

This website and associated webs ("Website") are owned and maintained by: DIRECT ON DEMANDS PRIVATE LIMITED and/or its related corporations (collectively referred to "DOD")

Registered Office Address: FL NO. 6 UJWAL GARDEN BLDG ESNO. 22 10 A PLUS B WADGAONSHERI PUNE MH 411014 IN

Welcome!

We're glad you chose to visit a DIRECT ON DEMANDS site! We care about your privacy and the information you share with us and want you to understand how we are using and protecting the information we collect about you. DOD is respectful of data privacy and adopts best practices in compliance with applicable privacy laws and regulations, including the EU General Data Protection Regulation ("GDPR") and the California Consumer Privacy Act ("CCPA").

This Cookie Policy, as well as the Privacy Policy, describes DOD's policies and practices regarding its use of information collected on this Website and sets forth your privacy rights.

By using this Website and consenting to this Cookie Policy, you agree that DOD and group undertakings as explained in the Privacy Policy can place cookies as we describe below, and you agree to the collection, sharing, and use of your Personal Data for personalization of advertising or other services.

1.1 Why Do We Use Cookies?

Cookies improve your experience. We use cookies to help you access this Website faster and more efficiently. Cookies allow us to distinguish you from other users so that we can recognize you each time you visit. Cookies also allow us to store user preferences and provide you with a positive experience when you browse this Website, including enabling you to personalize Website settings. Our marketing partners also collect web viewing data to ensure that you are seeing the most relevant advertising.

Learn more about the types of cookies we use.

1.2 What Are Cookies?

Cookies are small text files that can be stored on a User's computer, tablet, or mobile device ("Computer") when you visit a website. A cookie will typically contain the name of the originating domain, the lifetime of the cookie, and a randomly generated unique number or other value.

Cookies used by DOD identify you as a unique user by means of a tracking ID. The cookie itself is



anonymous and does not contain any Personal Data, except when such information has been supplied by you, such as when you provide your name and email address when completing a registration form.

1.3 GDPR and Your EU Privacy Rights

The General Data Protection Regulation ("GDPR"), (Regulation (EU) 2016/679) creates some new rights for European Union residents and strengthens some existing data protection rights.

To the extent that any cookie placed by DOD or a third party, as described above, can uniquely identify a computer, or the person using that computer, under GDPR, this is Personal Data. Therefore, the Privacy Policy shall apply to any such Personal Data collected from its Users.

1.4 Cookie Policy Changes and Updates

We reserve the right to amend this Cookie Policy from time to time as necessary. We will post a notice on this Website if there are material changes to the Cookie Policy, but you should also check this Website periodically to review the current policy.

1.5 How Can We Help? Getting in Touch

Questions, concerns, or complaints:

If you have any questions, concerns, or complaints about DOD's Personal Data practices around cookies or this Cookie Policy, we encourage you to get in touch with our appointed Data Protection Officer ("DPO").

If you believe you have suffered harm due to a breach of your rights by DOD under this Cookie Policy, and DOD has not handled your complaint in a reasonably sufficient manner, any EU resident may also file a complaint with the applicable supervisory authority.

The contact information for DOD's Data Protection Officer is:

Mr. Shashi Kumar

c/o DIRECT ON DEMANDS PRIVATE LIMITED

Address: FL NO. 6 UJWAL GARDEN BLDG ESNO. 22 10 A PLUS B WADGAONSHERI PUNE MH 411014 IN

Email: dpo@directondemands.com



2. Terms and Conditions

These terms and conditions outline the rules and regulations for the use of DIRECT ON DEMANDS PRIVATE LIMITED located at FL NO. 6 UJWAL GARDEN BLDG ESNO. 22 10 A PLUS B WADGAONSHERI PUNE MH 411014 IN.

By accessing our asset <u>www.directondemands.com</u> or it's an associate website, we assume you accept these terms and conditions in full. Do not continue to use DOD's website if you do not accept all of the terms and conditions stated on this page.

