

At Gratif, protecting the privacy of our visitors is a top priority for us. This Privacy Policy document outlines the types of information collected and recorded by Gratif and explains how we utilize this information.

If you have any additional questions or require more details about our Privacy Policy, please do not hesitate to reach out to us.

Please be aware that this Privacy Policy exclusively pertains to our online activities and is applicable to visitors to our website concerning the information they share and/or collect on Gratif. This policy does not extend to information collected offline or through channels other than this website.

## **Consent**

By utilizing our website, you are providing your consent to our Privacy Policy and agreeing to its terms.

## **Information We Collect**

The personal information requested from you, as well as the reasons for its collection, will be transparently communicated at the point when we request your personal information.

Should you choose to contact us directly, we may receive additional information about you, including your name, email address, phone number, the content of the message you send us, any attachments, and any other details you opt to provide.

When you register for an Account, we may request your contact details, encompassing items such as your name, company name, address, email address, and telephone number.

## **How We Utilize Your Information**

We employ the information we gather in various ways, including:

- Providing, operating, and maintaining our website
- Enhancing, personalizing, and expanding our website
- Comprehending and analyzing your usage patterns on our website
- Developing novel products, services, features, and functionalities
- Communicating with you directly or via our partners, including customer service, sending updates, and providing other information relevant to the website, as well as for marketing and promotional activities
- Sending emails
- Sending WhatsApp communications (Please refer to the WhatsApp Business Messaging Policy and WhatsApp Privacy Policy for more details)
- Identifying and preventing fraudulent activities

## **Log Files**

Gratif adheres to a standard practice of utilizing log files. These files record the actions of visitors when they access websites. This practice is common among hosting companies and is part of hosting services' analytics. The data collected via log files includes internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamps, referring/exit pages, and potentially the number of clicks. None of this information is linked to personally identifiable data. The purpose of collecting this data is to analyze trends, manage the site, track users' navigation on the website, and gather demographic information.

## **Cookies and Web Beacons**

Like most websites, Gratif employs 'cookies.' These cookies serve to store information, including visitor preferences and the specific pages on the website that visitors accessed or visited. This information is utilized to enhance user experiences by tailoring the content on our web pages based on browser types and other relevant information.

## **Privacy Policies of Advertising Partners**

To discover the Privacy Policy for each of Gratif's advertising partners, you can refer to the list provided.

## **Third-Party Privacy Practices**

Third-party ad servers or ad networks employ technologies such as cookies, JavaScript, or Web Beacons in their respective advertisements and links displayed on Gratif. These technologies are sent directly to users' browsers and automatically collect your IP address. Their primary purposes are to gauge the effectiveness of their advertising campaigns and/or tailor the advertising content you encounter on websites you visit.

Please be aware that Gratif has no access to or control over the cookies used by third-party advertisers.

## **Privacy Policies of Third Parties**

Our Privacy Policy at Gratif does not extend to other advertisers or websites. Therefore, we strongly recommend that you consult the Privacy Policies of these third-party ad servers for comprehensive information, which may include their practices and instructions on how to opt-out of specific choices.

You retain the option to disable cookies via your browser's individual settings. For more detailed insights into managing cookies with particular web browsers, refer to the respective websites of those browsers.

## **GDPR Data Protection Rights**

We want to ensure that you are fully informed about your data protection rights. Every user holds the following entitlements:

The right to access: You have the right to request copies of your personal data. It's possible that a small fee may apply for this service.

The right to rectification: You can request that we correct any information you believe to be inaccurate. Additionally, you can ask us to complete any information that you think is incomplete.

The right to erasure: Under certain conditions, you have the right to request the removal of your personal data.

The right to restrict processing: Under certain conditions, you can ask us to limit the processing of your personal data.

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 the transfer of the data we have collected to another organization or directly to you, under certain conditions.

Should you decide to make such a request, we are committed to responding within one month. To exercise any of these rights, please reach out to us.

