

Privacy Policy for AnyTru

Last Updated: [30-Jan-2024]

1. Scope & Purpose

Welcome to AnyTru ("us," "we," or "our"). This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information when you use our website, mobile applications, and related services (collectively, the "Services").

The purpose of this policy is to provide our current, former and potential users' (jointly referred to as "users" or "you") with a general understanding of:

- Type of personal information and manner of collection
- Purpose of collection and processing of personal information
- How information is processed
- Sharing/Transfer of Personal Data.
- Distribution of responsibility for the Processing of Personal Data between affiliated of AnyTru, and
- Contact details for us so you can receive information about and claim your rights in relation to our processing of your Personal Data.

This policy is updated continuously to reflect the measures taken by us in relation to your Personal Data. DEFINITIONS The following definitions are used in this policy. In case of any conflict with respect to interpretation of these definitions between applicable law and these terms, interpretation provided under the applicable law shall prevail. Anonymous data or anonymized data - This is the category of data which is not identifiable to a natural person. Even if coupled with other information, identification of such a natural person is not possible. Automated decision making- Automated decision making is the process of making a decision by automated means through algorithms without any human involvement. These decisions can be based on factual data, digitally created profiles or through data inferred.

Consent - Any freely given, informed and unambiguous statement which may be given by a clear affirmative action maybe referred to as consent.

2. Information We Collect

a. Personal Information:

- When you register for an account or use our Services, we may collect personal information such as your name, email address, contact details, and business information.

b. User Content:

- Any content you submit or upload to the platform, including images, descriptions, and other materials, may be collected and stored.

c. Usage Information:

- We collect information about your use of our Services, including log data, device information, and location data.

3. How We Use Your Information

a. Provide and Improve Services:

- We use your information to provide, personalize, and improve our Services, including connecting users with sellers, managing transactions, and enhancing user experience.

b. Communications:

- We may use your contact information to communicate with you about our Services, updates, promotions, and respond to inquiries.

c. Security and Fraud Prevention:

- Your information is utilized to enhance the security of our Services and prevent fraudulent activities.

4. Information Sharing

a. With Sellers:

- Your information may be shared with sellers to facilitate transactions and provide the requested services.

b. Third-Party Service Providers:

- We may share information with third-party service providers to perform services on our behalf, such as hosting, analytics, and customer support.

c. Legal Compliance:

- We may disclose information to comply with applicable laws, regulations, or legal processes.
- Any legal disputes and complaints should be addressed in the legality of New Delhi, India

d. International transfers

- We may transfer your Personal Data to recipients in countries outside India that may have differing data protection laws. This includes countries which may not have an adequate level of protection for Personal Data. In those instances, we will ensure that appropriate safeguards are in place for that transfer and storage as required by applicable law.
- We will ensure there is a legal ground for the transfer in accordance with applicable data protection legislation. You will also be informed about the legal ground, what safeguards were implemented, and where you can obtain a copy of information on these safeguards. In case of sensitive personal data, we will specifically seek your consent before such transfers to other countries, and will also ensure that the conditions as required under law for such international transfer of sensitive data are complied with.

e. Marketing based on your online web behaviour data

- When you visit our website(s), and if you consent to the use of cookies, we collect and process your IP address, information on your browsing on our website, e.g. product interest and configuration, device information, unique online

identifiers and interaction in relation to our ads on third-party websites (your “Online Web Behaviour Data”). Such data is collected by cookies that we and third parties place on our website and in our app. For more information regarding the cookies used, please consult our cookie policy.

- The legal ground for placing, collecting and having access to information from cookies is your consent. The purpose of our processing of the Online Web Behaviour Data is to identify you as return visitor to our website, to analyze the behaviour of the visitors to our website, to enhance our communication and structure of our website and to build a profile of your interests to be able to show you relevant adverts for our products and services also on other websites. The profiles we create based on your Online Web Behaviour Data can for example include, “people that visited the product page, started configuration etc.”. All data that we store about you for these purposes may also be stored in pseudonymised form, meaning that the information stored about you is connected to an online identifier. The data that we use has been collected by cookies and we always ask for your consent to place these cookies before collecting and storing the data. Furthermore, the profiling is always conducted on group level, meaning that you will receive the same type of marketing as other individuals included in that same segment. The profiles we create are also based on a few criteria, such as your behaviour on our website and product interest. To this end, we have a legitimate interest to process your personal data for these purposes. You always have the possibility to object to this processing by withdrawing your consent to the use of cookies. For instructions to do so, please refer to our cookie policy which is accessible at Cookie Policy Section. If you consent, we may combine this data with your Online Web Behaviour Data for the purposes of sending you targeted marketing through email, on our websites by mobile push notifications including but not limited to text messages and/or WhatsApp. Your email address and contact number will for example be collected when you register on our platform and in such cases the email address and the contact number will be connected to your online identifier. In that manner we will be able to store information regarding your online behaviour and connect it to your pseudonymised email address. By doing this, we will for example be able to send you personalised marketing by email.

5. Your Choices

a. Account Information:

- You can access, correct, or update your account information through your account settings.

b. Communication Preferences:

- You can manage your communication preferences by adjusting your account settings or opting out of certain communications.

6. Security

We implement industry-standard security measures to protect your information from unauthorized access, disclosure, alteration, or destruction.

a. RETENTION

- We will only retain your Personal Data for as long as it is necessary to fulfill the purposes outlined in this policy or the purposes of which you have otherwise been informed.
- This means that when you have consented to our Processing of your Personal Data, we will retain the data for as long as the active account lasts (and, where applicable, until the expiry of the warranty period) or until you withdraw your consent. If you have revoked your consent, we may nevertheless retain certain Personal Data for the period required in order for us to meet our legal obligations and defend ourselves in legal disputes.
- If we have not received your consent for Processing, the Personal Data will only be retained to the extent we are permitted to do so by law

7. Changes to this Privacy Policy

This Privacy Policy may be updated periodically. We may notify you of any significant changes by posting the updated policy on our website or through other means.

8. Contact Us

If you have any questions or concerns regarding this Privacy Policy, please contact us at [\[connect@anytru.com\]](mailto:connect@anytru.com).