





At Madro Media, accessible from www.madromedia.com, one of our main priorities is the privacy of our visitors. This Privacy Policy document contains types of information that is collected and recorded by Madro Media and how we use it. We may make alterations or additions to this policy from time to time.

If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us.

This Privacy Policy applies only to our online activities and is valid for visitors to our website with regards to the information that they shared and/or collect in Madro Media. This policy is not applicable to any information collected offline or via channels other than this website.

CONSENT

By using our website, you hereby consent to our Privacy Policy and agree to its terms.

INFORMATION WE COLLECT

The personal information that you are asked to provide, and the reasons why you are asked to provide it, will be made clear to you at the point we ask you to provide your personal information.

If you contact us directly, we may receive additional information about you such as your name, email address, phone number, the contents of the message and/or attachments you may send us, and any other information you may choose to provide.



HOW WE USE YOUR INFORMATION

We use the information we collect in various ways, including to:

- Provide, operate, and maintain our website
- Improve, personalize, and expand our website
- Understand and analyze how you use our website
- Develop new products, services, features, and functionality
- Communicate with you, either directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the website, and for marketing and promotional purposes
- Send you emails
- Find and prevent fraud

LOG FILES

Madro Media follows a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this and a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analyzing trends, administering the site, tracking users' movement on the website, and gathering demographic information. Our Privacy Policy was created with the help of the Privacy Policy Generator and the Disclaimer Generator.



COOKIES AND WEB BEACONS

Like any other website, Madro Media uses 'cookies'. These cookies are used to store information including visitors' preferences, and the pages on the website that the visitor accessed or visited. The information is used to optimize the users' experience by customizing our web page content based on visitors' browser type and/or other information.

For more general information on cookies, please read "What Are Cookies".

GOOGLE DOUBLE CLICK DART COOKIE

Google is one of a third-party vendor on our site. It also uses cookies, known as DART cookies, to serve ads to our site visitors based upon their visit and other sites on the internet. However, visitors may choose to decline the use of DART cookies by visiting the Google ad and content network Privacy Policy at the following URL – <https://policies.google.com/technologies/ads>

OUR ADVERTISING PARTNERS

Some advertisers on our site may use cookies and web beacons. Our advertising partners are listed below. Each of our advertising partners has their own Privacy Policy for their policies on user data. For easier access, we hyperlinked to their Privacy Policies below.

Google - <https://policies.google.com/technologies/ads>



ADVERTISING PARTNER PRIVACY POLICIES

You may consult this list to find the Privacy Policy for each of the advertising partners of Madro Media.

Third-party ad servers or ad networks uses technologies like cookies, JavaScript, or Web Beacons that are used in their respective advertisements and links that appear on Madro Media, which are sent directly to users' browser. They automatically receive your IP address when this occurs. These technologies are used to measure the effectiveness of their advertising campaigns and/or to personalize the advertising content that you see on websites that you visit.

Note that Madro Media has no access to or control over these cookies that are used by third-party advertisers.

THIRD PARTY PRIVACY POLICIES

Madro Media's Privacy Policy does not apply to other advertisers or websites. Thus, we are advising you to consult the respective Privacy Policies of these third-party ad servers for more detailed information. It may include their practices and instructions about how to opt-out of certain options.

You can choose to disable cookies through your individual browser options. To know more detailed information about cookie management with specific web browsers, it can be found at the browsers' respective websites.



CCPA PRIVACY RIGHTS (Do Not Sell My Personal Information)

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 delete 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.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

GDPR DATA PROTECTION RIGHTS

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.



The right to erasure – You have the right to request that we erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to our processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

CHILDREN'S INFORMATION

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity.

Madro Media does not knowingly collect any Personal Identifiable Information from children under the age of 13. If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.



KINDS OF PERSONAL INFORMATION AND HOW IT IS COLLECTED

We do not assume any responsibility for the privacy or security practices of any other web sites which you may be able to access through our site, or for our customers' level of compliance with our code.

We collect different information about you such as:

a. Information we require to provide our services. When you first sign up or contact us for our Services, or when you make an inquiry about our Services, we collect information such as:

- i. Your Name
- ii. Address
- iii. Telephone number
- iv. Domain name
- v. Email address
- vi. Financial information

b. Non-personally identifying information. The following information may also be logged for statistical purposes and for the purposes of marketing and advertising to you.