The following terminology applies to these Terms and Conditions, Privacy Statement and Disclaimer Notice, and any or all Agreements: "Client", "You" and "Your" refers to you, the person accessing this website and accepting the Company's terms and conditions. "The Company", "Ourselves", "We", "Our" and "Us", refers to our Company. "Party", "Parties", or "Us", refers to both the Client and ourselves, or either the Client or ourselves. All terms refer to the offer, acceptance, and consideration of payment necessary to undertake the process of our assistance to the Client in the most appropriate manner, whether by formal meetings of a fixed duration or any other means, for the express purpose of meeting the Client's needs in respect of the provision of the Company's stated services/products, in accordance with and subject to, prevailing law of India. Any use of the above terminology or other words in the singular, plural, capitalization, and/or he/she or they, are taken as interchangeable and therefore as referring to the same.

2.1 Cookies

We employ the use of cookies. By using DOD's website you consent to the use of cookies in accordance with DOD's privacy policy.

Most modern-day interactive web s use cookies to enable us to retrieve user details for each visit. Cookies are used in some areas of our site to enable the functionality of this area and ease of use for those people visiting. Some of our affiliate /advertising partners may also use cookies.

2.2 License

Unless otherwise stated, DIRECT ON DEMANDS PRIVATE LIMITED and its licensors own the intellectual property rights for all material on DIRECT ON DEMANDS PRIVATE LIMITED. All intellectual property rights are reserved. You may view and/or print pages from



<u>www.directondemands.com</u> and our associated webs for your own personal use subject to restrictions set in these terms and conditions.

2.3 Our Assets

www.directondemands.com

www.dodtechalerts.com

www.dodtechinsights.com

You must not:

Republish material from our above-mentioned assets

Sell, rent or sub-license material from www.directondemands.com and its associated websites

Reproduce, duplicate or copy material from www.directondemands.com and its associated websites

Redistribute content from DIRECT ON DEMANDS PRIVATE LIMITED (unless content is specifically made for redistribution).

2.4 Hyperlinking to Our Content

- The following organizations may link to our Web site without prior written approval:
- Government agencies;
- Search engines;
- News organizations;
- Online directory distributors when they list us in the directory may link to our Web site in the same manner as they hyperlink to the Webs of other listed businesses; and
- System wide Accredited Businesses except soliciting non-profit organizations, charity shopping malls, and charity fundraising groups which may not hyperlink to our Web site.
- These organizations may link to our home page, to publications, or to other Web site information so long as the link: (a) is not in any way misleading; (b) does not falsely imply sponsorship, endorsement,



or approval of the linking party and its products or services; and (c) fits within the context of the linking party's site.

- We may consider and approve in our sole discretion other link requests from the following types of organizations:
- commonly-known consumer and/or business information sources such as Chambers of Commerce,
 American Automobile Association, AARP, and Consumers Union;
- dot.com communities;
- associations or other groups representing charities, including charity giving,
- online directory distributors;
- internet portals;
- accounting, law, and consulting firms whose primary clients are businesses; and
- educational institutions and trade associations.

We will approve link requests from these organizations if we determine that: (a) the link would not reflect unfavorably on us or our accredited businesses (for example, trade associations or other organizations representing inherently suspect types of business, such as work-at-home opportunities, shall not be allowed to link); (b)the organization does not have an unsatisfactory record with us; (c) the benefit to us from the visibility associated with the hyperlink outweighs the absence of; and (d) where the link is in the context of general resource information or is otherwise consistent with editorial content in a newsletter or similar product furthering the mission of the organization.

These organizations may link to our home page, to publications, or to other Web site information so long as the link: (a) is not in any way misleading; (b) does not falsely imply sponsorship, endorsement, or approval of the linking party and its products or services; and (c) fits within the context of the linking party's site.

If you are among the organizations listed in paragraph 2 above and are interested in linking to our website, you must notify us by sending an e-mail to <u>talktous@directondemands.com</u>. Please include your name, your organization name, contact information (such as a phone number and/or e-mail address) as well as the URL of your site, a list of any URLs from which you intend to link to our Web site, and a list of the URL(s) on our site to which you would like to link. Allow 2-3 weeks for a response.



Approved organizations may hyperlink to our Web site as follows:

- By use of our corporate name; or
- By use of the uniform resource locator (Web address) being linked to; or
- By use of any other description of our Web site or material being linked to that makes sense within the context and format of content on the linking party's site.

