best to store the information with us in the most confidential manner. However, we are not liable for any unauthorised or unlawful disclosures of your personal and confidential information made by third parties who are not subject to our control, for example advertisers and websites that have links to our Website. You should take note that the information and privacy practices of our business partners, advertisers, sponsors or other sites to which we provide hyperlinks, may be different from ours. Our privacy policy is subject to change at any time without notice. To make sure you are aware of any changes, please review this policy periodically. We also assure that all the information shared by you will only be handled and accessed by those employees of our organisation who are required to do so in compliance of their duties at our organisation.

The information shared by you can be broadly divided into two categories:

- a) Personal information: We constantly strive to provide the best online experience to our customers and in an effort to do so we require the maximum amount of personal data and information from our customers. The information shared by you including name, age, address, phone numbers, emails, marital status, preferences, hobbies and other such information are categorised by us as personal information. The said information not only allows you to access our website each time you visit but also allows us to suggest and deliver a customised experience which is best suited to your requirements. We protect the said personal information with strict confidentiality, however, the said information may be disclosed to specific members of our staff and to select third parties (such as our credit card processor and shipping provider) involved in the completion of commercial transactions, if any. We or our associate companies may also use your email address to notify you about new services or

special promotional programs, or send you offers or information if you have opted-in. At any time, you can notify us that you wish to stop receiving these emails.

- b) Transactional / financial information: The details regarding your bank as well as information pertaining to your credit card / debit card for any commercial transactions executed by you on the website are protected through a secure payment gateway and the said information is protected using encryption technology, digital certificates, secure commerce servers, and authentication. The said information provided by you allows us to book your purchase on our website. The financial information provided by you if misused by any employee of the Organisation the said employee will be liable to disciplinary action, including possible termination and civil and/or criminal prosecution. However, we assure that we as an Organisation will take all measures that such misuse does not occur.

## Server Logs and Cookies

In an effort to make your viewing and shopping experience, efficient, effective and enjoyable, we collect certain information whenever you visit our website, which is distinct from the personal and transactional information. We store this in server logs. This information and data may include - IP address of the user accessing our Website (i.e. the unique I.D. number of the user's computer), the type of browser being used to access our website (Internet Explorer, Firefox, and the like) and the operating system of the device from which the website is being accessed (Windows, Mac OS, and the like), the Website the user last visited before linking to our Website, how long the user accessed our Website in any given session, and the date and time of access. The said data facilitates us to understand how our website is being used and the user experience further provides us an opportunity to streamline any glitches that may be hindering the efficient viewing and using of our website by you. We may also share some of the aggregate findings (not the specific data) with advertisers, sponsors, investors, strategic partners, and others in order to help grow our business.

We also use "cookies" in order to provide you with a higher customised experience when you return to our website. "Cookies" are used to store user preferences and to track user trends, so as to enhance your interactive experience and generally improve our Services to

you. You can set your browser to notify when you are sent a "cookie", giving you the chance to decide whether or not to accept it. If you do accept a "cookie", you thereby agree to our use of any information collected by us using that Cookie. Please note that the cookies we use for our Website or email campaigns do not store personally identifiable information about you or your finances.

## **General exceptions:**

As mentioned above we at Bizwiz ensure that the information you share with us is protected with the highest degree of confidentiality, however, there may be circumstances where we as an Organisation would be compelled to monitor or provide information pertaining to you to third parties. Such disclosure of information will happen when Bizwiz is required to comply with a court order, administrative or governmental order, or any other requirement of law, or when Bizwiz, in its sole discretion, considers it necessary in order to protect its own rights or the rights of others, to prevent harm to person(s) or property, to fight fraud and credit risk, or to enforce or apply our Website's Terms of Use.

Further, personal information may also be transferred to another entity, whether legal or individual, as an asset in connection with a merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganization, stock sale, or other change in control.

Furthermore, we would monitor information received by us from your end in case of a threat to the security and integrity of our Services. This monitoring may include (without limitation) the filtering of incoming and outgoing electronic data messages to identify, limit and/or prevent the transmission of spam, viruses and/or unlawful, defamatory, obscene or otherwise undesirable material or content. We may under certain circumstances procure an element of the Services from a third party service provider and hence, the same might lead to disclosure of your personal information to such third party(s).

## Acknowledgment

By using our website you acknowledge that you are in agreement with the above mentioned Privacy Policy which is to be read in conjunction with the Terms of Use of our Website and thus, have given us permission to store your personal information, data and other miscellaneous information in accordance with the above mentioned procedures and mechanisms. In case, you do not agree with the Privacy Policy and / or Terms of Use, you are advised not to visit and use our website as Bizwiz will not be liable for any damages for any use of information and data pertaining to you as specified above.

In case of any changes to the privacy policy the same will be posted whenever such change is affected, however, the right to change the policy at any time remains with Bizwiz and will be subject to the discretion of Bizwiz.