

MAADHYAMIK TECHNOLOGIES PRIVATE LIMITED

PRIVACY POLICY

Maadhyamik Technologies is a Private Limited Company incorporated under the Companies Act, 2013 having its place of Business located at BIC@PU, Neithal Salai, Periyar University Campus, Salem 636011, Tamil Nadu (hereinafter shall be referred to as “**Company**”, “**We**”, “**Us**”, “**Our**” and terms of similar meaning).

This website is published and maintained by the Company. This Privacy Policy, as amended from time to time (“**Privacy Policy**”) is applicable to the websites of the Company as well as any Products or Software Applications (referred severally or jointly as “**Platform**”) developed and released by the Company for wider use by individuals, organizations or others.

This Privacy Policy does not apply to the websites of our business partners, corporate affiliates or to any other third parties, even if their websites are linked to the site. We recommend you review the respective privacy statements of the other parties with whom you interact.

By accessing the Platform or otherwise using the Platform, you (hereinafter referred to as “**You**”, “**Your**”, “**User**”, “**Customer**” as applicable) expressly consent to Our collection, storage, use and disclosure of the Information (as defined hereunder) in accordance with the terms of this Privacy Policy. In the event You are located in the European Union (“**EU**”) or European Economic Area (“**EEA**”), You will be asked to provide clear and affirmative consent to the collection, processing, and sharing of Your Personal Information (as defined hereinafter), subject to withdrawal of Your consent at any time on request. We will not share any Personal Information with any third party without Your consent, except as outlined in this Privacy Policy or as permitted by law.

This Privacy Policy is intended to comply with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the Protection of Natural Persons with regard to the Processing of Personal Data and on the Free Movement of such Data (hereinafter referred to as the “**General Data Protection Regulation**” or “**GDPR**”) with respect to our Platform resulting in collection and/or processing of Personal Information (as defined hereinafter) of Users who are in the EU and EEA to provide appropriate protection and care with respect to the treatment of such information in accordance with the GDPR.

As We update, improve and expand the Platform, this Privacy Policy may change at Our sole discretion without notice, so please refer back to it periodically as You will be deemed to be governed by the terms of such modified Privacy Policy, as it comes into effect from time to time. By using Our Platform, you are deemed to have read, acknowledged and accepted all the provisions stated herein this Privacy Policy, including any changes that we may make from time to time.

## 1. TYPE OF INFORMATION COLLECTED

Our primary goal is to provide You a safe, efficient, smooth and customized experience. To access/utilise the Platform, the Users are required to provide certain personal, non-personal and other information, as indicated below (such information and correspondences hereinafter collectively referred to as “**Information**”):

- 1.1. **PERSONAL INFORMATION:** Personal Information shall include all information that can be linked to a specific individual or to identify any individual, such as the following (“**Personal Information**”). Personal Information shall include but not be limited to the following categories of information:
- (i) name, email address, password, country, city, contact number and company/organization that you are associated with, when you sign up for alerts on the Platform;
  - (ii) we may collect your Personal Information such as name, age, contact details, preferences, etc. through surveys and forms, when you choose to participate in these surveys etc.;
  - (iii) when you communicate with the Company or use the Platform to communicate with other Users (such as partners/Employers), we collect information about your communication and any information you choose to provide; and
  - (iv) To the extent permitted by law, the Company may record and monitor your communications with us to ensure compliance with our legal and regulatory obligations and our internal policies. This may include the recording of telephone conversations.

Please note that the above list is not an exhaustive list and is only an illustrative list and is without prejudice to Our right to seek further Personal Information, as may be required for the provision of the Services to You.

Any Personal Information provided by you will not be considered as sensitive if it is freely available and/or accessible in the public domain. Further, any comments, messages, blogs, etc., posted/ communicated by you on the public or comments sections of the Platform becomes published content and is not considered personally identifiable information subject to this Privacy Policy. We will not be responsible for the accuracy or filtration of any of the content posted on our Platform by any User, however, we will be entitled to remove any content posted by any User on our Platform which we, in our sole discretion consider offensive, discriminatory, racist, defamatory or inappropriate in nature.

