

# Privacy Policy

## 1. Introduction

Text Mercato (“**we**”, “**us**”, “**our**”) is an Indian service provider of content-writing and other related services.

We value your privacy and are committed to ensuring that the information we collect, including information provided by users or visitors (“**you**”, “**your**”, “**yourself**”) of our websites, is done so in compliance with the applicable data privacy laws.

This Privacy Policy explains what information we collect, how we collect and may use information that we obtain about you and how we disclose and share this information.

## 2. Information we collect

Text Mercato collects your information when you register on the Text Mercato website and when you visit Text Mercato web-pages.

Personal Information: We may collect the following types of personal information with the intent to provide you with use of and access to the Text Mercato site, services and tools, and for any additional purposes set out in this Privacy Policy:

- Name, and contact information, such as email address, phone number, mobile telephone number, physical address, and (depending on the service used) sometimes financial information, such as bank account numbers
- Transactional information based on your activities on the website (such as buying, selling, item and content you generate or that relates to your account), billing and other information you provide to purchase an item
- Personal information you provide to us through correspondence, chats, dispute resolution, or shared by you from other social applications, services or websites
- Additional personal information we ask you to submit to authenticate yourself (eg: resumes, pictures)
- Information from your interaction with our sites, services, content and advertising, including, but not limited to, device ID, device type, location, geo-location information, computer and connection information, statistics on page views, traffic to and from the sites, ad data, IP address and standard web log information

Aggregate Information: Text Mercato collects non-identifying, general, generic and aggregate information to better design our Website and services.

Non-Personal Information: Text Mercato may also collect non-personal information. Text Mercato, third-party service providers (e.g. Google Analytics), and partners may receive and record non-personal information from cookies, server logs, and similar technology from your browser or mobile device, including your IP address when you use our website.

We may combine some Non-Personal Information with the Personal Information we collect. Where we do so, we will treat the combined information as Personal Information if the resulting combination may be used to readily identify or locate you in the same manner as Personal Information alone.

### 3. **How we store the information you provide**

The security of your information is our priority. We adopt reasonable security practices and procedures to ensure that the information we collect is secure. Access to your information shall be limited to our employees, agents, advisors and third party associates, to the extent necessary. When we share, or transfer your information in accordance with this Privacy Policy, we will undertake reasonable efforts, in accordance with applicable laws and to the extent practicable, to ensure that the transferee maintains or adopts security practices and procedures, which are similar to the security practices and procedures we follow.

We use hosting provider Godaddy therefore your information may be transferred to and stored on servers in various locations both in and outside of India. Text Mercato maintains control of your information. We protect your information using technical and administrative security measures to reduce the risks of loss, misuse, unauthorised access, disclosure and alteration. Some of the safeguards we use are firewalls and data encryption, physical access controls to our data centres, and information access authorisation controls.

While we shall take all reasonable and appropriate measures to secure any information which we hold about you and prevent any unauthorized access, this is not an absolute guarantee of your information security. To the widest extent permissible by applicable law, we disclaim all liability in relation to any possible breach of security or unintended loss or disclosure of information in relation to your information.

### 4. **Why we collect this information**

As a practice, we would be collecting/ storing/using or transferring your personal information for provision of our, including but not limited to:

- Personal identification and authentication purposes
- Provide the apt delivery of operational messages, reminders, notices, updates, support and administrative messages, service bulletins, updates about our firm, and any other requested information including without limitation our responses to your enquiries and requests
- Delivery of targeted marketing and promotional offers based on your communication preferences, and customise measure and improve our advertising
- Maintaining and updating your records
- For research, planning, service development, security or risk management
- Ensure compliance with the regulatory framework
- To perform administrative and maintenance functions related to our services

We do not rent, sell, or share Personal Information about you with other people or non- affiliated companies for marketing purposes (including direct marketing purposes) without your permission. We may use and share Non-Personal Information for our marketing purposes, including, without limitation, marketing on other websites.

In general, we will not use or disclose information collected about you to a third party otherwise than for the purposes prescribed herein, unless the disclosure is mandated for compliance of a legal obligation, or where agreed by you contractually, or as otherwise consented.

