

PRIVACY POLICY

M/S ORCAWORLD LIFESTYLES PVT LTD VALUES ALL INFORMATION WHICH IS STORED OR USED ON THIS WEBSITE THROUGH USAGE AND TRANSACTIONS. WE FOLLOW BEST PRACTICES IN THE INDUSTRY TO KEEP ALL INFORMATION SAFE AND SECURE. WE URGE ALL USERS OF THIS WEBSITE TO GO THROUGH OUR PRIVACY POLICY TO LEARN MORE ABOUT OUR PRACTICES.

WE PUBLISH THIS IN ACCORDANCE WITH RULE 3(1) OF THE INFORMATION TECHNOLOGY (INTERMEDIARY GUIDELINES) RULES, 2011.

Note

Our privacy policy is subject to change at any time without notice. To make sure you are aware of any changes, please review this policy periodically by visiting this website you agree to be bound by the terms and conditions of this Privacy Policy. If you do not agree please do not use or access our website.

By mere use of the website, you expressly consent to our use and disclosure of your personal information in accordance with this Privacy Policy. This Privacy Policy is incorporated into and subject to the Terms of Use.

1. COLLECTION OF PERSONALLY IDENTIFIABLE INFORMATION AND OTHER INFORMATION

When you use our website, we collect and store your personal information which is provided by you when you initially log in to our website and fill in the basic information for proceeding further into the website. Signing in to the website through Facebook or Google will automatically verify and fetch the data from your Facebook or Google account, whichever the case may be. Our primary goal in doing so is to provide you a safe, efficient, smooth and customised experience. This allows us to provide services and features that most likely meet your needs, and to customise our website to make your experience safer and easier. More importantly, while doing so we collect personal information from you that we consider necessary for achieving this purpose. Other data collected during the course of the usage of this website will solely be used for the purpose of bettering our product to meet user expectations, tastes and preferences, through the use of data analytics. Our website is location-based photo album/sharing website driven by Google maps; hence, GPS location of the user will be fetched when the user uses the website.

We use data collection devices such as "cookies" on certain pages of the Website to help analyse our web page flow, measure promotional effectiveness, and promote trust and safety. "Cookies" are small files placed on your hard drive that assist us in providing our services. We offer certain features that are only available through the use of a "cookie".

We also use cookies to allow you to enter your password less frequently during a session. Cookies can also help us provide information that is targeted to your interests. Most cookies are "session cookies," meaning that they are automatically deleted from your hard drive at the end of a session. You are always free to decline our cookies if your browser permits, although in that case you may not be able to use certain features on the Website and you may be required to re-enter your password more frequently during a session. Additionally, you may encounter "cookies" or other

similar devices on certain pages of the Website that are placed by third parties. We do not control the use of cookies by third parties you choose to post messages on our message boards, chat rooms or other message areas or leave feedback, we will collect that information you provide to us. We retain this information as necessary to resolve disputes, provide customer support and troubleshoot problems as permitted by law. If you send us personal correspondence, such as emails or letters, or if other users or third parties send us correspondence about your activities or postings on the Website, we may collect such information into a file specific to you. We collect personally identifiable information (email address, name, phone number, credit card / debit card / other payment instrument details, etc.) from you when you set up an account with us. While you can browse some sections of our Website without being a registered member, certain activities (such as using our premium services) do require registration. We do use your contact information to send you offers related to our services or any other third-party services.

2. USE OF DEMOGRAPHIC / PROFILE DATA / YOUR INFORMATION

We use personal information to provide the services you request. To the extent we use your personal information to market to you, we will provide you the ability to opt-out of such uses. We use your personal information to resolve disputes; troubleshoot problems; help promote a safe service; collect money; measure consumer interest in our products and services, inform you about online and offline offers, products, services, and updates; customize your experience; detect and protect us against error, fraud and other criminal activity; enforce our terms and conditions; and as otherwise described to you at the time of collection. In our efforts to continually improve our product and service offerings, we collect and analyse demographic and profile data about our users' activity on our Website.

COOKIES: A "cookie" is a small piece of information stored by a web server on a web browser so it can be later read back from that browser. Cookies are useful for enabling the browser to remember information specific to a given user. We place both permanent and temporary cookies in your computer's hard drive. The cookies do not contain any of your personally identifiable information.

3. SHARING OF PERSONAL INFORMATION

We may share personal information with our other corporate entities and affiliates. These entities and affiliates may market to you as a result of such sharing unless you explicitly opt-out. We may disclose personal information to third parties. This disclosure may be required for us to provide you access to our Services, to comply with our legal obligations, to enforce our User Agreement, to facilitate our marketing and advertising activities, or to prevent, detect, mitigate, and investigate fraudulent or illegal activities related to our Services. We do not disclose your personal information to third parties for their marketing and advertising purposes without your explicit consent. 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 subpoenas, court orders, 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 or 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 and our affiliates will share / sell some or all of your personal information with another business entity should we (or our assets) plan to merge with, or be acquired by that business entity, or re-organization, amalgamation, restructuring of business. Should such a transaction occur that other business entity (or the new combined entity) will be required to follow this privacy policy with respect to your personal information.

4. LINKS TO OTHER SITES

Our website links to other websites that may collect personally identifiable information about you. M/s ORCAWORLD LIFESTYLES PVT LTD is not responsible for the privacy practices or the content of those linked websites.

5. SECURITY PRECAUTIONS

Our website has stringent security measures in place to protect the loss, misuse, and alteration of the information under our control. Whenever you change or access your account information, we offer the use of a secure server. Once your information is in our possession we adhere to strict security guidelines, protecting it against unauthorized access IN ACCORDANCE WITH RULE 3(2) OF THE INFORMATION TECHNOLOGY (INTERMEDIARY GUIDELINES) RULES,2011.

6. CHOICE/OPT-OUT

We provide all users with the opportunity to opt-out of receiving non-essential (promotional, marketing-related) communications from us on behalf of our partners, and from us in general, after setting up an account. If you want to remove your contact information from the website's services' lists and newsletters, please contact: msil@msionline.com

7. ADVERTISEMENTS

We do not serve ads on our website at the moment. However, in the future phases of the website, serving ads may be considered.

8. YOUR CONSENT

By using the Website and/ or by providing your information, you consent to the collection and use of the information you disclose on the Website in accordance with this Privacy Policy, including but not limited to Your consent for sharing your information as per this privacy policy. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

9. GRIEVANCE OFFICER

In accordance with Information Technology Act 2000 and rules made there under, the name and contact details of the Grievance Officer are provided below:

Designation: HEAD CUSTOMER SUPPORT
E Mail id: accounts@orcalifestyles.com