

## Privacy Policy

1. This Privacy Policy details the manner in which the personal data and information (“information”) collected by ValueFirst Digital Media Private Limited, a company incorporated under the Companies Act, 1956 (of India) and existing under the Companies Act, 2013 (of India) having Corporate Identification Number: U64202DL2003PTC122688 (“we”) from any Person visiting, accessing, browsing, subscribing to and/or using (“you”), as the case maybe, the website owned and operated by us having URL <http://vfirst.com/> (“website”) will be dealt with.
2. For the purpose of the Agreement, a “Person” shall mean and include any individual who has attained the age of 18 years and is competent to contract, a company duly incorporated under the laws of its home country, limited liability corporations/companies, unincorporated associations, trusts, legally binding alliances having separate existence, government departments/ministries, Public Sector Undertakings and/or any other entity having a legal status under the laws of the country of its existence.
3. If you do not fall under the definition of Person as above, you are advised to refrain from visiting, accessing, browsing, subscribing to and/or using the website and to not share any information through the website, as the said information shall be out of the purview of this Privacy Policy and we take no responsibility thereof.
4. While you access the website, information related to you and your access to the website may be collected by us, including (wherever applicable) the information pertaining to your identity such as name, email address, telephone number, location, requirements, company name, device, page tags, information relating to you collected from third parties and/or the information you otherwise upload on the website.
5. We do not use the information for any purpose not mentioned in this Privacy Policy.
6. Although this Privacy Policy is not intended to narrow our use of information, in normal circumstances, the information collected from you is used for the purpose of providing you with access to the website, to render & update our services, to send useful notifications, to enrich your experience, to know your requirements, and to reply to your queries in an efficient manner.
7. The information may be used for:
  - Managing the website and our Services including to review, preserve and further develop the website/our Services and features thereof, perform analysis, determine user behavior and trends, have better understanding of usage of our Services, perform testing, marketing, conduct research and development, create new offerings and to communicate with you for transactions and promotions.
  - Legal purposes including to respond to legal requests, protect our rights, mitigate legal risks, thwart unlawful behavior, prevent unauthorized activities and to enforce the terms of any commercial contract(s) entered with you.
  - Disclosure to third parties for restricted purposes including to our employees, contractors, vendors, auditors, consultants, service providers, payment processors, hosting service providers, email service providers, advertisers, on a need to know basis.

8. We generally delete and/or archive the information after the purpose of its collection has been achieved, however, we might chose to retain it for a longer duration in our discretion, subject to adherence of this Privacy Policy.
9. While you are allowing us to use the information, you will always own all of your information. You agree that we reserve the right to add such information to our personal database for use as we may in our sole discretion deem fit for the purpose of providing you with access to the website and/or our Services.
10. We will not share your personal information with third parties unless we have received your permission or have given notice to you, such as, by telling you about it in this Privacy Policy or as required by applicable law or judgment or order of any relevant authority.
11. If we, at any point, sell or transfer our assets or business (or the assets or business of a division or subsidiary) to another person or entity, or one of our divisions or subsidiaries is acquired by or merged with another entity, you agree that we may provide to such entity all information that is related to that part of our assets or business that was sold to or merged with the other entity without obtaining your further consent.
12. We take protecting your privacy very seriously and to make sure your personal information is secure; we communicate these guidelines to our employees and strictly enforce privacy.
13. We may retain the information even after the termination or expiration of purpose of its collection, including for complying with the directions of enforcement, governmental, regulatory, judicial or other competent authorities for such period as we deem fit in this regard.
14. Internet transmissions are never completely private or secure, therefore you understand that any message or information sent or provided to us may be read or intercepted by others, even if there is a special notice that a particular transmission is encrypted and that we shall have no liability whatsoever in the event of any such interception by or disclosure of such information to a third party.
15. Information received from you may be transferred, even temporarily across national boundaries to different countries around the world within our group for the purpose of providing you with access to our Services, analysis or for other purposes provided in this Privacy Policy.
16. This Privacy Policy is subject to change at our sole discretion at any time with prior notice thereof by publishing the changes on this website.
17. Upon being informed of such changes, if you do not quit visiting, accessing, browsing, subscribing to and/or using, as the case may be the website, you will be considered as having expressly consented to the changes in the Privacy Policy.
18. In case the terms of this Privacy Policy or any updated form hereof are not acceptable to you, you may stop accessing the website forthwith and refrain from sharing any information.
19. By accessing the website or by otherwise indicating your acceptance of this Privacy Policy, you expressly consent to the following:
  - This Privacy Policy will be binding on you during the entire term of your use of/access to any and/or all of the website and/or our Services and shall survive any termination of your relationship with us or use of/access to the website and/or our Services.
  - The collection, use, disclosure and processing of the information in the manner described in this Privacy Policy, including our procedures relating thereto.

- Your consent to this Privacy Policy is voluntary, and you may revoke your consent by opting out at any time by not accessing the website and/or our Services.
- This Privacy Policy shall be read in conjunction with the any other terms that govern our Services including any amendments thereto as may be in force from time to time.
- In case of any conflict between such terms the relevant terms shall be harmoniously constructed to uphold our interest.
- Our servers are based in the Republic of India, so your personal data will be primarily processed by us in the Republic of India. You consent to the transfer and processing of your personal data in the Republic of India or even less secure jurisdictions by us and/or our various affiliates and service providers.
- We may share your information with relevant persons working for service providers who assist us to provide our services.

20. You may contact us at [marketing@vfirst.com](mailto:marketing@vfirst.com) for doubts or suggestions regarding this Privacy Policy.