

SENSIGHT LABS – PRIVACY POLICY

This Privacy Policy agreement was last updated: 21.05.2021.

Sensight Labs Private Limited ("Company") values your privacy. In this Privacy Policy ("Policy"), we describe the information that we collect about you when you visit the Company's platform ("Friendly Brands" or "Friendly Brands Club") and use the services available on Sensight Labs, and how we use and disclose that information.

If you have any questions or comments about the Privacy Policy, please contact us at privacy@friendlybrands.club. This Policy is incorporated into and is subject to the Sensight Labs Terms of Use, which can be accessed at <https://friendlybrands.club/termsfuse>. Your use of Friendly Brands and any personal information you provide on Friendly Brands remains subject to the terms of the Policy and Sensight Labs' Terms of Use.

In terms of the Information Technology (Intermediaries Guidelines) Rules, 2011 and the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011, any grievance or complaint may be intimated to Mr. Sreenadh Narayanan, Grievance Officer, who may be reached at sreenadh@sensightlabs.io. The complaint shall be redressed within a period of 1 (one) month.

A. Collection of Your Personal Information

1. COLLECTION OF PERSONAL INFORMATION

"Personal information" is defined to include information that whether on its own or in combination with other information may be used to readily identify or contact you such as: name, address, email address, phone number etc.

We collect personal information from Users offering their products and services. This information is partially or completely accessible to all Users using Friendly Brands, either directly or by submitting a request for a service. Users are required to create an account to be able to access certain portions of Sensight Labs, such as to submit questions, participate in polls or surveys, to request a quote, to place an order, and request information. Users, when they create and use an account with Sensight Labs, will be required to disclose and provide to the Company information including personal contact details, bank details, store details, personal identification details (such as PAN card, Aadhar card, phonebook, call logs etc.) and participate in polls or surveys or feedbacks etc. Such information gathered shall be utilized to ensure greater customer satisfaction and help a customer satiate their needs. The type of personal information that we collect from you varies based on your particular interaction with Sensight Labs.

If you are a User and would like to post any information about yourself, we will require you to register for an Account. During the Account registration process, we will collect your business name, telephone number, address, zip code, travel preferences, a description of your goods, a headline for your profile, first and last

name, and email address, if any. Other information may also be required to be provided to the Company whilst you avail and use Sensight Labs. In addition, you may, but are not required to, provide other content or information about your business, including photographs and videos. We also may also collect payment information, such as bank account details, from you.

The Company reserves the right to record the conversations between Users facilitated by Friendly Brands through the messaging/chat mechanism on the platform or the calls made through the virtual numbers provided to safeguard the privacy of Users. All the chat/messaging logs or call recordings can be used for including but not limited to monitor and prohibit abuse, safeguard the rights of Users, resolve disputes, etc.

If we deem it necessary, in our sole and absolute discretion, we may also ask for and collect supplemental information from third parties, such as information about your credit from a credit bureau (to the extent permitted by law), or information to verify any identification details you provide during registration.

2. COLLECTION OF AUTOMATIC INFORMATION, USE OF COOKIES AND OTHER TRACKING DEVICES

We and our third party service providers, which include ad networks, use cookies, web beacons, and other tracking technologies to collect information about your use of Friendly Brands, such as your browser type, your ISP or operating system, your domain name, your access time, the URL of the previous website you visited, your page views, your IP address, and the type of device that you use. We also track how frequently you visit Friendly Brands. We use this information (including the information collected by our third party service providers) for website analytics (including to determine which portions of Friendly Brands are used most frequently, what our users like/do not like), to assist us in determining relevant advertising (both on and off our Sensight Labs), to evaluate the success of our advertising campaigns, and as otherwise described in this policy. Currently, we do not honour browser requests not to be tracked.

We may obtain your device ID, which is sent to the Company's servers and used in fraud prevention efforts.

