

Wedding Ka Portal Privacy Statement

Last Updated: January 6, 2016

April Broadcast Private Limited, (“ABPL”, “we”, “us” or “our”) provides this Privacy Statement to inform you of our policies and procedures regarding the personal information we receive from Members like you when you use our Website (defined in the Wedding Ka Portal Terms of Use (“TOU”)).

As used in this policy, the terms “using” and “processing” information include using cookies on a computer, subjecting the information to statistical or other analysis and using or touching information in any way, including, but not limited to collecting, storing, evaluating, modifying, deleting, using, combining, disclosing and transferring information within India or internationally.

1. Information Collection and Use

- a) Our primary goals in collecting information are to provide and improve our Website, features and content, to administer your membership and to enable Members to enjoy and easily navigate the Website. We also may also use your information in order to better understand how our Website is used.
- b) As is true of most Web sites, we automatically gather information about your computer such as your IP address, browser type, referring/exit pages, and operating system. We use this information to:
 - i. Fulfill your order
 - ii. Send you an order confirmation
 - iii. Assess the needs of your business to determine suitable products
 - iv. Send you requested product or service information
 - v. Respond to customer service requests
 - vi. Administer your account
 - vii. Send you a newsletter
 - viii. Display content based upon your interests

2. Personally Identifiable Information.

- a) In the course of using the Website, we ask you to provide us with certain personally identifiable information that can be used to contact or identify you and administer your account (“**Personal Information**”). Personal Information may include, but is not limited to, your name, phone number, credit card or other billing information, email address and home and business postal addresses. We use your Personal Information mainly to provide the Website and administer your inquiries.
- b) Please be aware that when you register on our website www.weddingkaportal.com to become a Member, other Members of the

Website may be able to see your screen or Member name, in addition to any comments or submissions that you post to our website or submit via the Website. If your use of the Website violates or potentially violates the TOU, your Personal Information may be shared with law enforcement and other third parties in accordance with this Privacy Statement and subject to all applicable laws.

- c) We also collect other information that you provide as part of your use of the Website, including via your registration and the administration and personalization of your profile webpage (e.g., without limitation zip or pin code, gender, age and individual preferences) (“**Non-Identifying Information**”). Certain Non-Identifying Information would be considered a part of your Personal Information if it were combined with other identifiers (for example, combining your zip or pin code with your street address) in a way that enables you to be identified. But the same pieces of information are considered Non-Identifying Information when they are taken alone or combined only with other non-identifying information (for example, your viewing preferences). We may combine your Personal Information with Non-Identifying Information and aggregate it with information collected from other ABPL Members to attempt to provide you with a better experience, to improve the quality and value of the Website and to analyze and understand how our Website is used.
- d) We also use your Personal Information to contact you with ABPL newsletters, marketing or promotional materials and other information that may be of interest to you. Members who agree to the TOU are given the opportunity to opt-in to receiving such communications from us in the future. If you decide at any time that you no longer wish to receive such communications from us, please send us an email request on info@weddingkaportal.com.
- e) ABPL will also share and use your Personal Information with other networks, websites and entities affiliated, owned, controlled and/or connected with ABPL. We will use your Personal Information in compliance with the terms of this Privacy Statement.
- f) Surveys and Promotions. From time to time, we may provide you with the opportunity to participate in surveys, contests or sweepstakes (any of these a “**Promotion**”) via our Website. If you participate in a Promotion we will request certain Personal Information from you. We use the Personal Information you provide to us in these instances to administer your participation in the Promotion. Participation in a Promotion is completely voluntary and you therefore have a choice whether or not to disclose this information.

3. Information Sharing and Disclosure

- a) We will not share, rent or sell your information to third parties outside ABPL (including any parent, subsidiaries and affiliates) without your consent, except as noted in this Privacy Statement:
- b) Instances where we are required to share your information. ABPL will disclose your information where required to do so by law or subpoena or if we reasonably believe that such action is necessary to (a) comply with law and the reasonable request of law enforcement: (b) to enforce our TOU or to protect the

security or integrity of our Website: and/or (c) to exercise or protect the rights, property, or personal safety of ABPL, our Members or others.