No use of DOD's web assets and its associated logos or other artwork will be allowed for linking absent a trademark license agreement.

2.5 Iframes

Without prior approval and express written permission, you may not create frames around our Web pages or use other techniques that alter in any way the visual presentation or appearance of our Web site.

2.6 Reservation of Rights

We reserve the right at any time and in its sole discretion to request that you remove all links or any particular link to our Web site. You agree to immediately remove all links to our Web site upon such request. We also reserve the right to amend these terms and conditions and its linking policy at any time. By continuing to link to our Web site, you agree to be bound to and abide by these linking terms and conditions.

2.7 Removal of Links from Our Website

If you find any link on our Web site or any linked website objectionable for any reason, you may contact us about this. We will consider requests to remove links but will have no obligation to do so or to respond directly to you.

Whilst we endeavor to ensure that the information on this website is correct, we do not warrant its completeness or accuracy; nor do we commit to ensuring that the website remains available or that the material on the website is kept up to date.

2.8 Content Liability

We shall have no responsibility or liability for any content appearing on your Web site. You agree to



indemnify and defend us against all claims arising out of or based upon your Website. No link(s) may appear on any page on your Web site or within any context containing content or materials that may be interpreted as libelous, obscene, or criminal, or which infringes, otherwise violates, or advocates the infringement or other violation of, any third party rights.

2.9 Disclaimer

To the maximum extent permitted by applicable law, we exclude all representations, warranties, and conditions relating to our website and the use of this website (including, without limitation, any warranties implied by law in respect of satisfactory quality, fitness for purpose, and/or the use of reasonable care and skill). Nothing in this disclaimer will:

- limit or exclude our or your liability for death or personal injury resulting from negligence;
- limit or exclude our or your liability for fraud or fraudulent misrepresentation;
- limit any of our or your liabilities in any way that is not permitted under applicable law; or
- exclude any of our or your liabilities that may not be excluded under applicable law.

The limitations and exclusions of liability set out in this Section and elsewhere in this disclaimer: (a) are subject to the preceding paragraph; and (b) govern all liabilities arising under the disclaimer or in relation to the subject matter of this disclaimer, including liabilities arising in contract, in tort (including negligence) and for breach of statutory duty.

To the extent that the website and the information and services on the website are provided free of charge, we will not be liable for any loss or damage of any nature.

3. Privacy & Policy

3.1 Use of This Website

This privacy policy describes the information we collect from you and how it may be stored and processed in the INDIA as described below.

This website, and associated with publications provide products, content, and services for a professional and consumer audience and is not intended for individuals under the age of 13 years old. We do not knowingly collect or store personal data provided by anyone under 13 years of age.



If you are a European Union (EU) resident, please note that there are a number of provisions in this privacy policy that apply uniquely to you.

If you are a California (US) consumer, please note there are a number of provisions in this privacy policy that also apply uniquely to you.

3.2 What Information Do We Collect

DOD collects data about you that is limited to the kind of information that can be found on a typical business card: first name, last name, job title, employer/company name, work address, work email and work phone number. In some cases, we may ask you to provide additional professional information such as the size of the company you work for, and industry type. To enhance and/or update the information that you have provided to us, we may combine it with professional information or personal data that we collect from third-party sources. The personal data that we refer to in this document is the personal and professional information you provide, as well as information that we obtain from third-party sources, both of which we typically combine as one user record.

This site also collects and stores certain information automatically using cookies and similar technologies, including IP addresses, the region or general location of a computer or device accessing the internet, browser type, operating system, page view history, and other usage information. See our Cookie Policy for further details.

However, to the extent that any cookie can uniquely identify a computer, mobile device, or tablet ("Device"), or the person using that Device, and you are an EU resident, under the GDPR, this is personal data. Therefore, this privacy policy shall apply to such personal data collected by DOD.

Similarly, if you are a California consumer, under the CCPA, to the extent that any cookie can uniquely identify you or the device you, or any other person is using, via an IP address or other online identifier, this is also personal data.

How We Collect It

Here personal data is referred to as "Business Card Information". We may collect your personal data when you register to receive any of the products, content, or services offered by DOD or its third-party sponsors ("sponsors") such as publications, subscriptions, contests, newsletters, memberships, premium content, webcasts, video, white papers, online seminars, conferences, and events.



