



PRIVACY POLICY

This Privacy Policy governs the manner in which The Phoenix Mills Limited (“PML”) and its subsidiaries, and affiliates collect, use, maintain and disclose information collected from visitors of this website or through mobile application. We encourage you to read this Privacy policy to understand what types of personally identifiable information we collect, and we use this information.

By accessing the Company website or its application, you consent to collection, storage and use of the personal information you provide (including any changes thereto as provided by you) for any of the services that we offer.

What this Privacy Policy Covers:

This Privacy Policy covers our usage of personally identifiable material that is shared by you on our website or mobile applications owned by PML or its subsidiaries. This Policy also covers treatment of any personally identifiable information shared with us.

This Privacy Policy does not apply to the activities of organizations not owned or controlled by us, or to people who are not employed or managed by us as also in respect of information required to be shared with public/private authority by operation of any applicable law, court order or direction.

Applicability:

This Policy is applicable to personal information collected by the Company from the ‘Users or Customers’ through information collected by Company’s owned applications.

Personal identification information:

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit this website or the mobile application owned by PML or its subsidiaries, subscribe to the newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our website or the mobile application owned by PML or its subsidiaries.



Users may be asked for, as appropriate, their name, email address, mailing address, phone number. Users may, however, visit our website anonymously. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain website related activities.

Non-personal identification information:

We may automatically collect non-personal identification information about Users whenever they interact with our website or the mobile application owned by PML or its subsidiaries. Non-personal identification information may include technical information including the browser name and type, the IP address, the type of computer, the operating system, the Internet service providers utilized, page interaction information, lengths of visits to certain pages and other similar information.

Web browser cookies:

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert the Users when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How we use collected information:

We may collect and use User's personal information for the following purposes:

- To improve customer service: Information provided by Users helps us respond to the customer service requests and support needs, more efficiently.
- To personalize user experience: We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- To improve our website: We may use feedback provided by the user/s to improve our products and services.
- To run a promotion, contest, survey or other site feature.
- To send the user/s information they agreed to receive about topics of interest to them.
- To send periodic emails



- We may use the email address to respond to the inquiries, questions, and/or other requests of User's. If User's decides to opt to be part of our mailing list, then the User's will receive emails about company news, updates, related product or service information, etc. If at any time the User's would like to unsubscribe from receiving future emails, they may do so by contacting us via our Site.

How we protect User's information:

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized or unlawful access, alteration, disclosure, accidental loss or destruction of or damage to the User's personal information and data stored on our website.

Sensitive and private data exchange between the website and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

Sharing Personal Information of User/s

- We do not sell, trade, or rent the personal identification information provided by you or automatically collected by us to others. We may share generic aggregated demographic information not linked to any personal identification information regarding User's with our subsidiaries, business partners, trusted affiliates and advertisers for the purposes outlined above.
- We may disclose personal information if required to do so by law or in the good faith belief that such disclosure is reasonably necessary to respond to court orders/summons/directions, or other legal process. We may disclose personal information to law enforcement offices, third party rights owners, or others in the good faith belief that such disclosure is reasonably necessary to: enforce our Terms of Privacy Policy; respond to claims that an advertisement, posting or other content violates the rights of a third party; or protect the rights, property or personal safety of our users or the general public.
- We find that your actions on our websites violate the Terms of Service



Changes to this Privacy Policy

We shall update this privacy policy at our sole discretion, from time to time and if we do so, we will post any changes on this page. Users are advised to check this page for any changes in the privacy policy and to stay informed about how the personal information of the Users is protected by us. If the Users continue to visit and access this website after those changes are in effect, the Users are deemed to have agreed to the new policy. The Users hereby acknowledge and agree that it is their responsibility to review this privacy policy periodically and become aware of modifications.

Contacting Us

If you have any questions about this Privacy Policy, the practices of this website, or your dealings with this website, please contact us at: corpaffairs@phoenixmills.com.