## **Children's Information**

Another aspect of our commitment is safeguarding children's online activities. We encourage parents and guardians to actively participate in, monitor, and guide their children's online activities.

Gratif does not knowingly collect any Personal Identifiable Information from children under the age of 13. If you suspect that your child has provided such information on our website, please contact us immediately. We will make every effort to promptly remove such information from our records.

## REVISED PRIVACY POLICY

Your privacy matters to Mountainscale Pvt. Ltd. (“the company”, “Gratif”, “we” or “us”)

Our Privacy Policy explains how we gather, process, utilize, share and safeguard your information. Furthermore, it outlines the means by which you can access and modify your data, as well as make choices regarding its use.

Our Privacy Policy pertains to both 'online' and 'offline' activities. 'Online' activities encompass services accessible through the web and mobile platforms, including websites like <https://www.gratif.com/>, regardless of the device used for access. 'Offline' activities entail data collection via mailings, telephone communication, or in-person interactions. All these activities fall under the umbrella of 'Services,' which are primarily designed to facilitate photography services by connecting users with a network of photographers.

By accepting the Customer Terms and Conditions, you indicate your agreement with the provisions of this Privacy Policy. We encourage you to carefully peruse the following content to gain a comprehensive understanding of our privacy protocols. If you disagree with this Privacy Policy, please refrain from accepting the Customer Terms and Conditions or using our Services. It is crucial to note that this Privacy Policy is an integral part of the Customer Terms and Conditions.

If you have any inquiries pertaining to this Privacy Policy, please do not hesitate to reach out to us via the contact information provided on our website and/or mobile application.

### 1. DEFINITIONS

Unless otherwise provided in this Privacy Policy, the terms capitalized in the Privacy Policy shall have the meaning as provided hereunder:

- "Co-branded Services" refers to the services as defined in paragraph 4(c) here.
- "Device" denotes the device, be it a computer, mobile device, or any other used to access our Services.
- "Device Identifier" signifies the unique identifier for the Device, such as an IP address.
- "Mobile Application" indicates the application provided by us on your Device for accessing our Services.
- "Mobile Device Information" carries the definition provided in paragraph 2(d)(ii) here.
- "Gratif" stands for Mountainscale Private Limited, a company incorporated under the Companies Act, 2013, with its corporate office located at ....., Bangalore - 560 0.... This term includes our successors, affiliates, and permitted assigns unless context dictates otherwise.
- "Promotion" encompasses contests and other promotions offered by us.

- "Protected Information" refers to categories of information, including your name, email address, and mobile number, which could reasonably identify you personally.
- "TPSP" signifies a third-party service provider.
- "Usage Information" is defined as per paragraph 2(b)(i) here.

## 2. WHAT INFORMATION DO WE COLLECT?

### a. INFORMATION YOU PROVIDE TO US

We may request you to furnish us with certain Protected Information. We may collect these data through various channels and within different sections of our Services. This can include instances such as account registration forms, contact forms, or when you engage with us in any other manner. Upon registering for our Services, you establish a user profile. We will only request Protected Information that is relevant, lawful, and essential for the intended purposes of our Services. Currently, the data fields that may be solicited include:

- Full name
- Email
- Password
- Address
- Mobile phone number
- Zip code

### b. INFORMATION WE COLLECT AS YOU ACCESS AND USE OUR SERVICES

- Apart from the Protected Information, we, along with our TPSP (Third-Party Service Providers), employ various technologies to automatically gather specific data when you access or engage with our Services, referred to as "Usage Information." This may encompass details such as the web browser you're using, the web address that led you to our Services, the specific sections of our Services you visit, and the time of your interactions, among other things. Additionally, we collect your Device Identifier, which is a unique number assigned to your device when accessing our Services. Our systems identify your device by this unique identifier.
- For reservations made through our call center, Gratif may record calls and chat logs for quality assurance and training purposes.
- If you book a photography session through 'Gratif App,' we may collect information like your date, timing & location preferences, preferred photographic equipment, photographer details, service package details, and any related documents to facilitate the booking of a photoshoot.

