

**BRISK****Electronics Pvt Ltd**

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PRIVACY POLICY

Brisk Electronics Pvt Ltd and its subsidiaries/affiliates (hereinafter "Brisk") recognizes the importance of privacy of its users and also of maintaining confidentiality of the information provided by its users as a responsible data controller and data processor.

This Privacy Policy provides for the practices for handling and securing user's Personal Information (defined hereunder) by Brisk.

This Privacy Policy is applicable to any person ('User') who purchase, intend to purchase, or inquire about any product(s) or service(s) made available by Brisk through any of Brisk's customer interface channels including its website & offline channels including call centers and offices (collectively referred herein as "Sales Channels").

For the purpose of this Privacy Policy, wherever the context so requires "you" or "your" shall mean User and the term "we", "us", "our" shall mean Brisk. For the purpose of this Privacy Policy, Website means the website(s), mobile site(s) and mobile app(s).

By using or accessing the Website or other Sales Channels, the User hereby agrees with the terms of this Privacy Policy and the contents herein. If you disagree with this Privacy Policy please do not use or access our Website or other Sales Channels.

This Privacy Policy does not apply to any website(s), mobile sites and mobile apps of third parties, even if their websites/products are linked to our Website. User should take note that information and privacy practices of Brisk's business partners, advertisers, sponsors or other sites to which Brisk provides hyperlink(s), may be materially different from this Privacy Policy. Accordingly, it is recommended that you review the privacy statements and policies of any such third parties with whom they interact.

This Privacy Policy is an integral part of your User Agreement with Brisk and all capitalized terms used, but not otherwise defined herein, shall have the respective meanings as ascribed to them in the User Agreement.

COOKIES, SESSION DATA AND PERSONAL INFORMATION

Cookies:

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 web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Brisk uses cookies to personalize your experience on the Website and the advertisements that maybe displayed. Brisk's use of cookies is similar to that of any other reputable online companies.

Cookies allow us to serve you better and more efficiently. Cookies also allow ease of access, by logging you in without having to type your login name each time (only your password is needed); we may also use such cookies to display any advertisement(s) to you while you are on the Website or to send you offers (or similar emails - provided you have not opted out of receiving such emails) focusing on destinations which may be of your interest.

A cookie may also be placed by our advertising servers, or third party advertising companies. Such cookies are used for purposes of tracking the effectiveness of advertising served by us on any website, and also to use aggregated statistics about your visits to the Website in order to provide advertisements in the Website or any other website about services that may be of potential interest to you. The third party advertising companies or advertisement providers may also employ technology that is used to measure the effectiveness of the advertisements. All such information is anonymous. This anonymous information is collected through the use of a pixel tag, which is an industry standard technology and is used by all major websites.

They may use this anonymous information about your visits to the Website in order to provide advertisements about goods and services of potential interest to you. No Personal Information is collected during this process. The information so collected during this process, is anonymous, and does not link online actions to a User.

Most web browsers automatically accept cookies. Of course, by changing the options on your web browser or using certain software programs, you can control how and whether cookies will be accepted by your browser.

Automatic Logging of Session Data:

Each time you access the Website your session data gets logged. Session data may consist of various aspects like the IP address, operating system and type of browser software being used and the activities conducted by the User while on the Website. We collect session data because it helps us analyze User's choices, browsing pattern including the frequency of visits and duration for which a User is logged on. It also helps us diagnose problems with our servers and lets us better administer our systems. The aforesaid information cannot identify any User personally. However, it may be possible to determine a User's Internet Service Provider (ISP), and the approximate geographic location of User's point of connectivity through the above session data.

Personal Information we collect when you register with us online or create an online account:

You can browse the Website without registering with us or creating an online account. However, in order to access certain resources or services via the Website (e.g., to access technical alerts or to join technical forums), you will need to register with us. In order to register and create an online account, we collect certain personal information about you such as:

1. Customer Name
2. Designation
3. Company Name
4. E mail address
5. Mobile Number
6. Website

7. Country
8. City

Personal Information we collect when you do business with Brisk:

We may collect and process Vendor or Business Partner Data when you conduct business with Brisk as, or on behalf of, a vendor, supplier, consultant, professional adviser or other third party. "Vendor or Business Partner Data" means information relating to an identified or identifiable natural person that Brisk receives from or on behalf of a vendor, supplier, consultant, professional adviser or any other third parties that do business with Brisk, whether or not such natural person is also a Website user.

Examples of Vendor or Business Partner Data include:

1. Contact details of a point of contact for its Vendor or Business Partners (such as name, business phone numbers, business address);
2. Business contact information (such as name of organization and website details);
3. If you also hold an online Brisk account, we add any purchase information we collect, including details of the purchase and your business address, to your online account information;
4. Credit card/debit card/demand draft/wire transfer information required to be furnished by you while making payment for our services.

WITH WHOM YOUR PERSONAL INFORMATION IS SHARED**Service Providers and suppliers:**

Your information shall be shared with the end service providers like any other suppliers who are responsible for fulfilling your orders. You may note that while making a booking with Brisk you authorize us to share your information with the said service providers and suppliers. It is pertinent to note that Brisk does not authorize the end service provider to use your information for any other purpose(s) except as may be for fulfilling their part of service. However, how the said service providers/suppliers use the information shared with them is beyond the purview and control of Brisk as they process Personal Information as independent data controllers, and hence we cannot be made accountable for the same. You are therefore advised to review the privacy policies of the respective service provider or supplier whose services you choose to avail.