What Happens If You Don't Provide Personal Data?

In order for us to provide the products, content, or services you request, we need your personal data. Therefore, if you do not provide such personal data, we cannot deliver the products, content, or services.

3.3 How Do We Safeguard Your Personal Data?

Security of Your Personal Data

DOD maintains safeguards that include technical and organizational security measures to protect your personal data from loss, misuse, unauthorized use, access, inadvertent disclosure, alteration, and destruction, and we require the third parties we contract with to support DOD's business operations to employ reasonable security measures as well (see "When and how we share your information with others" below). We update and test security on an ongoing basis and restrict access to your personal data to only those who need to know in order to provide DOD's products, content, or services to you.

Storage of Your Personal Data

We may store your personal data using DOD's own secure on-site servers or other internally hosted technology. Your personal data may also be stored by third parties, via cloud services or other technology, to whom DOD has contracted, to support DOD's business operations (see "When and how we share your information with others" below).

These third parties do not use or have access to your personal data other than for cloud storage and retrieval, and DOD requires such parties to employ at least the same level of security that we use to protect your personal data (see "Security with your personal data" above).

3.4 What We Do with The Personal Data We Collect

We use the personal data that we collect to communicate with you, deliver what you request, improve our service, and present other information and offers that may be of interest.

To Communicate with You

We may use your personal data to send you important notices, such as communications about your registration, transactions, and changes to DOD's terms, conditions, policies, and/or other internal purposes.



To Deliver What You Request

We may use your personal data to provide the products, content, or services you request. If you enter a sweepstake, contest, or similar DOD promotion, we may use your personal data to administer such promotion.

To Improve Our Service

We may use your personal data for auditing, data analysis, and research to improve DOD's products, content, and services.

To Present Offers That May Be of Interest to You

We may contact you to offer you additional DOD or third-party products, content, or services that may be of interest to you.

3.5 The Legal Basis We Have for Processing Your Personal Data

The GDPR requires data collectors, such as DOD, to have a legal basis to use the personal data of EU residents. Therefore, this section shall apply to any such personal data collected by DOD. DOD uses the personal data that you provide to supply you with high-quality products, content, and services as you request, to send important notices, and for internal purposes such as auditing, data analysis, and research to provide you with the information you need to make the most informed technology purchasing decisions.

We may also use your personal data to offer you products, content, or services that may be of interest to you, based upon your interests or the preferences you shared with us, and may share your personal data with third-party sponsors of content, events, and other services or offers. The legal basis for processing your personal data is your consent. In certain circumstances, we may otherwise process your personal data if DOD has a legitimate interest in doing so and DOD is not infringing any of your rights and freedoms.

When DOD processes your personal data for DOD's legitimate interests, DOD will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not override your interests. DOD will not use your personal data in circumstances where your rights and freedoms override our legitimate interests unless we have your consent or are otherwise required or permitted to by law.



3.6 When and How We Share Your Personal Data with Others

DOD may share your personal data to deliver content and services from ours, affiliated companies, and third-party services that might interest you, including sponsored content and events, for business operations, and to comply with valid legal processes.

If you are an EU resident, DOD will only share your personal data with third parties outside with consent.

DIRECT ON DEMANDS PRIVATE LIMITED

This website is one of many that the DOD and its group of undertakings operates, all of which we collectively refer to as the (DOD). Where permitted by law, we may share the personal data we collect about you with other DOD subsidiaries, if required so that we can provide you with information about products, content and services that might interest you, and for internal analytical and business development purposes. Please refer to our assets list for detailed information

For Content and Services That May Interest You or That You Request

As we mentioned above, your personal data may be shared within DOD to provide you with information about products, content, and services that might interest you and for internal analytical and business development purposes. We may also share your personal data with third parties to deliver third-party sponsored content or other services that you request (see "third-party sponsored content and events" below).

For Business Operations

We may also share your personal data with third parties we have contracted with to support DOD's business operations including delivery, fulfillment, payment processing, email deployment, suppression list management, and data processing.