- 1.2. **NON-PERSONAL INFORMATION:** When you visit the Platform, we may collect certain non-personal information such as your internet protocol address, approximate location, operating system, browser type, internet service provider, timestamp of the your visit, information about the pages on the Platform you visit/access, the links you click on the Platform, the number of times you access the page and any such browsing information. This type of information does not identify you personally. We may also collect information about the Services that you use and how you use them, including log-in information and location information, when you are a user of the Services through the Platform.
- 1.3. **AUTOMATIC INFORMATION:** To improve the responsiveness of the Platform for You, We may use "cookies", or similar electronic tools to collect information to understand the End User's individual interests. These server logs may include information such as Your web request, internet protocol address, browser type, browser language, the date and time of Your request and one or more cookies that may uniquely identify Your browser. We use cookies primarily for user authentication but may also use them to improve the quality of our Service by storing user preferences and tracking user trends.
- 1.4. **MOBILE:** When You use the Platform through Your mobile, We may receive information about Your location and Your mobile device, including a unique identifier number for Your device. We may use this information to provide You with suggestions in respect of services if required.

- 1.5. **USER COMMUNICATIONS:** When You send emails or other communications to Us, we may retain those communications in order to process Your inquiries, respond to Your requests and improve our services provided through the Platform.

In case you choose to decline to submit any Information, we may not be able to provide you access to the Platform or to our services or certain aspects of the Platform or our services. We will not be liable and/or responsible for the denial of providing access to the Platform to you on account of inadequacy of Information provided by you.

## 2. USE OF YOUR INFORMATION

- 2.1. We may process the Information you provide in any one or more of the following manners, in accordance with this Privacy Policy and as permitted by applicable laws:

- 2.1.1. To process and fulfil your requests;
- 2.1.2. We may disclose your Personal Information to our registered business partners (as applicable);
- 2.1.3. To improve our services and offerings, to contact you as a survey respondent,
- 2.1.4. To protect the security or integrity of the Platform, our business, services, and other users;
- 2.1.5. To publish any testimonials or reviews that you may have provided on the Platform;
- 2.1.6. Preventing, detecting, investigating and taking action against crimes (including but not limited to fraud and other financial crimes), any other illegal activities, suspected fraud, or violations of applicable law in any jurisdiction;
- 2.1.7. To the extent required for identity verification, government sanctions screening and due diligence checks; and
- 2.1.8. Establishing, exercising or defending legal rights in connection with legal proceedings (including any prospective legal proceedings) and seeking professional or legal advice in relation to such legal proceedings.

## 3. DISCLOSURE OF INFORMATION OBTAINED

- 3.1. Except as expressly stated herein, we do not rent, sell or share your Personal Information and will not disclose any of your Personal Information to third parties. We may, however, share consumer information on an aggregate with its partners or third parties where it deems necessary. In addition, we may use this Information for promotional offers.
- 3.2. We may disclose Information, in good faith, wherein the access, use, preservation or disclosure of such Information, including preservation of transaction history is reasonably necessary to (i) satisfy any applicable law, regulation, legal process or enforceable governmental request; (ii) enforce applicable law, including investigation of potential violations thereof; (iii) detect, prevent, or otherwise address fraud, security or technical issues; (iv) protect against imminent harm to our rights, property or safety, our users or the public as required or permitted by law; or (v) to defend against legal claims; special circumstances such as compliance with subpoenas, court orders, requests/order from legal authorities or law enforcement agencies requiring such disclosure
- 3.3. Additionally, in the event of an audit, reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in

connection with any bankruptcy or similar proceedings), we may share/transfer/assign the Information we have collected to the relevant third party.

#### 4. DATA RETENTION

- 4.1. We shall be entitled to retain your Information for our records for such period of time as may be required by applicable laws, and such Information shall be used by us only in consonance with this Privacy Policy, including for the purpose of compliance with legal obligations, resolving of disputes and enforcing any agreements executed between us.