Brisk does not sell or rent individual customer names or other Personal Information of Users to third parties except sharing of such information with our business / alliance partners or vendors who are engaged by us for providing various referral services and for sharing promotional and other benefits to our customers from time to time basis their booking history with us.

COMPANIES IN THE SAME GROUP:

In the interests of improving personalization and service efficiency, we may, under controlled and secure circumstances, share your Personal Information with our affiliate or associate entities. This will enable us to provide

you with information about various products and services which might interest you or help us address your questions and requests in relation to your bookings.

BUSINESS PARTNERS AND THIRD-PARTY VENDORS:

We may also share certain filtered Personal Information to our corporate affiliates or business partners who may contact the customers to offer certain products or services, which may include free or paid products / services, which will enable the customer to have better experience or to avail certain benefits specially made for Brisk customers. Examples of such partners are entities offering co-branded credit card, banking cards or similar sensitive information etc. If you choose to avail any such services offered by our business partners, the services so availed will be governed by the privacy policy of the respective service provider.

Brisk may share your Personal Information to third party that Brisk may engage to perform certain tasks on its behalf, including but not limited to payment processing, data hosting, and data processing platforms.

We use non-identifiable Personal Information of Users in aggregate or anonymized form to build higher quality, more useful online services by performing statistical analysis of the collective characteristics and behavior of our customers and visitors, and by measuring demographics and interests regarding specific areas of the Website. We may provide anonymous statistical information based on this data to suppliers, advertisers, affiliates and other current and potential business partners. We may also use such aggregate data to inform these third parties as to the number of people who have seen and clicked on links to their websites. Any Personal Information which we collect and which we may use in an aggregated format is our property. We may use it, in our sole discretion and without any compensation to you, for any legitimate purpose including without limitation the commercial sale thereof to third parties.

DISCLOSURE OF INFORMATION

In addition to the circumstances described above, BRISK may disclose User's Personal Information if required to do so:

- by law, required by any enforcement authority for investigation, by court order or in reference to any legal process;
- to conduct our business;
- for regulatory, internal compliance and audit exercise(s)
- to secure our systems; or
- to enforce or protect our rights or properties of BRISK or any or all of its affiliates, associates, employees, directors or officers or when we have reason to believe that disclosing Personal Information of User(s) is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by such activities.

Such disclosure and storage may take place without your knowledge. In that case, we shall not be liable to you or any third party for any damages howsoever arising from such disclosure and storage.

HOW WE PROTECT YOUR PERSONAL INFORMATION?

BRISK takes necessary steps, within its limits of commercial viability and necessity, to ensure that the user's information is treated secure.

We request our users to sign out of their BRISK account and close their browser window when they have finished their work. This is to ensure that others cannot access their personal or business information and correspondence, if the user shares the computer with someone else or is using a computer in a public place.

Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while BRISK strives to protect the user's personal & business information, it cannot ensure the security of any information transmitted to BRISK and you do so at your own risk. Once BRISK receives your transmission, it makes best efforts to ensure its security in its systems. Please keep in mind that whenever you post personal & business information online, that is accessible to the public, you may receive unsolicited messages from other parties.

BRISK is not responsible for any breach of security or for any actions of any third parties that receive Your Information. The Website also linked to many other sites and we are not/shall be not responsible for their privacy policies or practices as it is beyond our control.

Notwithstanding anything contained in this Policy or elsewhere, BRISK shall not be held responsible for any loss, damage or misuse of Your Information, if such loss, damage or misuse is attributable to a Force Majeure Event (as defined in Terms of Use).

YOUR RIGHTS QUA PERSONAL INFORMATION

You may access your Personal Information from your user account with BRISK. You may also correct your personal information or delete such information (except some mandatory fields) from your user account directly. If you don't have such a user account, then you write to care@Brisk.com

CHANGES TO THE PRIVACY POLICY

We reserve the rights to revise the Privacy Policy from time to time to suit various legal, business and customer requirement. We will duly notify the users as may be necessary.

COPYRIGHT PROTECTION

All content on the Website including graphics, text, icons, interfaces, audio clips, logos, images and software is the property of Brisk and/or its content suppliers and is protected by Indian Copyright Law. The website can be used only for the purposes as permitted by Brisk from time to time. Any other use, including the reproduction, modification, distribution, transmission, republication, display or performance, of the content on this website can only be made with the express permission of Brisk.

CONSENT/ DISPUTE

By using this Website, you consent to the terms of this Privacy Policy and to the use and management of personal information by Brisk for the purposes and in the manner herein provided. Should this Policy change, Brisk intends to take every reasonable step to ensure that these changes are brought to your attention by posting the updated Privacy Policy on the Website. Your visit and any dispute over privacy are subject to this Privacy Policy. The said Privacy Policy shall be governed by and construed in accordance with the laws of such jurisdictions as that of your country of residence.

ACCOUNT DELETION POLICY

If you are a Brisk customer and have decided to stop using Brisk application, please contact the customer care on care@Brisk.com to initiate deletion of your account. Brisk shall, to the fullest extent technically feasible, delete all data in possession for the customer.

You may always submit concerns regarding this Privacy Policy via email to us at customercare@briskelectronics.com. BRISK shall endeavor to respond to all reasonable concerns and inquires.