

PRIVACY POLICY

This Privacy Policy explains the policy of PDL's website (hereinafter also referred to as "**the Website**") with respect to the disclosure, collection, storage, usage and protection of your information during the course of your interaction with the Website.

Please read this Privacy Policy carefully and in conjunction with the Terms of Use. If you do not understand this policy, or do not accept any part of it, then you should not use the Website, as the case may be. Your use and/or continued use of the Website, as the case may be amounts to an express consent to the terms of this Privacy Policy as well as the Terms of Use.

This Privacy Policy forms part and parcel of the Terms of Use for the Services and shall be read as a whole. Capitalized terms used here, but undefined, shall have the same meaning as attributed to them in the Terms of Use.

1. INFORMATION COLLECTED FROM YOU

- (a) When you use the Website by way of registration, log in, creation of a user account, creation of a payment account or by way of interaction via third party websites and/or any other communication with the Website, PDL may store certain information pertaining to your usage of its Website and the Services, including but not limited to your name, date of birth, gender, demographic information, e-mail address, telephone number, mobile phone number, credit card or debit card details, geographic location and mailing address to the extent and in the manner as furnished by you while using the Website and/or the Services, on an "as is" basis.
- (b) PDL will use this information to validate you as a user when using or re-using the Website, to provide the Service(s) to you, including administration of your user account, to notify you of changes to the Service(s) or about any changes to our terms and conditions or this privacy policy or any other PDL policy, to manage its business, including financial reporting and billing of its Service(s), for the development of new products and services, to send you newsletters, offers and promotion coupons to market and advertise its products and services by e-mail, to comply with applicable laws, court orders and government enforcement agency requests, for research and analytic purposes including to improve the quality of the Service(s) and to ensure that the Service(s) is presented in the most effective manner to you and on your device.
- (c) By accessing and/or registering on the Website, as the case may be, you agree and confirm your consent to providing PDL your aforementioned personal information, which is lawful, necessary and permissible. You at all times have the right to discontinue the use of the Website. PDL is not liable to provide you its Services in the absence of the aforesaid information or on account of your refusal to provide the same. Additionally, PDL is not liable to ensure or maintain the same quality of its Services to you, as it may for a user who provides all aforementioned information.

2. INFORMATION COLLECTED AUTOMATICALLY

- (a) When you visit or interact with the Website, apart from PDL, certain third party advertisers and/or service providers may use technologies that automatically collect information about you for both transactional (e.g., confirmation of registration, notification of purchase made, etc.) and promotional (e.g., promotions, newsletters, etc.) purposes. Your information may be collected by PDL or such third party advertisers and/or service providers in the following ways:-

- (i) **Log Files:** Every time you visit the Website, PDL servers automatically receive and log information from your browser and device used to access the Website (such as IP address, device ID, details of your network operator and type, your operating system, browser type and version, CPU speed, and connection speed). This enables us to validate you as a User, to understand your usage of the Website and helps us to make changes and updates most suited to your needs and interests.
 - (ii) **Mobile Device:** When you register your mobile device or use the mobile device to access the website, in addition to the aforesaid, PDL will also collect device information such as mobile device ID, model and manufacturer details, operating system for the purpose of improving the website's overall functionality and displaying content according to your preferences.
 - (iii) **Cookies:** *Cookies* are data files placed on your device, used to keep track of information such as your interaction with social media websites, the content you click on, download, upload or share and other activity on the Website etc. in order to improve your experience of the Website by personalizing it to your preferences and usage trends.
 - (iv) **Web Beacons:** *Web beacons* are transparent graphic images used in our email communication to you, in order to understand customer behaviour and improve the overall quality, functionality and interactivity of the Website.
 - (v) **Mobile Analytics:** *Mobile analytics* software is used by PDL to better understand and customize the functionality of the website software on your phone. This is done by collecting information such as your frequency of the website's usage, the features you prefer to use on the website, where the website was downloaded from, Device ID, name of other mobile applications on your device, etc.
 - (vi) **Payment/Purchase Information:** In order to obtain a license for exploitation of PDL Contents by way of Side Loading rights on the Website, you may be required to create or log into a payment gateway and create a separate payment account provided by a payment processor such as "Paytm", "RazorPay". Once such an account is created, in order to process your payments/purchases on the Website, such payment processor may require and collect your details such as name, address, phone number, email address and credit or debit card information, netbanking information or details of any web wallets maintained by you. Any and all payments made/processed or details provided to or shared with such payment processor shall be stored directly by such payment processor without any information passing through or relayed to PDL. PDL assumes no liability in respect of such payment transactions and/or information shared with or provided to such payment processor. Notwithstanding anything to the contrary, it is further clarified that the aforementioned information is only used in accordance with the provisions of the applicable law and in strict adherence to this Privacy Policy.
- (b) Please note that we only use the aforesaid information to communicate with and/or improve the Service(s) and to better understand our users' operating systems, for system administration and to audit the use of the Service(s). We do not use any of the aforesaid data to identify the name, address or other personal details of any individual.