### 5. **Disclosure of information collected**

Subject to the applicable law, your information could be disclosed to the following types of third parties (whether in India or overseas):

- Our agents, contractors, service providers, and advisors

- Our partners
- Other users of our services
- Regulatory bodies, government agencies, law enforcement bodies and courts
- Any prospective transferee in a scheme of arrangement, amalgamation, merger or sale of shares or sale of business

It is possible that some of the third parties with whom we share your information may be located outside your jurisdiction or the country from which the data were provided (collectively the “**Jurisdiction of Origin**”) including the countries where a firm that we have an association or alliance with has an office. While such third parties will often be subject to privacy and confidentiality obligations, you accept that where lawful such obligations may differ from and be less stringent than the requirements of the privacy laws of the jurisdiction of origin. In those instances, Text Mercato is not responsible for imposing the concerned laws of the jurisdiction of origin and you may not seek redress under those laws.

## 6. **Cookies**

When you view the website, we may store some information on your computer in the form of a "cookie" file. We use cookies to identify members. Most web browsers automatically accept cookies but allow you to modify security settings so that you can approve or reject cookies on a case-by-case basis. Even if you do not use cookies, you can still access all the features on our site by logging in manually with each visit.

## 7. **Data Retention**

Subject to any legal requirements that requires the contrary, it is our policy to retain your data only for as long as we believe it to be necessary for the purposes for which it has been collected.

## 8. **Consent to collect, store and transfer information**

By using or continuing to peruse our services or this website you expressly consent to the aforementioned use of your information in accordance with this Privacy Policy, as may be amended from time to time. This also extends to your consent to us collecting, storing, processing, transferring and sharing information related to you with third parties or service providers for the objectives purported in this Privacy Policy. Subsequent to us sharing your information with another entity, the information so received by the other entity becomes subject to the concerned entity’s privacy practices. However, we will transfer your information to third parties, only as prescribed by this Privacy Policy.

## 9. **Your right to your information**

Sharing your information is entirely voluntary. The privacy laws of some jurisdictions also give individuals the right to access and amend their personal information. You may contact us as provided in the succeeding section, if you would like to request a copy of your data or would like to change the information we hold about you. However, to the extent permissible under law, we may refuse or limit access your personal information or grant access subject to conditions.

Upon request, we will remove/block the information you have provided us from our database. However, even after the deletion or termination of your account some of your information may remain stored in our servers for archival purpose only.

## 10. **Opting-out**

You may at any time opt out of receiving newsletters and updates from us by selecting the “unsubscribe” option included in the email or other material.

## 11. **Grievances**

You can update your information through your account profile settings. If you believe that personal information we hold about you is incorrect, incomplete or inaccurate, then you may amend it on the self-service platform or request us to amend it on [contactus@textmercato.com](mailto:contactus@textmercato.com) or additionally log-in and leave a message on the system.

If you have any concern in relation to the processing and use of your information or if there are any clarifications you might need with respect to our Privacy Policy, you may contact Kiran Ramakrishna at [contactus@textmercato.com](mailto:contactus@textmercato.com) or 9886192920.

If you raise a concern as aforementioned, we shall promptly revert to you with information on how we will handle the grievance and may even seek further details, consult with other parties and maintain record of the interaction.

## 12. **Miscellaneous**

Technology and information governance practices are constantly developing and we may therefore need to revise this Privacy Policy in the future. We reserve the right to change or update this Privacy Policy at any time following notice on our website. Such changes shall be effective immediately upon posting and it is advised that you refer the same on a regular basis. Your continued use of our website or services after these changes will constitute your acceptance of these changes. If you do not agree with such changes to our Privacy Policy, you should immediately cease using our website and services.

This Privacy Policy only addresses the collection, processing and use (including disclosure) of information by us through your interaction with us. Other websites that may be accessible through links from the website or e-mails may have their own privacy policies and personal information collection, processing, use, and disclosure practices. We encourage you to familiarize yourself with the privacy policies provided by these other parties prior to providing them with information.

This Privacy Policy was last updated in June 2018.