For Third Party Sponsored Content and Events

DOD partners with third-party sponsors to make available a large library of content to our users, such as white papers, professional events (live or online), as well as other services or offers. In return for access to such offers, we may ask you to provide us with personal data as part of the registration. We may use your personal data to send you the offer you request. In addition, your personal data may be shared with the sponsor(s) of the offer to communicate with you regarding the offer, as well as additional products,



content, or services that may be of interest to you. Please note that once your personal data is shared with the sponsor, the sponsor's privacy policy applies, including information on how to opt-out in the future, which will apply to your personal data.

As Required by Law

Your personal data may be shared when authorized by law or necessary to comply with a valid legal process.

In The Event of New Ownership

If part or all the ownership of DOD or any of its products or services is sold or transferred, your personal data will be transferred to the new owner.

International Data Transfers

This section shall apply to any personal data collected by DOD from EU residents.

If DOD shares your personal data with any other third party as described in this privacy policy and your personal data will be transferred to a State which is not a Member State of either the European Union or the EEA, or deemed adequate by the European Commission, DOD (as a data controller/data exporter) will only conduct such transfer (to a data processor/data importer) if there are suitable safeguards in place, such as binding corporate rules, standard contractual clauses approved Codes of Conduct, or approved certification mechanism. For more information, please contact DOD's Data Protection Officer (See contact details below).

3.7 How Long Do We Keep Your Personal Data

We retain your personal data for the duration of your business relationship with us, and we hold your information only as long as necessary for each purpose we use it unless we have obtained your consent to use it for another or similar purpose.

3.8 Your Rights and Preferences

If you inform us that you want your personal data erased (if you are an EU resident), or that you no longer wish for us to communicate with you for marketing purposes, or to otherwise restrict DOD's processing of your personal data, we may retain some basic information in order to avoid sending you unwanted materials in the future and to keep a record of your request and our response.



Confirming Your Personal Data

This section shall apply to any personal data collected by DOD from EU residents and California consumers.

To confirm that DOD is processing your personal data, or to access, update or correct the personal data DOD holds about you, or to obtain a copy to reuse for your own purposes, please send an email to: dpo@directondemands.com

The categories of personal data DOD has collected about consumers, the categories of sources from which personal data is collected, the business or commercial purpose for collecting or selling (if applicable) personal data, the categories of third parties with whom DOD shares personal data, and the specific pieces of personal data DOD has collected about consumers, can be generally be found in this privacy policy.

If, however, you require additional information and/or to otherwise exercise your rights under the CCPA to request the categories and specific pieces of personal data DOD collects, please send an email to: dpo@directondemands.com (or the mailing address below) and please put **CCPA Request** in the subject line.

Erasing Your Personal Data

This section shall apply to any personal data collected by DOD from EU residents or California consumers.

If you want your personal data erased and you are an EU resident, please click on <u>Preferences</u> (or the mailing address below).

If you are a California consumer, and you want your personal data deleted, please click on (or the mailing address below) and please put **CCPA Request** in the subject line.

To Opt-Out Of Marketing Communications

If you want DOD to stop communicating with you for marketing purposes, can opt-out on the following URL https://www.directondemands.com/preferences

DIRECT ON DEMANDS

To Restrict Processing of Your Personal Data

If you want to otherwise restrict the DOD's processing of your personal data, please send an email to: dpo@directondemands.com

Opt-Out Of The Sale of Your Personal Data

California consumers can exercise their rights to opt-out of the selling of their personal data (as applicable) under the CCPA, as described in Your California Privacy Rights below.

Your California Privacy Rights

Throughout this privacy policy, we have explained how your unique rights as a California consumer apply. For a complete statement of these rights under the California Consumer Privacy Act (CCPA), including the right to opt-out of the selling of your personal data and how you can exercise them please visit Your California Privacy Rights (https://oag.ca.gov/privacy/ccpa).

3.9 How Can We Help? Getting in Touch

Questions, Concerns, or Complaints:

If you have any questions, concerns, or complaints about DOD's personal data practices or this Privacy Policy, we encourage you to get in touch with our Data Protection Officer.

If you believe you have suffered harm due to a breach of your rights by DOD under this Privacy Policy, and DOD has not handled your complaint in a reasonably sufficient manner, any EU resident may also file a complaint with the applicable supervisory authority.

