

PRIVACY POLICY

Effective Date: 13 January 2017

GENERAL

1. EM3 Agri Services Private Limited (hereinafter referred to as 'EM3') collects and uses certain information about you when you use EM3's mobile application, website and other online services and through interactions and communication you have with EM3.
2. Therefore, this privacy policy has been developed to explain and aid you to understand how EM3 collects and uses personal and other information as shared by you while registering your account with EM3 or by using the mobile application or website of EM3.
3. This privacy policy applies to all persons anywhere in the world who use EM3's mobile application, website or use the services provided by EM3 and does not apply to the service providers of EM3.
4. By using our website or mobile application, you impliedly agree that EM3 can collect, disclose and use your information, personal or otherwise, in accordance with the terms of this privacy policy. You agree to be bound by the terms and conditions of this Privacy Policy.

Collection of Information

5. For sake of clarity it may be noted that 'personal information' is defined to include data and information, whether on its own or in combination with other data and information, that can be used to readily identify a person.
6. EM3 may collect certain personal information from you, including, inter alia, the following: (i) your full name, (ii) address, (iii) email address, (iv) telephone number, (v) date of birth, (vi) bank or payment card details and (vii) any proof of your identity and/or address that may be requested by EM3, such as: (a) details of any bank account (including but not limited to, account holder, account name, account number) (b) details of any credit, debit or other card used by you for transactions, (d) information collected through cookies and (e) details of your visits to EM3's website or mobile application, including, inter alia, location data, web logs and other communication data.
7. In addition to the personal information as set out above, certain other information may be collected from you by EM3 at the time you visit/use the EM3 website or mobile application such as the (i) IP address of server, (ii) duration of usage of EM3's website or mobile application etc.

Use of Information

8. The information collected from you is used by EM3 for the following purposes only: (i) to provide EM3 services to you, (ii) verifying your identity

and authority to use EM3 services, (iii) for internal record-keeping purposes, (iv) to process billing and payment (including sharing with third party payment gateways) in connection with usage of EM3's services, (v) for customer support and to respond to any inquiries made by you, (vi) to fulfill requests for any information in connection to any of the various services provided by EM3, (vii) to address any technical issue, (viii) to communicate with you, regarding purchase, status and completion of service.

Disclosures

9. EM3 may share/disclose the personal information, including personal information, which we collect from you. EM3 may disclose your personal information if: (i) EM3 is required to or reasonably believes that the disclosure is essential in order to comply with any order of the court, any legal process or other legal requirement of any governmental authority, (ii) disclosure is intended to help investigate or prevent any past or future unauthorized transactions or any other illegal activity/activities, (iii) disclosures would mitigate the liability of EM3 in any lawsuit or potential lawsuit, (iv) disclosure is in the opinion of EM3, necessary to protect the rights or property of any person or entity, including EM3.
10. EM3 contracts with various third parties for the provision of its services, business operations and maintenance of its website and mobile application and EM3 may be required to share your personal information and other data generated through cookies with these vendors and service providers. For example, EM3 may provide your information credit card processing companies to process your payment against an EM3 service availed by you also EM3 may need to share your location with its service provider in order to enable when to provide services to you. These third party service providers etc. will not be given the right to use any of your personal information beyond what is necessary to perform their obligation to provide service to you.
11. EM3 will disclose your information including, without limitation, your name, address, city, state, email address, telephone number, user ID etc. to law enforcement or other governmental official if we are required to do so by law, regulation, court order or otherwise in cooperation with an investigation of a governmental authority.
12. EM3 reserves the right to transfer the information collected from you to any such successor so formed, in case of a merger, sale or any other kind of corporate reorganization.

Security

13. EM3 employs procedural and technological security measures that are designed to help protect your personal information from unauthorized access or disclosure. It may be noted that no security measure is 100% secure and therefore EM3 cannot guarantee that others cannot access

your personal. EM3 is not liable for the unauthorized use of your information or for any lost, stolen or compromised password as well as any unauthorized use pursuant to the same.

Governing Law

14. This privacy policy shall be governed, construed and enforced according to the laws of India.

Privacy Policy Updates

15. This policy is current as of the effective date set out above. EM3 may change this policy from time to time by appropriately updating this document. The updated policy will be available on this page and EM3 encourages you the review this policy regularly as all information provided to us will be subject to the terms of the then current policy.