

PRIVACY POLICY AND THE INFORMATION THAT WE COLLECT FROM YOU

This document sets out the privacy policy of www.indiacast.com ("Site"), operated by IndiaCast Media Distribution Private Limited ("IndiaCast").

This policy explains how we use any personal information that you might provide to us on the Site . This policy does not however apply to other IndiaCast's sites and we recommend that you review the privacy policies and terms and conditions on any such sites that you visit.

Personal information means any information from which you can be identified (such as Your name, address or email address).

We may collect and use personal information about You through Your use of the Site. In general, we will use this information for administration of the Site and any services provided on it (such as competitions), to identify personal preferences and to match your needs with relevant products and services. Information provided when you register is used to enable you to access certain parts of the Site and to enable you to post messages on any message boards or in any chat room(s) on the Site, if any.

As set out below in more detail, your information may sometimes be used by us and our associated companies and trusted third parties (who may be located outside India) to inform you about changes to the Site, new services and offers that you might find interesting. By using the Site, you agree to our use of your personal information in accordance with this policy.

What and how do we collect information about you and how is it used?

We may collect and use your information in the following ways. In general, when you submit information, we will ask for your explicit consent to use your information in these ways:

1. If you send us information, we may ask you to enter your name, age, e-mail address and/or postal address. If the information you send us is to be posted on the Site, you can elect not to have your name and/or e-mail address displayed alongside your posting.
2. When you order a service or product from us, you may need to input your name, age, e-mail address and/or postal or other delivery address. Sometimes we may ask for your telephone number. We might also ask for your credit or debit card details if you purchase products or other services from the Site. These details may also be given to organizers or providers of products or services that you have requested for the purposes of providing you with further information or with those products or services and fulfilling any orders.
3. If You enter a contest or promotion we may ask for your name, age, address, location, nationality, date of birth, e-mail address, facebook id, twitter handle etc.. This is so we (or our authorized relevant third party) can administer the contest or promotion and to notify the winners.
4. We will collect information about your tastes and preferences both when you tell us what these are and by analysis of customer traffic, including by using cookies (see below).

5. We may use information collected about you to personalise your visits to the Site and recommend goods or services to you. We also use the information to help us develop the design and layout of our Sites to ensure that they are as useful and enjoyable as much as possible.
6. We may use the information we collect, with your consent, to contact you from time to time by post, email, telephone and/or SMS to inform you about functionality changes to our Site, new goods, services or offers and other information that you may find interesting.
7. You consent that we, or third parties on our behalf, might also use your personal information to conduct market research.
8. In addition, we may provide aggregate statistics about customers, traffic patterns and other site information to third parties, but these statistics will not include any information that could personally identify you.
9. We do not wish to collect personal information about you since that is 'sensitive information' [being information or an opinion about your health, sexual preferences, religious beliefs and other such private information.]

Additionally, we reserve the right to access and disclose your personal information to comply with applicable laws and lawful government requests, law enforcement agencies or other parties whose requests we reasonably consider to be justified in connection with any allegations about your misuse of our services, to operate our systems properly or to protect ourselves or our users.

Will we disclose your information we collect to third parties?

We may transfer your personal information to trustworthy third parties located both in and outside India so that they can also send you information, offers or other material that you may find interesting. We request that such third parties act in accordance with our commitments under this policy. If you consider that a third party has used your personal information contrary to the terms of this policy or you prefer that we do not supply your personal information to these third parties you may instruct us not to do so at any time by sending an e-mail message to: _____

In the event that we sell or otherwise dispose of some or all of our business to another party, we reserve the right to transfer your information as part of any assets sold or disposed of.

How do we protect your information?

When you review your information, we offer the use of a secure server. The secure server software encrypts the information that you input before it is transmitted to us. In addition, we have security procedures covering the storage and disclosure of your information in order to prevent unauthorized access and to comply with applicable laws. This means that sometimes we may ask for proof of your identity before we disclose personal information to you.

Cookies

A cookie is a piece of information that is stored on your computer's hard drive by your web browser. On revisiting the Site our computer server will recognize the cookie, giving us information about your last visit. Most browsers accept cookies automatically, but usually you can alter the settings of your browser to prevent automatic acceptance (see the "Help" toolbar). If you choose not to receive cookies, you may still use most of the features of the Site.

Third-Party Sites and Contributors

The Site may contain links to sites that are operated by third-parties. We do not control those sites and as such the privacy terms of herein do not apply to those sites. Please consult the terms and conditions and privacy policies of those third-party sites to find out how they collect and use your personal data and to establish whether and for what purpose they use cookies.

Advertisements contained on our Sites operate as links to that advertiser's sites and as such any information they collect by virtue of Your clicking on that link will be collected and used in accordance with the privacy terms of that advertiser. We are and shall in no way be held responsible for any aspect of these third-party sites, including any products and/or services purchased or availed of by you from these third-party sites.

How do I un-subscribe or amend my personal information?

You can amend or delete from our databases the information that you have given via the Site at any time. If you do not wish to receive any particular information, or if you would like to amend the personal information that we hold about you, please send an e-mail to: Puja.Rajadhyaksha@indiacast.com / Aanand.Iyer@indiacast.com. However, if you unsubscribe or withdraw your information, we might be unable to provide certain services.

Changes to our privacy policy

We will try to inform you if there are any changes to this policy that materially affect how we use your information. However, we encourage users to be responsible about their privacy and to check this policy from time to time and to update their preferences.

Chat Rooms, Forums and Other Materials Posted By You

You should remember that all information that is disclosed in the chat rooms, forums and/or other public-posting areas on the Site becomes public information and you should exercise caution when deciding to share any of your personal information. If you post any sensitive personal information you are expressly consenting to our processing and use of such data in connection with our operation of the Site.

Children's Privacy

All persons under the age of 18 years must obtain the consent of their parents or legal guardians before using the Site. We will adhere to this policy in respect of any personal information submitted

by minors, but the primary responsibility rests on parents and guardians to properly supervise their children's use of the Site.

Customer Feedback and Complaints

We welcome your questions and comments about privacy issues and the design of our web-site. Should you have such comments or have a complaint about how we are using your personal information, please e-mail us at: Puja.Rajadhyaksha@indiacast.com / Aanand.Iyer@indiacast.com