- (c) For the purpose of this Privacy Policy, any passwords, financial information such as credit or debit card details or other payment instrument details and any other information prescribed by law to be sensitive that may be collected by PDL during your use of the Website and the Services provided thereon, shall be referred to as "*Sensitive Personal Data or Information*".

3. LINK TO THIRD PARTIES

The Website may include links that redirect you to other websites. These third party websites are not covered by this Privacy Policy. You agree that once you leave our servers, any third party websites that you go to or interact with are at your own risk. PDL shall not be held liable for any default, loss of function or any risk that your personally identifiable information and/or Sensitive Personal Data or Information may be exposed to as a result of the same.

4. SHARING OR DISCLOSURE OF INFORMATION COLLECTED

- (a) As a strict policy we will not disclose, share or exploit your information with anyone without your express permission.
- (b) However, we may be mandated under law or under contracts to make certain limited disclosures under the following circumstances:
 - (i) **Legal Necessity:** PDL may share any of the aforesaid information, including your personally identifiable information or Sensitive Personal Data or Information, without obtaining a separate consent from you, if and when such information is requested or required by law or by any competent court or governmental agency or authority to disclose, for the purpose of verification of identity, or for the prevention, detection, investigation of any criminal activity, or for prosecution and punishment of offences.
 - (ii) **Limited Disclosure to Service Providers:** PDL may disclose your information (but not Sensitive Personal Data or Information) to its service providers, members and business partners ("**Service Providers**") for the purposes of betterment and improvement of its services including but not limited to hosting the Website, payment processing, analyzing data, providing customer service, etc., for the purpose of making various features, services and products of PDL available to you and investigating or redressing grievances. This will be in the form of aggregated anonymized data and will be under strict contractual arrangements that preserve the confidentiality and security of your personally identifiable information in accordance with this Privacy Policy;
 - (iii) **Limited Disclosures for Marketing:** PDL may share the aforesaid information including your personally identifiable information (but not Sensitive Personal Data or Information) when it is required to be shared with sponsors, partners, advertisers, analytics companies or third parties for the purpose of marketing, advertising promotional offers, offering product information and market research, in connection with the Service. This will be in the form of aggregated anonymized data and will be under strict contractual arrangements that preserve the confidentiality and security of your personally identifiable information in accordance with this Privacy Policy;

5. SECURITY OF INFORMATION COLLECTED

- (a) We take the security of your personally identifiable information seriously and use appropriate technical and organizational measures to protect the said information against unauthorized or unlawful processing and against accidental loss, destruction or damage. Unfortunately, the transmission of information *via* the internet is not completely secure. Although we will do our best to protect your personally identifiable information, we cannot guarantee the security of your data which is transmitted to or from the Service. Any transmission is at your own risk.
- (b) We keep your personally identifiable information for no longer than is necessary for our business purposes or for legal requirements.

6. AMENDMENTS TO THE PRIVACY POLICY

PDL may amend the Privacy Policy posted on the Website from time to time at its sole discretion and may notify the same to the users by publishing the amended policy on the website. Your continued access or use of the Website or Services constitute your acceptance of the amendments. Your access and use of the Website and Services will be subject to the most current version of the Terms of Use, rules and guidelines posted on the Website at the time of such use. Please regularly check the link on the home page to view the most current Privacy Policy.

7. CONTACT US

If you have any questions or concerns regarding this Privacy Policy, kindly contact us at:

[\[Click Here\]](#)