Cookies. We and our third party service providers collect information from you by using cookies. A cookie is a small file stored on a user's computer hard drive containing information about the user. The cookie helps us analyze web traffic or informs you about your use of a particular website. Cookies allow web applications to respond to you as an individual, tailoring their operations to your needs, likes and dislikes by gathering and remembering information about your preferences. When you visit Friendly Brands, we may send one or more cookies (i.e., a small text file containing a string of alphanumeric characters) to your computer that identifies your browser.

Some of these cookies may be connected to third-party companies or websites. The terms of use of such cookies are governed by this Policy and the privacy policy of the relevant third party company or website. For example, Google measures the

performance of advertisements by placing cookies on your computer when you click on ads. If you visit Friendly Brands when you have such cookies on your computer, we and Google will be able to tell that you saw the ad delivered by Google. The terms of use of these cookies are governed by this Policy and Google's Privacy Policy.

Disabling Cookies. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you disable cookies you may be prevented from taking full advantage of Friendly Brands because it may not function properly if the ability to accept cookies is disabled.

Clear GIFs, pixel tags and other technologies. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (a.k.a. web beacons, web bugs or pixel tags), in connection with Friendly Brands to, among other things, track the activities of Friendly Brands visitors, help us manage content, and compile statistics about Friendly Brands usage. We and our third party service providers also use clear GIFs in HTML emails to our Visitors, to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

B. How the Company Uses the Information We Collect

1. HOW PERSONAL INFORMATION IS USED

We collect your personal information and aggregate information about the use of Friendly Brands to better understand your needs and to provide you with a better Friendly Brands experience. Specifically, we may use your personal information for any of the following reasons:

- To provide our services to you, including registering you for our services, verifying your identity and authority to use our services, and to otherwise enable you to use Friendly Brands;
- For customer support and to respond to your inquiries;
- For internal record-keeping purposes;
- To process billing and payment, including sharing with third party payment gateways in connection with Friendly Brands;
- To improve and maintain Friendly Brands (for example, we track information entered through the "Search" function; this helps us determine which areas of Friendly Brands users like best and areas that we may want to enhance; we also will use for trouble-shooting purposes, where applicable);
- To periodically send promotional emails to the email address you provide regarding new products on Friendly Brands, special offers on Friendly Brands or other information about Friendly Brands that we think you may find interesting;
- To contact you via email, telephone, facsimile or mail, or, where requested, by text message, to deliver certain services or information you have requested;
- For the Company's market research purposes, including, but not limited to, the customization of Friendly Brands according to your interests;

- We may use your demographic information (i.e., age, postal code, residential and commercial addresses, and other various data) to more effectively facilitate the promotion of goods and services to appropriate target audiences and for other research and analytical purposes;
- To resolve disputes, to protect ourselves and other users of Friendly Brands, and to enforce our Terms of Use;
- We also may compare personal information collected through Friendly Brands to verify its accuracy with personal information collected from third parties; and
- We may combine aggregate data with the personal information we collect about you.

From time to time, the Company may use personal information for new and unanticipated uses not previously disclosed in our Privacy Policy. If our information practices change regarding information previously collected, the Company shall make reasonable efforts to provide notice and obtain the consent of any such uses as may be required by law.

It is further clarified that your registration on Friendly Brands shall be deemed to be your consent to be contacted for the purposes mentioned above, (i) on the mobile number shared by you even if you are registered with the National Customer Preference Register (NCPR) and have opted out of receiving promotional calls and messages and (ii) by way of SMS or email notifications or messages in any other electronic form.

C. Electronic Newsletters, Invitations, Polls and Surveys

At our sole discretion, the Company may offer any of the following free services Friendly Brands, which you may select to use or receive at your option. Certain of the following services may require you to provide additional personal information as detailed below:

1. ELECTRONIC NEWSLETTERS

We may offer a free electronic newsletter to users. We will gather the email addresses of users who sign up on Friendly Brands for the newsletter mailing list. Users may remove themselves from this mailing list by opting out of receiving newsletters during the registration process, by following the link provided in each newsletter that points users to a subscription management page where the user can unsubscribe from receiving newsletters or by changing their preferences in their profile settings page.

