

## **PRIVACY POLICY:-**

### **Purpose**

TAM Media is committed to protecting any personal information that we may receive while you access our website and mobile application. We believe it is important for you to know how we treat information about you that we may receive when you engage with us. This Privacy Policy is devised to help you feel more confident about the privacy and security of your personal details. 'You' shall mean You, the User of the Website/ Application and 'Yourself' interpreted accordingly. 'We' / 'Us' means TAM Media and 'Our' interpreted accordingly. 'Users' means the Users of the Website/ application collectively and/or individually as the context allows.

TAM may modify this Privacy Policy from time to time in order to address new issues and to reflect changes on our site//Mobile Apps. You acknowledge and agree that it is your responsibility to review this Terms of Services periodically to familiarize yourself with any modifications. Your continued use of this site/apps after such modifications will constitute acknowledgment and agreement of the modified terms and conditions and you understood you how any personal information you provide may be used/refer

### **The information we may collect**

TAM Media websites/applications/microsites and any other related links, do not automatically capture any specific personal information from you, (like name, phone number or e-mail address), unless you allows us to collect .We receive information that a) You directly provide to Us such as personal information You provide when You visit the Website/mobile application, b) information/files/documents/data that you share with other users on the Website/mobile application, and c) information that is passively or automatically collected from You, such as information collected from the browser or device You used to access Our Website or Services. In this Privacy Policy, we refer to all this as the 'User Information'. To explain further,

- **Information You Provide To Us.** There are portions of this Website / Application where We may need to collect personal information from You for a specific purpose. For e.g. You can register, apply to participate in research/ survey purposes. In the course of these various market research, We often seek to collect from You various forms of information, such as: name, gender age group address, e-mail address, contact number.

- **Information That May Be Automatically Collected.** In general, You can visit this Website without telling Us who You are or revealing any information about Yourself. We, and Our third party service providers or other partners (collectively 'Partners') may use automated means to collect various types of Information about You, Your computer or other device used to access Our Website. A representative, non-exhaustive list of the types of automatically collected information may include: network or Internet protocol address and type of browser You are using (e.g., Chrome, Safari, Firefox, Internet Explorer), the type of operating system You are using, (e.g., Microsoft Windows or Mac OS), mobile network, device identifiers, device settings, browser settings, the web pages of the Website You have visited, Website visited before and after You visited our Website, the type of handheld or mobile device used to view the Website (e.g., iOS, Android), location information, and the content and advertisements You have accessed, seen, forwarded and/or clicked on. Please see our Section titled Cookies, for more information about how the foregoing Information may be collected and used.

We gather certain information about the User, such as Internet protocol (IP) addresses, domain name, browser type, operating system, the date and time of the visit and the pages visited. We make no attempt to link these addresses with the identity of individuals visiting our site unless an attempt to damage the site has been detected.

### **How We may use the User Information**

By entering Your User Information, You accept that We may retain Your User Information and that it may be held by Us or any Partners that processes it on Our behalf. We, along with Our Partners, shall be entitled to Use Your User Information for the following purposes:

- provide and communicate with You about feedback, follow up on programs/research/survey you've applied/participated.
- Fulfill your requests regarding the services, including without limitation respond to your inquiries, communicate with You about our products or services that We believe may be of interest to you
- Enforce the legal terms (including without limitation our policies and terms of service) that govern your use of our Services, and/or for the purposes for which you provided the Information,
- Provide technical support for the Website or in connection with Our services and Offerings,

- Prevent fraud or potentially illegal activities (including, without limitation, copyright infringement) on or through Our Website or Services,
- Protect the safety of our other subscribers or Users,
- Perform analysis regarding how you use the Services or any part thereof such market research, including statistical analysis of User behaviour which We may disclose to third parties in depersonalised, aggregated form.
- In order to enable Us to comply with any requirements imposed on Us by law.
- In order to send You periodic communications (this may include e-mail), about features, products and services, events and special offers. Such communications from Us may include promotion of programs being organized by Us.

#### **Cookies:-**

A cookie is a piece of software code that an internet web site sends to your browser when you access information at that site. This site does not use cookies.

#### **Copyright Policy:-**

The contents of this website may not be reproduced partially or fully, without due permission from TAM Media Research Private Limited. If referred to as a part of notes, journal, articles, conference etc, the source must be appropriately acknowledged. The contents of this website cannot be used in any misleading or objectionable context.

#### **Security:-**

Security is very important to Us. All security procedures are in place to protect the confidentiality, integrity and availability of Your User Information. We maintain strict physical, electronic, and administrative safeguards to protect Your User Information including your personal information from unauthorized or inappropriate access.

We follow generally accepted standards to collect, store and protect personal data, including the use of encryption. We may retain personal data for as long as it is needed for legal and market research service purposes. These may include retention periods mandated by legal, contractual, or similar obligations; for resolving, preserving, enforcing or

defending our legal and contractual rights; needed to maintain adequate and accurate business and financial records.

This website will take all reasonable efforts to ensure the confidentiality of personal data, uploaded/provided information etc. and will take reasonable efforts to ensure that the information received from you is not misused. This website also reveals personal data/information uploaded by you in connection with any lawful process. While this website will take the above reasonable measures to guard against misuse of personal data/information submitted to it by you, this website cannot guarantee that someone will not overcome our security measures, including, without limitation, the security measures implemented on this Web site. Therefore, your accessing of our website/apps constitutes your acceptance of this risk, and you waive any right to seek legal relief from this website/apps due to any leakage or disclosure of your information (if any).

### **Governing Law and Jurisdiction**

This Privacy Policy is governed by and operated in accordance with the laws of India. If any of the parties wish to seek legal recourse, they may do so by using the courts of law in Mumbai.

### **Updates:-**

We may change this privacy policy from time to time and You should check these regularly. Your use of the Website will be deemed an acceptance of the privacy policy existing at that time.