

## **Privacy Policy**

This Privacy Policy is issued in line with the following legal provisions:

- (i) Section 43A of the 'Information Technology Act, 2000';
- (ii) Rule 4 of the 'Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Information) Rules, 2011' (referred to as the "SPI Rules");
- (iii) Relevant Clauses of the 'Consumer Protection Act, 2019' in conjunction with the 'Consumer Protection (E-Commerce) Rules, 2020'

## **DEFINITIONS**

[Users are advised to consult the definition clause included in the separate document titled 'Terms of Use' accessible on our CricketliveX Website(s)/Mobile Application(s) for terms not explicitly defined herein]

- (i) "User ID": This denotes an identification code assigned a distinct, random number for individual Users. It is generated through the utilization of "cookies" or comparable electronic tools to enhance user responsiveness and tailor experiences.

## **INTRODUCTION**

Cricketlinex ("Company" or "We") is dedicated to providing an efficient service. As we cater to your needs, we hold your privacy in high regard and ensure its safeguarding. To uphold this commitment, we maintain transparent processes regarding data collection from Users, its usage, and ensure no sharing with third parties, whether knowingly or otherwise.

This Privacy Policy is applicable to all Users accessing and using Cricketlinex Website(s)/Mobile Application(s). By browsing our Cricketlinex Website(s)/Mobile Application(s) and utilizing our services, Users unconditionally agree to adhere to this Privacy Policy and the published Terms of Use.

Respecting User privacy, we are committed to its comprehensive protection. Any disputes regarding privacy with Cricketlinex are governed by this Privacy Policy in conjunction with the 'Terms of Use' available on Cricketlinex Website(s)/Mobile Application(s).

## **PERSONAL INFORMATION**

"Personal Information" as per the SPI Rules refers to data directly or indirectly capable of identifying a natural person, along with "sensitive personal data or information" (SPDI) encompassing sensitive details such as passwords, financial information, health data, personal identifiers, and more.

All information collected by us from the Cricketlinex Website(s)/Mobile Application(s) is categorized as:

- a) Information provided by Users
- b) Information automatically tracked during navigation (Information)

Users, through access and usage of Cricketlinex Website(s)/Mobile Application(s), voluntarily consent to the collection, storage, and utilization of Personal Information, including subsequent changes, to avail the range of services offered.

Certain services on our Cricketlinex Website(s)/Mobile Application(s) may necessitate specific User information during registration, such as name, email, age, and more, tailored to each service's requirements.

For Users under 18, we assume lawful parental consent when sharing Personal Information.

The information provided by Users helps enhance the Cricketlinex Website(s)/Mobile Application(s) experience and tailor services to individual preferences.

#### REASONABLE SECURITY PRACTICES UNDER THE INFORMATION TECHNOLOGY ACT, 2000 AND ITS RULES

We uphold reasonable security practices as per Rule 8 of the SPI Rules and the Information Technology Act, 2000, reinforced by the Information Technology Amendment Act, 2008.

Stringent, globally accepted technology, managerial, technical, operational, and physical security standards are in place to protect personally identifiable information. Third-party cloud service providers (such as Google Cloud Services, Amazon Web Services, and GoDaddy) assure secure data management as per globally accepted best practices.

"Reasonable Security Practices" mandated by the Information Technology Act, 2000, and the SPI Rules are followed, ensuring care and control over IT and security operations, in alignment with relevant sections of the Act.

While security measures are comprehensive, no system is immune. We take all reasonable steps to ensure personal data transmission via secure HTTPS connections and employ encryption.

Information shared in public discussion areas on Cricketlinex Website(s)/Mobile Application(s) is publicly accessible.

Our Privacy Policy may change to incorporate necessary updates or comply with legal changes, maintaining consistency with collected information usage.

#### **COOKIES**

- To enhance user responsiveness, we employ "cookies" or similar tools, assigning each User a unique, random number ("User ID") for personalized experiences.
- Users may choose to accept or refuse cookies, impacting service accessibility.
- Advertisers using our platform may employ their cookies, beyond our control.

- Additional information about User devices may be obtained to improve experiences and offer personalized app suggestions.
- We assure no third-party sharing of User information, utilizing it only for enhancing experiences within Cricketlinex networks.
- Users can opt out of storing cookies and are informed of log file data collection.

## **INFORMATION FROM OTHER SOURCES**

- Information received from third-party sources may be added to account data, adhering to this Privacy Policy.
- Account information and orders provided to platform providers or partners may be shared.

## **DEMOGRAPHIC AND PURCHASE INFORMATION**

- Demographic and usage information may be used for targeted communication and promotions.
- Google Analytics assists in understanding User demographics and interests.

## **LINKS TO THIRD PARTY SITES / AD-SERVERS**

- Links to third-party websites/mobile applications adhere to their respective privacy policies.
- Information presented to advertisers is aggregated, preserving anonymity.
- Third-party advertising companies may use browsing information for targeted ads.
- We do not share Personal Information with third parties without consent, except as stated.

## **INFORMATION SHARING**

- Limited sharing of sensitive Personal Information may occur under specific circumstances.
- We may share information within group/affiliated companies for processing.
- Third-party advertising companies may use non-sensitive Personal Information for ad targeting.
- Information may be transferred if Cricketlinex merges or is acquired.

## **ACCESSING, UPDATING AND DELETION OF PERSONAL INFORMATION**

We provide access and correction of Personal Information as feasible.

- User identification and requested information are prerequisites for processing.
- Services are free, except for disproportionate efforts.
- Upon specific User request, Personal Information may be deleted.

**POLICIES CONCERNING CHILDREN**

We do not knowingly collect personal data from anyone under 16. We will delete such information upon identification.

**GRIEVANCE REDRESSAL MECHANISM**

Users with grievances can contact us for resolution. We provide clarification and information per User request.

Policy changes will be made in compliance with existing laws.

For more information or grievances, contact us through the provided email address/postal address.