- c) In the event of a change of control. We may sell, assign or otherwise transfer information in the course of corporate divestitures, mergers, acquisitions, bankruptcies, dissolutions, reorganizations, liquidations, similar transactions or proceedings involving all or a portion of the ABPL.
- d) Video Broadcasts. Video sessions broadcasted live, or recorded and re-broadcasted, through third party websites. We recommend that you exercise caution in disclosing any information, personal or otherwise, during a video session. Such information may be along with the relevant video session to other Members and third parties viewing such videos through our Website and third party websites.
- e) Advertisements. We may allow third-party ad servers or ad networks to serve advertisements on the Website. These third-party ad servers or ad networks use technology to send, directly to your browser or mobile device, the ads and ad links that appear on the Website, and will automatically receive your IP address when they do so. They may also Member other technologies (such as cookies, JavaScript, device identifiers, location data, and clear gifs) to compile information about your browser's or device's visits and usage patterns on the Website, and to measure the effectiveness of their ads and to personalize the advertising content. ABPL does not sell, rent, or share the Personal Information we collect directly from you or about you from third parties with these third-party ad servers or ad networks for such parties' own marketing purpose.
- f) However, please note that if an advertiser is seeking to reach a particular demographic audience and you respond by clicking on the advertisement, the advertiser or ad server may conclude that you fit the demographic description of the audience they are trying to reach.
- g) The Privacy Statement does not apply to, and we cannot control the activities of, third-party advertisers. Please consult the respective privacy policies of such advertisers or contact such advertisers for more information
- h) International Transfer. Your information may be transferred to – and maintained on – computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. Your consent to this Privacy Statement followed by your submission of such information represents your agreement to that transfer.
- i) Service Providers. We may employ third party companies and individuals to facilitate our Website, to provide the Website on our behalf, to perform related services or to assist us in analyzing how our Website is used (each a “**Service Provider**”). The types of Service Providers we use include, without limitation, those that provide the following types of services: credit card processing, accounting, customer relationship management, website maintenance, notification services, database management and analytics. These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.
- j) Cookies and Other Tracking Technologies. We may use cookies, for example, to keep track of your preferences and profile information. Cookies are also used to collect general usage and volume statistical information that does not include

personal information. We may use another company to place cookies on your computer to collect non-personally identifiable information to compile aggregated statistics for us about visitors to our site.

- k) Web beacons. Our Web pages may also contain electronic images known as Web beacons (sometimes called single-pixel gifs) that are set by our third party partners. Web beacons are used along with cookies enabling our partners to compile aggregated statistics to analyze how our site is used. We use a third party to gather information about how you and others use our Web site. For example, we will know how many users access a specific page and which links they clicked on. We use this aggregated information to understand and optimize how our site is used.
- l) Payment Gateways. If you choose to use PayPal or PayU Money to finalize and pay for your order, you will end up providing your debit or credit card numbers, directly to PayPal or PayU Money. In which case PayPal's or PayU Money's privacy policy will apply to the information you provide on the PayPal or PayU Money Web site.
- m) Widgets. Our Web site includes Widgets, which are interactive mini-programs that run on our site to provide specific services from another company (e.g. displaying the news, opinions, music, etc). Personal information, such as your email address, may be collected through the Widget. Cookies may also be set by the Widget to enable it to function properly. Information collected by this Widget is governed by the privacy policy of the company that created it.
- n) Blogs. Our Web site offers publicly accessible blogs or community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them.

4. Choices regarding Member information on the Website

- a) Control your account information. You may update your account information by logging into your account and sending us a support request or by sending us an email on info@weddingkaportal.com. You can stop receiving promotional email communications from us by sending us an email request on info@weddingkaportal.com.
- b) Deleting your account. You can choose to delete your ABPL account from within the Website by sending us a support request from website. We will make every efforts to delete all Member history within thirty (30) days of such request. However, ABPL may retain Member history for deleted account that contains potentially illegal behavior, which may require reporting to law enforcement.

5. Steps taken to keep Member's data safe

- a) Keeping your information safe. ABPL cares about the security of your information, and uses commercially reasonable safeguards to preserve the integrity and security of all information collected through the Website. However, ABPL cannot ensure or warrant the security of any information you transmit to ABPL or guarantee that information on the Website may not be

accessed, disclosed, altered, or destroyed. ABPL is not responsible for the functionality or security measures of any third party.

- b) Compromise of information. In the event that any information Member our control is compromised as a result of a breach of security, ABPL will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

6. About children's privacy

- a) ABPL does not knowingly collect or solicit any information from anyone under the age of 18 or knowingly allow such person to register as Members. The Website and its content are not directed at children under the age 18. In the event that we learn that we have collected personal information from a child under age 18 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 18, please contact us at info@weddingkaportal.com.

7. About privacy on other sites that you get to from our Website

- a) We are not responsible for the practices employed by websites or services linked to or from the Website, including the information or content contained therein. Please remember that when you use a link to go from the Website to another website, our Privacy Statement and TOU does not apply to third-party websites or services. In addition, you agree that we are not responsible and we do not control over any third-parties that you authorize to access your Member Content. This Privacy Statement does not apply to information we collect by other means (including offline) or from other sources other than through the Website.

8. Contact ABPL

- a) If you have any questions or complaints about this Privacy Statement, the TOU or Website, please contact us at info@weddingkaportal.com by sending a written request to April Broadcast Pvt. Ltd., 236-237 Mastermind 1, Royal Palms, Aarey Colony, Goregaon East, Mumbai 400065, India.