The contact information for DOD's Data Protection Officer is:

Mr. Shashi Kumar

c/o DIRECT ON DEMANDS PRIVATE LIMITED

Address: Email: dpo@directondemands.com



Feedback

Your feedback is important to us. We'd love to hear your ideas, opinions, and comments about DOD's services. Please email: - talktous@directondemands.com

last updated on: 13th Jan 2022

CCPA Section

This notice supplements the information contained in the DIRECT ON DEMANDS PRIVATE LIMITED ("DOD" and "we") **Privacy_Policy** applies solely to California consumers, as defined in and in compliance with the California Consumer Privacy Act of 2018 ("CCPA").

Under the CCPA, among other rights, California consumers have the right to:

- Request that a business that collects a consumer's personal data disclose the categories and specific pieces of personal data that a business has collected about consumers.
- Request that a business deletes any personal data about the consumer that a business has collected.
- Request that a business that sells a consumer's personal data, not sell the consumer's personal data.

Request Categories and Specific Pieces of Personal Data We Collect

The categories of personal data DOD has collected about consumers, the categories of sources from which personal data is collected, the business or commercial purpose for collecting or selling (if applicable) personal data, and the categories of third parties with whom DOD shares personal data, and the specific pieces of personal data DOD has collected about consumers, can be generally be found in DOD's **Privacy Policy**

If you require additional information and/or to otherwise exercise your rights under the CCPA to request the categories and specific pieces of personal data DOD collects, please contact: dpo@directondemands.com (or the mailing address below) and please put **CCPA Request** in the subject line.



Request Deletion

Upon your request, DOD will delete your personal data, and you will not receive any DOD products, content, or services unless you subsequently provide your personal data in connection with a new registration, or it is otherwise lawfully provided to DOD.

To request that DOD delete the personal data it has collected from and about you, as described in the DOD **Privacy_Policy**, please click <u>Preferences</u> (or the mailing address below) and please put CCPA Request in the subject line.

Request to Opt-Out of the Sale of Personal Data

Except as described in the About Cookies section below, DOD does not sell, as defined in the CCPA, personal data. Rather, it only discloses personal data when you choose to interact with a third party, such as when you register to receive third-party sponsored content. In such case, your personal data will be shared only with that third party, and the third party cannot sell your personal data without notice to you and an opportunity to opt-out.

In some other cases, DOD may directly send you third-party offers, however, your personal data continues to be held by DOD, unless you specifically indicate that DOD can share it, or you provide your personal data to the third-party sponsor yourself, including in response to any such third party offer.

Because DOD does not sell, as defined in the CCPA, your personal data (except for cookies, as described in About Cookies below), if a California consumer communicates an opt-out request under this provision, you will be provided information about and directed to follow the instructions provided in the About Cookies section below.

About Cookies

As set forth in DOD's cookie policy, cookies used by DOD identify you as a unique user by means of a tracking ID. The cookie itself is anonymous and does not contain any personal data, except when such information has been supplied by you, such as when you provide your name and email address when completing a registration form.

However, under the CCPA, if any cookie can uniquely identify you or the device you or any other person is



using, via an IP address or other online identifier, this is personal data.

To the extent that the collection or sharing of any cookies, as applicable, constitutes a sale under the CCPA, a California consumer can exercise the right to opt-out by clicking here:

DO NOT SELL MY DATA

If you require additional information and/or to otherwise exercise your rights under the CCPA to opt-out of the sale of your personal data, please click here <u>Preferences</u> (or the mailing address below) and please put **CCPA Request** in the subject line.

How Can We Help?

Questions, concerns, or complaints.

If you have any questions, concerns, or complaints about Your California Privacy Rights, DOD's personal data practices, its privacy policy, or cookie policy, we encourage you to get in touch with our Data Protection Officer: dpo@directondemands.com

Mailing Address

Should you choose to notify us of any of the above preferences by postal service, here is our address:

DIRECT ON DEMANDS PRIVATE LIMITED

Address: FL NO. 6 UJWAL GARDEN BLDG ESNO. 22 10 A PLUS B WADGAONSHERI PUNE MH 411014 IN

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