- If you add an emergency contact (name and phone number) to your account or the Mobile Application, we store this contact information for sharing shoot details with that contact and for emergency purposes.
- When you refer a friend to our services, we collect and store the contact information (name and phone number) you provide to contact your friend for promotional purposes.
- Usage Information may be collected through cookies. If you prefer not to have information collected via cookies, your browser allows you to accept or reject them. Cookies can be disabled or managed through your web browser or device settings. However, disabling cookies may affect some features and the customization of information delivery within our Services. It's important to note that we cannot control the use of cookies (or the information they generate) by third parties, and their use of third-party cookies is not covered by our Privacy Policy.

#### c. INFORMATION FROM THIRD PARTIES

Occasionally, we may enhance the data we gather about you from our website, Mobile Application, or Services by incorporating data from external sources.

#### d. DATA COLLECTED VIA MOBILE APPLICATIONS

Our primary service delivery occurs through our Mobile Application. We may collect and utilize technical data and associated information, which includes but is not limited to device specifics, system and application software, and peripheral information. This data is periodically collected to facilitate the delivery of software updates, product support, and other related services (if any) associated with these Mobile Applications.

When you use any of our Mobile Applications, they may automatically gather and store certain information from your mobile device (referred to as 'Mobile Device Information'). This information, in addition to Device Information, may include:

- Your chosen language and country site (if applicable)
- Mobile device manufacturer and model
- Your mobile operating system
- The type of mobile web browsers you use
- Your geographic location
- How you interact with the Mobile Application and any linked websites, such as the frequency of using specific Mobile Application features, the time spent using it, your usage patterns, actions taken within the Mobile Application, and your engagement with its content.
- SMS/text message data, if you grant device permissions, for purposes such as issuing and receiving one-time passwords, device verification, and autofill of verification details during financial transactions, either through us or third-party

service providers. We adhere to applicable law and do not share or transfer SMS/text message data to any third party except as outlined in this Privacy Policy.

e. DATA COLLECTED BY THIRD-PARTY ADVERTISING ON GRATIF PLATFORMS

Gratif may display advertisements for third-party services or products on its website or mobile application.

### 3. USE OF INFORMATION COLLECTED

- Our primary objective in gathering your information is to enhance your experience when using the Services. We use your data to:
  - Monitor which features of the Services are most utilized.
  - Allow you to access your photoshoot booking history and rate the shoots.
  - Determine areas for improvement, including usage patterns and geographical locations where we should enhance services and features.
  - Upon your account registration, we will send a welcome email to verify your username and password, based on the Protected Information you provide.
- We collect data through our Mobile Application to:
  - Serve you the appropriate app version for your device.
  - Assist in troubleshooting.
  - Occasionally, for marketing purposes.
  - We use your Internet Protocol (IP) address for server diagnosis and website administration, without disclosing personal information.
- We send strictly service-related announcements when necessary, such as for temporary service suspensions. You can deactivate your account if you prefer not to receive these.
- Information gathered may be used to prevent, detect, and investigate violations of this Privacy Policy, terms of service, or terms of use for the Mobile Application, as well as fraud or chargeback issues.
- Geolocation data serves various purposes, such as identifying nearby photographers, calculating distance of location, sending promotions, and enabling information sharing.
- Furthermore, we may use your Protected Information or Usage Information to:
  - Provide requested information, services, or process transactions.
  - Enable your participation in Services' features like sweepstakes or promotions.
  - Communicate with you regarding Service usage and policy changes.
  - Utilize data for internal business and analytics purposes.
  - Share information with OEMs or third parties if you use their services through the Mobile Application.

- We may employ the information collected for targeted advertising based on browsing behavior. This involves displaying ads to individuals on other websites, using anonymous cookie IDs, without revealing personally identifiable information.

