

PRIVACY POLICY

This Privacy Policy (**Privacy Policy**) entails the details of our collection, use and disclosure of information, including your personal information, within Social Lens Consulting Private Limited and its affiliates (**Social Lens**).

This Privacy Policy specifically governs the usage of information collected by us from our users of technology solutions (**Services**), including, but not limited to the M4I (**Application**), computer programs, designs, features, and other materials that are available on the Website (**Website**) or otherwise available through the Services. Before subscribing to or availing our Services, this Privacy Policy should be read in conjunction and together with the Terms of Use available at <https://m4i.co.in/application/support/privacy-policy/download> & <https://m4i.co.in/application/support/terms-and-conditions/download>

This Privacy Policy is published in compliance with, *inter alia* the provisions of the Information Technology Act, 2000, the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, and, the Information Technology (Intermediaries Guidelines) Rules, 2011.

Collection of Information

1. Social Lens receives and stores information about you, such as:
 - a. Data collected by us as provided by you, including (**Information Provided by You**):
 - i. Contact details;
 - ii. Demographic information; and
 - iii. Financial information, including but not limited to your income related information.
 - b. Social Lens collects information about you, your use of our Service, the devices used to access our Service (**Automatically Collected Information**). This information *inter alia* includes the following:
 - i. Your activity on the platform, which would include your search history, your search inputs, services or products viewed over the Website, statistics on page views and the URLs with time stamps;
 - ii. Device IDs and other unique identifiers like IP address, browser type, version, network service provider details;
 - iii. Device and software characteristics including types and configurations, connection information;
 - iv. Service support and transaction history; and
 - v. Information collected by cookies, and other technologies, also including advertisement data, etc.
 - c. Personal information which does not include aggregated non-personally identifiable information. We may use aggregated, non-personally identifying

information to operate, improve and optimize our Services offered to you. We may also use such information for meeting other contractual obligations and, or, for specific compliance with any applicable laws.

Use of Information Collected by Us

2. In order to provide you with the Services and offer you enhanced use of the features of our Services. Social Lens uses your information to:
 - a. Process your registration, and provide you with your login account details;
 - b. Process your orders and payments in respect of our Services;
 - c. Providing you with our Services;
 - d. For internal purposes, such as to maintain logs and security reasons, documentation;
 - e. Perform analytics and customer research, to improve our Service, including the user experience and the interface; and
 - f. Perform analytics and provide feedback to the user
3. We limit our use of your personal information to the purposes as identified in this Privacy Policy.
4. If we need to use your personal information for any other purpose, which is not specifically identified in this Privacy Policy, we will seek your prior permission.

Sharing and Disclosure of Information

5. While the Service is the recipient of your personal information or sensitive personal information, we may allow access to other service providers for the processing and storage of information, provision of accounts to you, provision of customer support, content development and delivery, and other purposes as identified in Clause 2 of this Privacy Policy.
6. Social Lens also engages various service providers to perform certain services on behalf of us for enabling us to develop and cater better. Such services may include, communications, advertising, infrastructure and information technology, payment gateways processing payments, customer support, data analytics and conduct customer surveys. It is our constant endeavor to ensure that such service providers adhere to a similar standard of data protection and security that we have agreed to under this Privacy Policy. At times, when we collaborate with third-party entities and other service providers, we will not be liable or responsible for any breach of the privacy practices of such third-party entities and other service providers.
7. Social Lens and its service providers may be required to disclose and otherwise use your personal and other information where Social Lens or its service providers reasonably believe that there exists the need to disclose to:
 - a. Meet or satisfy any applicable law, regulation, order, governmental request, or, legal process;

- b. Enforce the agreed Terms of Use;
 - c. Address and investigate any illegal activities, which may also include financial frauds, any breach of security or technical issues; and
 - d. Protect itself against any harm, misuse, of the property or safety of Social Lens, its users and the public, as required or permitted by law.
8. In the event where there is any restructuring, reorganization, merger or sale, or any other transfer of assets, we shall transfer such information, including your personal information, subject to an agreement by the other party in respect to your personal information in a manner which is consistent with this Privacy Policy.
9. In the event you use any integrator with our Services, you shall be subject to the terms of use and privacy policies of such entities themselves.

Interaction with Other Applications and Websites

10. You may be using any other third-party developer products in conjunction with the Services offered by Social Lens, which may have policies pertaining to privacy which may be different from ours. While we also allow you to use such other developer products, it is noteworthy that these have independent privacy policies, terms of use, which we recommend you to read very carefully.

Cross Border Transfers

11. In event of sharing of your information outside of the country, Social Lens will ensure that your information is transferred only in accordance with this Privacy Policy and as may be prescribed and permitted by the laws applicable thereof.

Your Rights and Preferences

12. At all times, you have the right to access your personal information, and, or update, and, or amend the personal information we hold about you. This can be easily done by you by writing to us at contact@m4i.co.in, which empowers you with multiple information about your account, which may relate to your contact information, payment information, and several other relevant information about your account. However, to access this section, and make the required changes, it is necessary to be logged into your account.
13. Social Lens also provides you with the right to make a request for deleting your personal information as available with us. You also acknowledge that deletion of some of these details may result in cancellation of your registration.
14. Where you have any questions, or wish to make additional requests, you may write to us at contact@m4i.co.in. We strive to respond to any requests made with the specific exercise of data protection rights available under various applicable data protection laws. We retain information as required or permitted by the applicable laws or regulations, including to retain your choices and preferences, for billing purposes, and to meet and fulfill other requirements as specified in this Privacy Policy. Reasonable measures are made to destroy or to remove identifiers in a secure manner when it is no longer required to be retained with us.
15. If you no longer wish to receive certain communications from us via e-mail and, or messages, you may write to us at contact@m4i.co.in and unsubscribe. Please note that

you cannot however, unsubscribe to Service related correspondence made by us to you, such as messages regarding your downloads, transactions and subscriptions. You can also choose not to receive any push notifications, as may be enabled on your devices; this can be separately done through your device settings.

Data Security

16. We understand that we must safeguard your personal information available with us. We use and employ reasonable technical, organizational, logical, physical, administrative measures to protect your personal information against any unauthorized access, modification, or, use.

Permitted Age of Use

17. You must be 18 years of age or older to subscribe to the Services of Social Lens. In jurisdictions, where the age of majority is older than 18, in such case, you must satisfy such requirement to become a member. Any individual under the age of 18 utilizing the Service, may do so only with the strict involvement, supervision and approval of a parent or a legal guardian.

Cookies and Advertising

18. We and our Service providers use cookies and other technologies such as web beacons as well as several advertising identifiers for several purposes. This is done to understand the users better and offer you with tailored marketing and advertising services. If you do not consent to the use of cookies or use of similar technologies by us, you may at any time regulate your browser settings and delete or disable such cookies. However, this may result in the absence of tailored or user interest-based suggestions.

Changes in Privacy Policy

19. We may update this Privacy Policy from time to time. Your continued use of our Service constitutes in your acceptance of the Terms of Use and this Privacy Policy. We encourage you to review this section periodically to review any changes made. If you do not wish to accept any changes made to this Privacy Policy, you may cancel your use of our Services.

Privacy Contact

20. You may write to us at contact@m4i.co.in for your privacy-related concerns.