

Shroffism (hereinafter shall be referred to as the “Company”, “We”, “Us”, or “Our”) is committed to maintaining robust privacy protections for its users. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

For purposes of this Policy, “Site” refers to the Company owned website, which can be accessed at [www.shroffism.com](http://www.shroffism.com). “Service” refers to the Company’s services accessed via the Site. “You” refers to you, as a user of our Site or our Service.

By accessing/ using our Site or our Service, it is deemed that you have accepted Privacy Policy and you further consent the Company to collect, store, use and disclose your Personal Information. These practices may be changed time to time as part of continuous change and applicability of new legal and statutory provisions which are binding upon us as a law abiding corporate entity but any changes which could be undertaken by the Company shall be published and changes will only applicable to activities and information on a prospective basis, not retroactively. You are encouraged to review the privacy policy regularly to ensure that how your information will be used, stored and processed.

## **INFORMATION WE COLLECT**

Privacy policy is applicable to all the information collected by us during your access to our website or submitted by you on our website. Shroffism may collect “Non-Personal Information” and “Personal Information.” Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. Personal Information may include your name, email, mailing address, contact details etc., which you submit to us whenever during accessing the Site and/or availing the services of the Company.

Company will not until and unless compelled by law or with your permission to do so, provide, distribute or transfer any of your collected personal information with any Third Parties. However, in the event the collected information is required under valid judicial, statutory or regulatory order, Company will act in diligent manner and provide the required information to the relevant authority. Company is not liable and held responsible in whatsoever manner to inform or intimate you prior to the disclosure of the information to the relevant authorities.

Any claim in this regard for damages in a Civil Suit or in Tort, brought or instituted by you against Shroffism or its authorized officers, agents, managers or other related personnel shall not hold as a valid claim by you at any point of time.

## **USE AND SHARING OF COLLECTED INFORMATION**

Except as otherwise stated in this Privacy Policy, we do not deal or share your Personal Information with third parties without your consent. We only share Personal Information with vendors (abiding by similar Confidentiality obligations) who are performing services for the Company, such as to response questions, solicit feedback from users, provide technical support, and inform users about promotional offers. On the other side, we use Non-

Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyse use patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers, and other third parties at our discretion.

We may share Information with outside parties if we have a good-faith and belief that access, use, preservation, or disclosure of the information is reasonably necessary to meet any applicable legal process or enforceable statutory request; to enforce applicable Terms of Service, including investigation of potential violations; address fraud; security or technical concerns; or to protect against harm to the rights, property, or safety of our users or the public.

We may share the collected information with Companies under the common management, sister concerns or any associate company for the purpose of enhancement and betterment of the Services and offering of additional products and services that may be of your interest. However, Company assure you that only the authorized employees, agents and contractors (who have agreed to keep the collected information secure and confidential) shall have the access to such information.

In the event of any transformation in the Company by the way of any merger, acquisition or amalgamation, your personal information may be among the assets that are agreed to be transferred. You provide your consent to transfer your collected information to another company with whom Company is having merger or any other company who is acquiring the Company.

You are under an obligation to review the privacy policy of that particular company prior to providing any further information. You agree that after such arrangement in the Company, your collected information shall be subject to the privacy policy of such other company.

## **RETENTION OF COLLECTED INFORMATION**

Company will not retain the information collected from you for a period not exceeding the purpose for which the said information was collected. Your collected information will be deleted when the said information is no longer in use.

## **YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION**

You may opt out from receiving the marketing material and promotional communications from the Company by following the unsubscribe instructions provided in the email. You may request at any time for the correction of inaccurate data, data erasure, restriction and processing of your data by raising a request by sending an email at the below mentioned email id from your registered email address and describing the reason for the same- Email Id: – connect@shroffism.com

Notwithstanding with the promotional and marketing material to which you unsubscribe or opt out from, Company may continue to send you periodic update and administrative email about the services you have opted for or still availing from the Company.

## **INFORMATION SECURITY**

We strongly believe and are continuously committed towards the protection and providing necessary safeguards to your collected information. Company uses various securities technologies and mechanisms to protect the collected information from any unauthorized access or disclosure. Company will ensure that that it will take all reasonable steps to use the collected information for the purpose it was collected for.

Our internal security mechanisms and safeguards are continuously reviewed and upgraded as per the necessary requirements.

## **THIRD PARTY LINKS AND RESOURCES**

Company provides you that our website may contain links to other third-party websites. You are free to access and avail the services of such third party at your own sole risk subject to the privacy policy and terms of use of such website. Company not be held responsible and held liable in any manner whatsoever for any loss or damage caused to you due to accessing or availing the services of any such third party.

## **COOKIES INFORMATION**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse service traffic or lets you know when you visit a particular site. Cookies allow applications to respond to you as an individual. The application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about service traffic and improve our service in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better service, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the service.

## **JURISDICTION AND THE APPLICABLE LAW**

This privacy policy is to be read and interpreted as per the laws prevailing in India and any dispute in regard to the same shall be under the sole jurisdiction of the Courts of Ahmedabad.

## **QUERY AND CONCERNS**

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