

Privacy Policy

We value the trust you place in us. That's why we insist upon the highest standards for secure transactions and customer information privacy. Please read the following statement to learn about our information gathering and dissemination practices.

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 using this App 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 App.

By mere use of the App, 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 register and use our App, you provide us your name, email address, age, user name, password and other registration information ('Personal Information'). We collect and store the Personal Information which is provided by you from time to time. Our primary goal in doing so is to provide you a safe, efficient, smooth and customized experience and to help resolve disputes and troubleshoot problems. This also allows us to provide services and features that most likely meet your needs, and to improve our App to make your experience safer and easier. We also use such Personal Information to inform you about updates on products, services; customize user 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.

Although, you can use certain features of the App without telling us who you are or revealing any personal information about yourself, when you download the App we collect device related information pertaining to your mobile phone including, but not limited to, the type of mobile device you use, your mobile device's unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browsers you use ('Automatically Collected Information'), and irrespective of whether you register yourself on the App, once you give us your personal information, you are not anonymous to us. Where possible, we indicate which fields are required and which fields are optional. You always have the option to not provide information by choosing not to use a particular service or feature on the App. The identification of the IP address helps diagnose problems with our server, to administer our App and to gather broad demographic information.

We may also automatically track certain information about you based upon your usage of our App. We use this information to do internal research on our users' demographics, interests, and behaviour to better understand, protect and serve our users. This information may be compiled and analyzed on an individual or aggregated basis depending on the nature of the internal research for the intended service to the users of the App. This information may include the products and pages you have viewed on the App, your mobile phone information, and your IP address. We also use this information to send you offers and other communications on the interests expressed by you previously and buying pattern and behavior of other users, who you may know, on the App on an anonymous basis. Similarly, information collected on your buying pattern and behavior on the App will be shared with other users, who you may know, on an anonymous basis.

We collect data about your usage on the App to also help analyse our page flow, measure promotional effectiveness and promote trust and safety. The analysis of this data can also help us provide information that is targeted to your interests. If you choose to buy on the App, we collect information about your buying behaviour to customize user experience on the App.

When you visit the App, we may use GPS technology (or other similar technology) to determine your current location in order to determine the city you are located within and display a location map with promotional materials. We will not share your current location with other users or partners.

Additionally, you may encounter similar data collection devices on certain pages of the App that are placed by third parties. We do not control the use of such devices by third parties.

If you transact with us, we collect some additional information, such as a billing address, a credit / debit card number and a credit / debit card expiration date and/ or other payment instrument details and tracking information.

If 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 App, we may collect such information into a file specific to you.

By virtue of you downloading the App on the Google Play Store, we are provided with a unique advertising identifier for advertising and user analytics purposes. We may use the advertising identifier and/or a Indian Potash Limited unique identifier in connection with the information collected in accordance with the terms of this Privacy Policy. This Privacy Policy governs use of all data collected by us irrespective of whether any third party/platform has amended its policies from time to time including any periodical control by such third parties on collection of data on your preference.

We will occasionally ask you to complete optional online surveys. These surveys may ask you for contact information and demographic information

(like pin code, age, or income level). We use this data to tailor your experience of our App, providing you with content that we think you might be interested in and to display content according to your preferences.

2. Sharing/disclosure of personal information

We may share personal information with our other corporate entities and affiliates/ business affiliates to help detect and prevent identity theft, fraud and other potentially illegal acts; correlate related or multiple accounts to prevent abuse of our services; and to facilitate joint or co-branded services that you request where such services are provided by more than one corporate entity.

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 and this privacy policy will stand novated in favour of that entity.

3. Commercial use of information

All the information provided by you as set forth above, may be used for data analytics, market research, analyzing trends in the market, providing services to you and for other commercial purposes herein not mentioned and you

hereby convey that you have no-objection to the use of your data provided by you as contemplated hereinabove.

4. Links to Other Sites

Our App may link to other websites that may collect personally identifiable information about you. Indian Potash Limited is not responsible for the privacy practices or the content of those linked websites.

5. Security Precautions

Our App 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. We endeavor to provide reasonable security for information we process and maintain, however we do not guarantee that such security system can prevent all potential security breaches.

6. Choice/Opt-Out

Subject to our policy regarding collection of data under any Indian Potash Limited identifier 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. You can stop all collection of information by the App easily by uninstalling the Application. You may use the standard uninstall processes as may be available as part of your mobile device or via the App. You also have the option to opt out of providing us with any Personal Information, if you choose not to.

If you want to remove your contact information from all Indian Potash Limited lists and newsletters, please visit unsubscribe option contained in such newsletters

7. Advertisements on Indian Potash Limited

We may use third-party advertising companies to serve ads when you use our App. These companies may use information (not including your name, address, email address, or telephone number) about your visits to this and other Apps or websites in order to provide advertisements about goods and services of interest to you.

Further, if you explicitly agree to share your information with such third-party advertising companies who advertise on Indian Potash Limited, we shall share your name, contact or such other information with third parties.

Explicit: When you install the app, Indian Potash Limited reserves the right to collect the list of apps installed on your phone or such other information available on your phone and use or share such information with third party.

Information pertaining to you collected by any other App Platform will be governed by such platform's policies which are not under our control. As stated herein above we will be collecting information about you when you use our App and such Information will be governed by this Privacy Policy

8. Data Retention Policy, Managing Your Information

We will retain User provided data for as long as you use the App and for a reasonable time thereafter. Please note that some or all of the User Provided Data may be required in order for the App to function properly. If you wish to stop us from collecting any Personal information or other data, you may uninstall the App.

9. Your Consent

By using the App and/ or by providing your information, you consent to the collection and use of the information you disclose on the App in accordance with this Privacy Policy, including but not limited to your consent for sharing your information (including with third parties) 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.

10. 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:

Mr. Rajeev Thakur
Assistant Manager (M&S)
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10-B, Rajendra Park, Pusa Road, New Delhi-110060 (India)
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