- i. Server address
- ii. Top level domain name (.com, .gov etc)
- iii. Date and time of visit
- iv. Page accessed
- v. Documents downloaded
- vi. Referring site



c. We will not record any identifying details (such as name and IP) of the individual user, or their other browsing activities, unless directed to do so under a law enforcement agency.

d. Other demographic information. We may use your information to measure your experiences of our products/services/website, improve or develop our products/services/website, and perform research/analysis.

e. If you respond voluntarily to any of our surveys or other interactive communications, we will collect those responses and use the information to improve the quality and range of our products and Services.

PURPOSE OF COLLECTION OF PERSONAL INFORMATION

We collect and use your Personal Information to best operate and improve the delivery of our Services to you. We will use your Personal Information to provide you with:

- a. sales and technical support
- b. billing and credit control
- c. product upgrades and information
- d. renewal notices
- e. maintenance notices
- f. system changes
- g. other functions relevant to your services with us.



We may use your Personal Information to:

- a. contact you in relation to upgrading your use of our Services, special offers (from us, or on behalf of third parties), with newsletters, surveys, and individual service audits, or in response to any expression of interest we may receive from you in relation to our products and services.
- b. identify the source of new customers.
- c. monitor and address complaints, other feedback, and to resolve disputes.
- d. in the case of credit cards, to bill you for services.
- e. maintain a technical and account history of your dealings with us, and to reestablish your account with us where you rejoin as a customer within a reasonable time after having terminated your account.
- f. monitor your compliance with our terms and conditions.

DISCLOSURE OF PERSONAL INFORMATION

We will not disclose any Personal Information without your express consent, other than in the following circumstances.

- a. if we are required to do so by law or in the good faith belief that such action is necessary to conform with the laws, applicable code of conduct or legal process served on us in relation to our business.
- b. to contractors providing licensed collections services, credit card payment processing and CRM services, who comply with our privacy and security policies.
- c. if we sell our business or part of it.



We may supply your Personal Information to third parties to perform services on our behalf such as:

- a. market research and the distribution of marketing information to you (except where you have chosen to opt out of receiving this information from us).
- b. assisting us with the purposes for which we have collected and use your personal Information.
- c. the supply of Website design, SEO, Pay Per Click and other services.

Our relationships with such third party service providers are governed by our contracts with them which require them to maintain confidentiality of such information where such information is being disclosed to them.

In some cases, these third party service providers who we disclose your personal Information may reside outside of INDIA. Those service contracts contain privacy and confidentiality provisions which are consistent with the Indian Privacy Law obligations.



SECURITY OF PERSONAL INFORMATION

We maintain our data in a controlled, secured environment and take reasonable steps to ensure your information is protected from misuse, interference and loss and from unauthorised access, modification or disclosure.

In the event that your information is subject to a data breach, we will comply with all mandatory statutory notification requirements.

We will destroy your information in circumstances where it is no longer required, unless required by law to retain the information.

You might provide Personal Information through your participation in chat sessions, email exchanges or newsgroups accessed via our web sites, or another service provided by us. This information is public and immediately available to anyone who has access to such a site. Only information that you are comfortable to share publicly.

If you collect personal information which you keep on services provided, you alone are responsible for compliance with the Privacy Act in respect of that information. We take no responsibility for your dealings with personal information you collect.



ACCESSING YOUR PERSONAL INFORMATION

Under the Privacy Act, you have a right to access and seek correction of your Personal Information that is collected and held by us.

If at any time you would like to access or correct the Personal Information that we hold about you, please contact our team at our email id info@madro.media

To obtain access to your Personal Information:

- a. you will have to provide proof of identity to ensure that Personal Information is provided only to the correct individuals and that the privacy of others is protected.
- a. you will need to be reasonably specific about the information you require.
- b. we may charge you a reasonable administration fee, which reflects the cost to us for providing access in accordance with your request.

If we refuse your request to access or correct your Personal Information, we will provide you with written reasons for the refusal and details of complaint mechanisms.



COMPLAINTS

If you have a complaint about any aspect of our Privacy procedures, please contact our team at info@madro.media at all times, privacy complaints will be treated seriously and dealt with in a prompt and confidential manner.

If the team cannot resolve the complaint to your satisfaction within a reasonable time, you may refer the complaint to the madro media management team at admin@madro.media