

## **XYNTEO PRIVACY POLICY**

This privacy policy will explain how the project partners, namely Shell, Tata Trusts and Xynteo use the personal data collected from you when you use our website and SOD framework.

### **TOPICS:**

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- What are cookies?
- How do we use cookies?
- What types of cookies do we use?
- How to manage your cookies?
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us?
- How to contact the appropriate authorities?

### **WHAT DATA DO WE COLLECT?**

- Personal identification information (Name, email address, company name, etc.)
- All the information regarding the impact area entered in the tool as part of multiple choices

### **HOW DO WE COLLECT YOUR DATA?**

You directly feed the data during:

- Online and offline registration for our events/seminars/sessions
- Using the SOD Framework
- Voluntarily complete the forms for using the SOD Framework
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.
- We also use pixels from LinkedIn and Twitter to monitor where traffic is coming from. If you would like to opt-out of this, please reach out.

### **HOW WILL WE USE YOUR DATA?**

- Engage for further feedback and inputs on the information, tool and content on the website
- Email you with updates on the project, events, seminars, webinars etc.

### **HOW DO WE STORE YOUR DATA?**

- Xynteo, the Company, along with its Project Partners – Shell and Tata Trusts, will have access to the data furnished exclusively for the purposes of this website. Such data will be maintained by Xynteo as a Custodian. Confidentiality of such data shall be maintained by Xynteo at all times, until the same is in custody of Xynteo and the Project Partners for the afore-stated purposes.

### **MARKETING**

- Our Company would like to send you information about upcoming project, events, seminars, webinars, etc.
- If you have agreed to receive marketing, you may always opt out at a later date.

- You have the right at any time to stop project partners from contacting you for marketing purposes or giving your data to other members of the Our Company Group.
- If you no longer wish to be contacted for marketing purposes, please contact [team@ruralcollaboration.in](mailto:team@ruralcollaboration.in)

### WHAT ARE YOUR DATA PROTECTION RIGHTS?

Project partners 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 Our Company for 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 Our Company correct any information you believe is inaccurate. You also have the right to request Our Company to complete the information you believe is incomplete.
- The right to erasure – You have the right to request that Our Company erase your personal data, under certain conditions.
- The right to restrict processing – You have the right to request that Our Company restrict the processing of your personal data, under certain conditions.
- The right to object to processing – You have the right to object to Our Company's processing of your personal data, under certain conditions.
- The right to data portability – You have the right to request that Our Company 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 at our email: [team@ruralcollaboration.in](mailto:team@ruralcollaboration.in)

### PRIVACY POLICIES OF OTHER WEBSITES

The website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

### SECURITY OF YOUR INFORMATION

We have implemented commercially-reasonable, technical, administrative and physical safeguards to protect your information. Unfortunately, no data transmission over the internet or data storage system can be guaranteed to be 100% secure. However, if you have reason to believe that your use of the Services is no longer secure (e.g., username and password have been compromised), please contact us immediately at [team@ruralcollaboration.in](mailto:team@ruralcollaboration.in)

### USE OF ONLINE TRACKING TECHNOLOGIES

- When you use the Services, we along with our third party service providers may use Usage Information to more effectively understand how the Services are used and improve the usability of our Services.
- We use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google uses cookies to help us analyse how visitors use our Services. The information generated by the cookie about your use of our Services is generally transmitted to and stored on a Google server in the United States.
- Google will use this information for evaluating your use of the Services, compiling reports on website activity, and providing us with other analytic services relating to our Services. Google will not associate your IP address with any other data held by Google.
- You may manage and opt out of Google's use of cookies by visiting Google's Ads settings and selecting the appropriate settings in your browser. Please note that if you do so, you may not be able to use the full functionality of our Services. Alternatively, you can prevent Google's collection and use of data by downloading and installing the browser plugin available at: <https://tools.google.com/dlpage/gaoptout> and/or opt out by visiting

[www.networkadvertising.org/choices/](http://www.networkadvertising.org/choices/) or [www.youronlinechoices.com](http://www.youronlinechoices.com). For further information on Google's terms of use and data protection/privacy, please see <https://www.google.com/policies/privacy/>, <https://www.google.com/analytics/terms/us.html>, and <https://www.google.com/analytics/learn/index.html>

## USE OF COOKIES

When you use the Services, we may place a text file ("Cookie") in the browser of your computer. Cookies collect information such as the type of search engine used, the sections of the Website(s) visited, and other Website usage information. Cookies allow the Services to function by tracking the application state and authenticating You on each page on the services. You can refuse Cookies by disabling them in your Internet browser settings, typically under the sections "Help" or "Internet Options" or to [www.networkadvertising.org/choices/](http://www.networkadvertising.org/choices/) or [www.youronlinechoices.com](http://www.youronlinechoices.com). However, the Services may not function properly if Cookies are disabled.

## WHAT CONSTITUTES PERSONAL DATA?

Sensitive personal data or information. — Sensitive personal data or information of a person means such personal information which consists of information relating to;— (i) password; (ii) financial information such as Bank account or credit card or debit card or other payment instrument details ; (iii) physical, physiological and mental health condition; (iv) sexual orientation; (v) medical records and history; (vi) Biometric information; (vii) any detail relating to the above clauses as provided to body corporate for providing service; and (viii) any of the information received under above clauses by body corporate for processing, stored or processed under lawful contract or otherwise: provided that, any information that is freely available or accessible in public domain or furnished under the Right to Information Act, 2005 or any other law for the time being in force shall not be regarded as sensitive personal data or information for the purposes of these rules.

## CHANGES TO OUR PRIVACY POLICY

Our Company keeps its privacy policy under regular review and places any updates on this web page.

## HOW TO CONTACT US

If you have any questions about Our Company's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us. Email us at: [team@ruralcollaboration.in](mailto:team@ruralcollaboration.in)

## DISCLAIMER

*The Data provided by the Users of this website shall be true and correct. As noted above the User may exercise the option to rectify the personal information/details which are shared on this website. Xynteo/Company/Project Partners shall not be liable and/or responsible with regard to the correctness and/or otherwise of the personal information provided by the Users, for any purpose and/or in any manner whatsoever.*