#### 5. ACCESSING AND UPDATING YOUR INFORMATION

- 5.1. In the event you are a User in EU or EEA, you will be asked to provide clear and affirmative consent to the collection, processing, and sharing of your Personal Information, subject to withdrawal of your consent at any time on request. Under GDPR, EU/EEA residents have the following rights:

- To know the purpose to process the Personal Information
- To know the status of Personal Information processed
- Access the Personal Information that is processed
- To get erased or rectified the Personal Information
- Restrict the processing of the Personal Information
- Data portability of the Personal Information provided in respect of the services
- Opt-out option from processing the Personal Information (unless Avant has otherwise compelling legitimate grounds)

- 5.2. The abovementioned rights can be exercised by EU/EEA residents by contacting us at [privacypolicy@maadhyamik.com](mailto:privacypolicy@maadhyamik.com).

#### 6. YOUR CONSENT

- 6.1. By using the Platform and/ or by providing Your Information, You consent to the collection and use of such Information in accordance with this Privacy Policy, including but not limited to Your consent for sharing Your Information as per this Privacy Policy.

#### 7. SECURITY

- 7.1. We use reasonable security measures to protect Information from unauthorized access, maintain data accuracy and help ensure the appropriate use/disclosure of Information. We host the Platform in a secure server environment that uses firewalls and other advanced technology to prevent interference or access from outside intruders. Although we will endeavour to safeguard the confidentiality of your Personal Information, transmissions made by means of the Internet cannot be made absolutely secure. By using this Platform, you agree that we will have no liability for disclosure of your Information due to errors in transmission or unauthorized acts of third parties.

- 7.2. You acknowledge that neither us nor any of our representatives shall be liable to you under any circumstances for any direct, indirect, punitive, incidental, special or consequential damages that result from or arise out of, or a breach or compromise of your ability or inability to use the Platform.

#### 8. COOKIES

- 8.1. The Company uses cookies to personalize Your experience on the Platform and to display advertisements or send you emails of offers of Your interest (provided you have not opted out of

receiving such emails). Cookies are small pieces of information that are stored by Your browser on Your device's hard drive. Cookies allow You to easily access our Platform, by logging You in without having to type your login name each time.

- 8.2. The purpose of having Cookies on the website is for providing minimal level of service such as for Intranet portal or leaving comments, etc.
- 8.3. By using this Platform, You agree that We can place cookies on Your computer or device as explained above. However, You can control and manage cookies in various ways. Removing or blocking cookies can impact user experience and parts of this Platform may no longer be fully accessible.
- 8.4. Most browsers will allow You to delete them on an individual basis or block cookies from particular or all websites. In the event of You deleting all cookies, you will lose any and all preference You have set including Your preference to opt-out from cookies.

## 9. LINKS TO THIRD PARTY SITES

- 9.1. The Platform may include links to third party applications or websites (“Third Party Sites”). Such Third Party Sites are governed by their respective privacy policies, which are beyond our control. This Privacy Policy is applicable exclusively to the Platform. Once you leave our Platform, use of any information you provide is governed by the privacy policy of the operator of the Third Party Site you are visiting and we recommend you to review the respective privacy policies of such Third Party Sites with whom you interact. That policy may differ from ours. If you cannot find the privacy policy of any of these Third Party Sites, you should contact the relevant Third Party Site directly for more information.
- 9.2. We do not provide any Personal Information or personally identifiable information to third party websites / advertisers / ad-servers without your consent.

## 10. GRIEVANCE REDRESSAL OFFICER

- 10.1. Any complaints, abuse or concerns with regards to content and/or comment and/or breach of this Privacy Policy shall be immediately informed to the designated Grievance Redressal Officer as mentioned below via writing or through email:

### Details of the Grievance Redressal Officer:

Name: **Baskaran Sankaran**

Designation: Founder & Director

Email: [privacypolicy@maadhyamik.com](mailto:privacypolicy@maadhyamik.com)

Phone: +91-73059 94584

Address: BIC@PU, Neithal Salai, Periyar University Campus, Salem 636 011, Tamil Nadu

Thank you for using the Platform!

Last updated on: 23<sup>rd</sup> May 2023