

## Privacy Policy

We value the trust you place in us and recognize the importance of secure transactions and information privacy. This Privacy Policy describes how Kara Fisheries Private Limited and its affiliates collect, use, share or otherwise process your personal information through Kara Fisheries website [www.karafisheries.com](http://www.karafisheries.com), its mobile application, and m-site (hereinafter referred to as the “Platform”).

By visiting the Platform, providing your information or availing our product/service, you expressly agree to be bound by the terms and conditions of this Privacy Policy, the [Terms of Use](#) and the applicable service/product terms and conditions. If you do not agree, please do not access or use our Platform.

### 1. Collection of Your Information

When you use our Platform, we collect and store your information which is provided by you from time to time. In general, you can browse the Platform without telling us who you are or revealing any personal information about yourself. 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, product or feature on the Platform.

We may track your buying behaviour, preferences, and other information that you choose to provide on our Platform. 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 is compiled and analysed on an aggregated basis. This information may include the URL that you just came from (whether this URL is on our Platform or not), which URL you next go to (whether this URL is on our Platform or not), your computer browser information, and your IP address.

We collect personal information (such as email address, delivery address, name, phone number, credit card/debit card and other payment instrument details) from you when you set up an account or transact with us. While you can browse some sections of our Platform without being a registered member, certain activities (such as placing an order or consuming our online content or services) do require registration. We do use your contact information to send you offers based on your previous orders and your interests.

If you choose to post messages on our message boards, chat rooms or other message areas or leave feedback or if you use voice commands to shop on the Platform, 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 Platform, we may collect such information into a file specific to you.

### 2. Use of Demographic / Profile Data / Your Information

We use your personal information to provide the product and services you request. To the extent we use your personal information to market to you, we will provide you the ability to opt-out of such uses. We use your personal information to assist sellers and business partners in handling and fulfilling orders; enhancing customer experience; resolve disputes; troubleshoot problems; help promote a safe service; collect money; measure consumer interest in our products and services; inform you about online and offline offers, products, services, and updates; customize and enhance your 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 of information.

With your consent, we will have access to your SMS, contacts in your directory, location and device information. We may also request you to provide your PAN, GST Number, Government issued ID cards/number and Know-Your-Customer (KYC) details to: (i) check your eligibility for certain products and services including but not limited to credit and payment products; (ii) issue GST invoice for the products and services purchased for your business requirements; (iii) enhance your experience on the Platform and provide you access to the products and services being offered by us, sellers, affiliates or lending partners. You understand that your access to these products/services may be affected in the event consent is not provided to us.

In our efforts to continually improve our product and service offerings, we and our affiliates collect and analyse demographic and profile data about our users' activity on our Platform. We identify and use your IP address to help diagnose problems with our server, and to administer our Platform. Your IP address is also used to help identify you and to gather broad demographic information.

We will occasionally ask you to participate in optional surveys conducted either by us or through a third party market research agency. These surveys may ask you for personal information, contact information, date of birth, demographic information (like zip code, age, or income level), attributes such as your interests, household or lifestyle information, your purchasing behaviour or history, preferences, and other such information that you may

choose to provide. The surveys may involve collection of voice data or video recordings, the participation of which would purely be voluntary in nature. We use this data to tailor your experience at our Platform, providing you with content that we think you might be interested in and to display content according to your preferences.

### **3. Cookies**

We use data collection devices such as "cookies" on certain pages of the Platform to help analyse our web page flow, measure promotional effectiveness, and promote trust and safety. "Cookies" are small files placed on your hard drive that assist us in providing our services. Cookies do not contain any of your personal information. We offer certain features that are only available through the use of a "cookie". We also use cookies to allow you to enter your password less frequently during a session. Cookies can also help us provide information that is targeted to your interests. Most cookies are "session cookies," meaning that they are automatically deleted from your hard drive at the end of a session. You are always free to decline/delete our cookies if your browser permits, although in that case you may not be able to use certain features on the Platform and you may be required to re-enter your password more frequently during a session. Additionally, you may encounter "cookies" or other similar devices on certain pages of the Platform that are placed by third parties. We do not control the use of cookies by third parties. We use cookies from third-party partners such as Google Analytics for marketing and analytical purposes. Google Analytics help us understand how our customers use the site. You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

### **4. Sharing of personal information**

Kara Fisheries will not use your financial information for any purpose other than to complete a transaction with you. Kara fisheries does not rent, sell or share your personal information and will not disclose any of your personally identifiable information to third parties. In cases where it has your permission to provide products or services, you've requested and such information is necessary to provide these products or services with the information may be shared with Kara Fisheries' business associates and partners. Kara Fisheries may, however, share consumer information on an aggregate with its partners or third parties where it deems necessary. In addition, Kara Fisheries may use this information for promotional offers, to help investigate, prevent or take action regarding unlawful and illegal activities, suspected fraud, potential threat to the safety or security of any person, violations of the Site's terms of use or to defend against legal claims; special circumstances such as compliance with subpoenas, court orders, requests/order from legal authorities or law enforcement agencies requiring such disclosure.

### **5. Security Precautions**

We maintain reasonable physical, electronic and procedural safeguards to protect your information. Whenever you access your account information, we offer the use of a secure server. Once your information is in our possession we adhere to our security guidelines to protect it against unauthorized access. However, by using the Platform, the users accept the inherent security implications of data transmission over the internet and the World Wide Web which cannot always be guaranteed as completely secure, and therefore, there would always remain certain inherent risks regarding use of the Platform. Users are responsible for ensuring the protection of login and password records for their account.

### **6. Data Retention**

We retain your personal information in accordance with applicable laws, for a period no longer than is required for the purpose for which it was collected or as required under any applicable law. However, we may retain data related to you if we believe it may be necessary to prevent fraud or future abuse or if required by law or for other legitimate purposes. We may continue to retain your data in anonymised form for analytical and research purposes.

### **7. Your Consent**

By visiting our Platform or by providing your information, you consent to the collection, use, storage, disclosure and otherwise processing of your information (including sensitive personal information) on the Platform in accordance with this Privacy Policy

You, while providing your personal information over the Platform, consent to us to contact you through SMS, instant messaging apps, call and/or e-mail for the purposes specified in this Privacy Policy.

### **8. Changes to this Privacy Policy**

Kara Fisheries reserves the right to change or update this policy at any time. Such changes shall be effective immediately upon posting to the Site.

## **9. 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. Sourav Nishad

Kara Fish Merchant

Behind Jharkhand High Court,

Near Hotel Rashik Lal,

Doranda Bazar, Ranchi,

Jharkhand, India, 834002.

Phone: +91-7979757298

Email: nishad.souravnishad@gmail.com

Time: Mon - Sat (9:00 - 18:00)

## **10. Queries**

If you have a query, issue, concern, or complaint in relation to collection or usage of your personal information under this Privacy Policy, please contact us [at](#) the contact information provided above.