#### 4. HOW AND WHEN DO WE DISCLOSE INFORMATION TO THIRD PARTIES

We do not sell, rent, share, or trade your collected information except as disclosed in this Privacy Policy or when you provide your information. Below are situations in which information may be shared:

a. When You Agree to Receive Information from Third Parties:

You may have the option to receive information or marketing offers directly from third parties. If you agree to this, your Protected Information will be shared with these third parties, and their use of your data will be subject to their privacy policies. We are not responsible for their privacy practices, so it's essential to review their policies before agreeing to receive information from them. If you wish to stop communication from a third party, you should contact them directly.

b. Third Parties Providing Services on Our Behalf:

We employ third-party entities and individuals to assist in various aspects of our Services, such as photographers, video editors, graphic designers, OEMs, technical services providers, customer support, and more. These third parties may access user information, including Protected Information, solely for the purpose of providing these services. They are required to maintain the same level of data protection as us and are prohibited from using or disclosing your Protected Information for any other reason.

c. Co-Branded Services:

Certain parts of our Services, known as "Co-Branded Services," may be offered in partnership with third parties, such as sponsors or charities. These services may require you to share Protected Information with these third parties, and their identity will be disclosed. By registering for products or services through Co-Branded Services, you consent to sharing your information with both us and the third party. If you sign in to a Co-Branded Service with credentials from our Services, your Protected Information may be shared with the identified third parties for that service, subject to their posted privacy policies.

d. Contests and Promotions:

We may run Promotions through the Services that involve registration. By participating in a Promotion, you agree to comply with the official rules governing that Promotion, which may include specific requirements, such as allowing the Promotion sponsor to use your name, voice, or likeness for advertising purposes.



If you enter a Promotion, your Protected Information may be shared with third parties or made public in connection with the Promotion's administration, including winner selection, prize distribution, and legal requirements, as outlined in the Promotion's official rules.

e. Administrative & Legal Compliance:

We cooperate with government, law enforcement agencies, and private entities to uphold and adhere to legal requirements. Consequently, we may access, utilize, preserve, transfer, and disclose your information, including Protected Information, IP address, Device Information, or geo-location data, to government authorities, law enforcement, or private entities when we reasonably deem it necessary and appropriate:

- (i) To comply with applicable laws, regulations, subpoenas, government requests, or legal proceedings.
- (ii) To safeguard and uphold the Terms and Conditions governing online and mobile Services, as well as other relevant policies, including investigating potential violations.
- (iii) To protect the Company, our Services, or third-party interests, ensuring safety, rights, property, and security.
- (iv) To ensure public safety for any legitimate reason.
- (v) To detect, prevent, or address fraud, security, or technical concerns.
- (vi) To prevent or halt activities that we consider, or believe pose a risk of, illegal, unethical, or legally actionable behavior.

f. When You Share Information:

Protected Information may be collected and disclosed to third parties when you knowingly and intentionally upload, share, or transmit content from the Mobile Application. This includes content you upload, such as photos, reviews, comments, or information about yourself or your ride, which you choose to share through features provided on our Services. Such content will also be subject to the privacy policy of the platform or community to which you upload, share, or transmit it, whether it's an email, online community, website, or social media platform.

g. Business Transitions:

We may share your information, including Protected Information and Usage Information, with our parent company, subsidiaries, and affiliates for internal purposes related to business operations. Additionally, we reserve the right to disclose and transfer such information:

h. Market Research & Other Benefits:

Your information, including Protected Information and Usage Information, may be shared with third parties for various purposes, such as conducting market research, data analysis, customizing product or service offerings, enhancing our

products or Services, or providing additional benefits, products, or services to you.

i. **Sharing With Gratif Account Owners:**

If you use an account or profile associated with another party, we may share trip details with the profile owner. This can occur in scenarios like:

- (i) Using your employer's profile under a corporate arrangement.
- (ii) Utilising a shoot booked by a friend.

