

Before submitting any information, you should read and understand this privacy policy. By using the site, OR, interacting with this site, it is assumed, that you agree with this privacy policy and practices. These practices may be changed, but any changes will be updated in this policy and will be applicable to activities and information on a going forward basis, not on retroactive basis. You are requested to review the privacy policy to update your knowledge about it.

NOTE: This privacy policy is applicable to, and limited to, activity within our website only. For any external links, please read policy provided by those website. For any concern with this privacy policy, please contact us via our contact-us page.

### **Collection of Information**

**CONTACT INFORMATION:** We might collect your business firm name, your name, email, mobile number, phone number, street, city, state, pincode, country, contact person names and designation, Type / scale / nature of business, Etc.

**BILLING AND PAYMENT INFORMATION:** We might collect your billing name, billing address and payment method when you buy a subscription. We NEVER collect your credit/debit card information on our website. However, Credit/Debit card information will be obtained and processed by our online payment partner payment gateway.

**OTHER INFORMATION:** If you use our website, we may collect information about your IP address and the browser you're using, the type of mobile device you are using, or the version of the operating system your computer or device is running, and the software-version of our product you are using.

### **Ways of Collection of Information**

**DIRECTLY:** We collect information directly from you when you register, or for a trial, or buy subscription. We also collect information if you post a comment on our websites or ask us a question through phone or email. Information may also, voluntarily submitted by our visitors, for any specific purpose.

**PASSIVELY:** We use tracking tools like Google Analytics, Google Webmaster, browser cookies and web beacons for collecting information about your usage of our website. We get information about you from third parties. For example, if you use an integrated social media feature on our websites. The third-party social media site will give us certain information about you. This could include your name and email address.

**COOKIES / TRACKING:** The Site may use cookie and tracking technology depending on the native features, or third-party web-tools feature for gathering information such as browser type and operating system, tracking the number of visitors to the Site, and understanding how visitors use the Site. If previously provided personally identifiable information, cookies may be tied to such information.

### **Security for data collected**

Only firm itself, employees, have access to this information. Because we don't ask for any kind of sensitive information, no question of data-leaks arise. Commonly shared data is collected by us, for the purpose of ready-reference to communicate with our clients/visitors. User may opt for not sharing any sensitive data

in this website. For data security by external linked sites, user should check the policy of the concerned site.

## **Use of Information**

**CONTACT CLIENTS:** It is used to inform our clients by sending emails, SMS, or post, about software update news, annual charges updates, and other such Transactional-matters. We may also inform clients for new features and products, payment-related-discount offers etc. We use information to send you transactional communications, about your account or a subscription purchase.

**CONTACT VISITORS:** Information voluntarily submitted by our visitors, will be used to fulfil the specific purposed for which, visitor has shared the information. We use information to respond, to confirm registration for a product / service. **\*\***(NOTE: If any visitor, submits third-party information (for what-so-ever purpose), and that third-party does not agree with our privacy policy, he may request us for deletion of his information, but not with retroactive effect).

**IMPROVEMENT:** We may use these data to improve our website / product / services, to customize your experience with us. This could include displaying content based upon your preferences / services opted in or opted out by you. We may combine information we get from you with information about you we get from third parties.

**SECURITY / PROTECTION:** Information may share with (on-demand-basis) with Govt. Bodies, Govt. Agencies, or companies assisting in fraud prevention or investigation, when: a) permitted or required or enforced by law; or, b) trying to protect against or prevent actual or potential fraud or unauthorized transactions; or, c) investigating fraud which has already taken place. The information is not shared with these entities marketing purposes, however, for any misuse by them, the respective entity is deemed to liable.

**AS PERMITTED:** We use information as otherwise permitted by law.

## **Sharing information**

**BUSINESS-PARTNERS:** We will share information with third parties like our business partners, sponsors, or venue operators, who perform services on our behalf. We share information with vendors who help us manage our online registration / software updating process or payment processors or transactional message processors. Our partners use the information we give them as described in their privacy policies.

**EVENT ORGANIZER:** We will share information with the event organizers. We share your information with event organizers and other parties responsible for fulfilling the purchase obligation. The event organizers and other parties may use the information we give them as described in their privacy policies.

We may share information if we think we have to in order to comply with the law or to protect ourselves.

We will share information to respond to a court order or subpoena. We may also share it if a government agency or investigatory body requests. Or, we might also share information when we are investigating potential fraud.

We may share information with any successor to all or part of our business. For example, if part of our business is sold we may give our customer list as part of that transaction.

We may share your information for reasons not described in this policy. We will inform you (using contact-information available) before we do this.

**Updates in this document:**

NOTE: K. P. Soft service reserves the rights to update and extend this document. So, latest document published on website will override any previous release. User are requested to re-view this document from time to time.