

## Privacy Policy

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Your privacy is of utmost significance to Directi. This privacy policy states the manner in which we use, collect, transfer, store and reveal your information. Kindly familiarize yourself with our privacy policy statement. If you have any queries, kindly contact us and we will be glad to assist you.

### Collection and usage of your personal information

Personal information implies data that is unique for a single person or contact. You might be requested to share your personal information with Directi or any Directi affiliated company. This information may be exchanged between Directi and its affiliates and may be used in accordance with this Privacy Policy. This includes combining it with other information to improve and provide better products, services, advertising and content.

We also use your personal information to connect and communicate with you. Additionally along with your permission, we may occasionally send you promotional mails and keep you informed about our other product and services.

We may ask you for your email address, name, home and work address or telephone number and may also require your demographic details such as zip code, age, gender, tastes and preferences.

#### Collection and usage of non-personal information

We also collect a lot of data that is non specific to a particular person. We may use, transfer, disclose and collect non-personal information for any and various purposes.

We may collect information such as zip code, language, unique device identifier, location and time zone as to where our products and services are being used so that we can identify our customers needs better and improve upon it.

If we combine personal and non personal information the resultant information is treated as personal information as long as it is combined.

### Sharing of your personal information

We do not share your personal information beyond Directi & its affiliates & controlled subsidiaries. In case we have any agreements with third parties or service providers then we may permit them to obtain your personal information if required. This is done under strict confidentiality agreement and as per the policies of Directi.

We may also disclose your information on the following grounds-

\*To act on a good faith belief that such disclosure is necessary to protect personal safety of Directi employees, customers, public or the society in large.

\*To comply with the law and any legal processes.

PTo protect the rights and property of Directi which include agreements citing enforcements and policies governing your use of the services.

### The Usage of Cookies

Cookies are small text files that are placed on the hard disk by a web server. Cookies have information that can be read by a web server later in the domain that has issued the cookie.

The primary usage of the cookie is to store your interests and save time by removing the requirement of repeating to enter same information. On your later visit to these sites, it displays your personalized content and target advertising.

When you sign into your Directi account we store your unique ID number and also note the time you signed in, in an encrypted cookie in your hard disk. When you sign out we delete the cookies from your computer. They are essentially used to enhance the sign in experience. If you are using a public computer all you have to do is select appropriate radio button on the sign in page and this will ensure the cookie is not used.

If you accept any cookies you even get the option of deleting them by selecting "tools" and then "Delete browsing history". Further select the control box "Cookies" and click on the "Delete" button.

## **Use of Web Beacons**

Directi pages may contain electronic images known as web beacons which may be used in delivering cookies on our sites and allow us to count users who have visited those pages and in order to deliver co-branded services.

We may also employ web beacons from third parties to know the effectiveness of our promotional campaigns and other operations of our various sites. However the web beacons by third parties are not permitted to gain access to your personal information.

## **Personal Information of Children**

We do not knowingly collect personal information of children under 13 and upon getting to know so we take immediate steps to delete the information.

## **Personal Information of International Users**

Information provided by you may be accessed by entities around the world.

However to ensure your personal information is confidential and secure our employees are well versed and communicated with our privacy and security guidelines.

## **Privacy Questions**

If you have any queries regarding the Privacy Policy of Directi, please do contact us.

Also, please note that Directi may review and update its Privacy Policy time and again.