## **5. THIRD PARTY CONTENT AND LINKS TO THIRD PARTY SERVICES**

The Services may feature content provided by third parties, and these third parties may collect website usage data and your Device Identifier when web pages from any online or mobile Services are delivered to your browser. Additionally, while using the Services, you may be directed to other websites or applications operated and controlled by third parties beyond our control.

We are not responsible for the privacy practices of these third parties. For instance, clicking on a banner advertisement might redirect you away from our websites to a different site. These external websites may employ their own cookies, independently gather data, or request Protected Information. They may or may not have their own published privacy policies. We encourage you to take note when leaving our Services and to review the privacy statements of all third-party websites or applications before providing any Protected Information to them.

## **6. SOCIAL MEDIA FEATURES AND WIDGETS**

Our online and mobile Services may incorporate social media features like the Facebook Like button and widgets such as a "Share This" button or interactive mini-programs that operate on our online and mobile Services. These features may collect your IP address, photograph, the specific page you are visiting on our online or mobile Services, and may set a cookie to enable proper functionality. Social media features and widgets are either hosted by a third party or directly on our online Services. Your interactions with these features and widgets are governed by the privacy policy of the company providing them.

## **7. INFORMATION COLLECTED BY PHOTOGRAPHERS**

This Privacy Policy does not extend to the use of any information about you acquired by the photographer or the photographer's affiliated company while providing you with a photoshoot booked using the Services or through other means, except for information provided by us.

## 8. CHANGE OF INFORMATION AND CANCELLATION OF ACCOUNT

You are responsible for ensuring the accuracy of the information you provide to us, including your contact details submitted during account registration. If there are changes to your Protected Information or if you no longer wish to use our Services, you can correct inaccuracies or update your information on our member information page. Alternatively, you can contact us through the email address provided on our website or Mobile Application. We will make reasonable efforts to incorporate requested changes into our active databases as soon as practicable.

You also have the option to cancel or modify the communications you have chosen to receive from the Services. You can do this by following the instructions within an email or by logging into your user account and adjusting your communication preferences.

If, upon modifying or updating your information, we encounter difficulties providing you access to our Services due to insufficient or inaccurate information, we may, at our discretion, terminate your access. In such cases, we will send a written notice to your registered email address.

If you wish to cancel your account or request the cessation of information usage for service provision, please contact us via the email address specified on the trip bill you receive. We will retain your Protected Information and Usage Information, including geo-location, for as long as your account is active and as required to deliver our services. Even after account termination, we will retain this information as necessary to fulfill legal and regulatory obligations, resolve disputes, complete activities related to account cancellation, investigate or prevent fraud and other improper activities, enforce our agreements, and for other legitimate business purposes. After a certain period, your data may be anonymized and aggregated for analytical purposes, and we may retain it for as long as needed to effectively provide our Services.

## 9. SECURITY

We take extensive measures to secure the Protected Information and Usage Information we collect. This includes securely storing data in our databases and employing industry-standard security practices like encryption, firewalls, and SSL (Secure Socket Layers) to protect your information. Nevertheless, while encryption is highly effective, no security system is entirely impervious. We cannot guarantee the absolute security of our databases, nor can we assure that the information you transmit to us over the Internet or wireless communication will not be intercepted. Any information you send to the Company is done at your own discretion, and we strongly advise against disclosing your password to anyone.

#### 10. GRIEVANCE OFFICER

For matters related to this privacy policy or the use of your Protected Information or other data, Gratif designates the Gratif Support Manager as the grievance officer in accordance with the rules established under the Information Technology Act, 2000. You can reach the grievance officer at [support@gratif.com](mailto:support@gratif.com) to address any concerns or grievances you may have.

#### 11. CHANGES TO THE PRIVACY POLICY

We may periodically update this Privacy Policy to reflect changes in our information handling practices. Any modifications will take effect immediately upon the publication of the revised Privacy Policy. In the event of significant changes, we will notify you by email (sent to the email address you provided in your account) or through a notice on the Services before the changes become effective. We encourage you to regularly review this page for the most up-to-date information regarding our privacy practices.