2. "SEND TO A FRIEND"

Friendly Brands users can voluntarily choose to electronically forward a link, page, or document to someone else by clicking "send to a friend." To do so, the user must provide his or her email address, as well as the email address of the recipient. The user's email address is used only in the case of transmission errors and, of course, to let the recipient know who sent the email. The information is not used for any other purpose.

3. POLLING

We may offer interactive polls to users so they can easily share their opinions with other users and see what our audience thinks about important issues, services, and/or Friendly Brands. Opinions or other responses to polls are aggregated and are not identifiable to any particular user. We may use a system to "tag" users after they have voted, so they can vote only once on a particular question. This tag is not correlated with information about individual users.

4. SURVEYS

We may conduct user surveys from time to time to better target our content to our Friendly Brands users. We will not share individual responses from these surveys with any third party. We will share aggregate data with third party service providers, partners, and other third parties. We also will post aggregate data containing survey responses on Friendly Brands; that data may be viewed and downloaded by other users of Friendly Brands.

D. Security

We employ procedural and technological security measures, which are reasonably designed to help protect your personal information from unauthorized access or disclosure. The Company may use encryption, passwords, and physical security measures to help protect your personal information against unauthorized access and disclosure. No security measures, however, are 100% complete. Therefore, we do not promise and cannot guarantee, and thus you should not expect, that your personal information or private communications will not be collected and used by others. You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. The Company is not responsible for the unauthorized use of your information or for any lost, stolen, compromised passwords, or for any activity on your Account via unauthorized password activity.

E. Disclosure

We may share the information that we collect about you, including your personal information, as follows:

1. INFORMATION DISCLOSED TO PROTECT US AND OTHERS

We may disclose your information including Personal Information if: (i) the Company reasonably believes that disclosure is necessary in order to comply with a legal process (such as a court order, search warrant, etc.) or other legal requirement of any governmental authority, (ii) disclosure would potentially mitigate our liability in an actual or potential lawsuit, (iii) reasonably necessary to enforce this Privacy Policy, our Terms of Use etc. (iv) disclosure is intended to help investigate or prevent unauthorized transactions or other illegal activities, or (v) necessary or appropriate to protect our rights or property, or the rights or property of any person or entity.

2. INFORMATION DISCLOSED TO THIRD PARTY SERVICE PROVIDERS AND BUSINESS PARTNERS

We may contract with various third parties for the provision and maintenance of Friendly Brands and our business operations, and the Company may need to share your personal information and data generated by cookies and aggregate information (collectively, "information") with these vendors and service agencies. For example, we may provide your information to a credit card processing company to process your payment. The vendors and service agencies will not receive any right to use your personal information beyond what is necessary to perform its obligations to provide the services to you. If you complete a survey, we also may share your information with the survey provider; if we offer a survey in conjunction with another entity, we also will disclose the results to that entity.

3. DISCLOSURE TO OTHER USERS OF FRIENDLY BRANDS

If you are a User, the information that you post (other than your payment information) is available to other users of Friendly Brands, unless otherwise requested by you. Comments that users post to Friendly Brands also will be available to other visitors to Friendly Brands (see our discussion of User Generated Content below). In addition, we will post the results (in aggregate form) of surveys to Friendly Brands.

4. INFORMATION DISCLOSED TO LAW ENFORCEMENT OR GOVERNMENT OFFICIALS

We will disclose your information, including, without limitation, your name, city, state, telephone number, email address, user ID history, quoting and listing history, and fraud complaints, to law enforcement or other government officials if we are required to do so by law, regulation or other government authority or otherwise in cooperation with an investigation of a governmental authority.

5. IN THE EVENT OF A CHANGE OF CONTROL OR BANKRUPTCY

In the event that the Company undergoes a change in control, including, without limitation, a merger or sale of all or substantially all of the Company's assets to which Friendly Brands relates or other corporate reorganization in which the Company participates, and is thus merged with or acquired by a third party entity (a "Successor"), the Company hereby reserves the right to transfer the information we have collected from the users of Friendly Brands to such Successor.

In addition, in the event of the Company's bankruptcy, reorganization, receivership, or assignment for the benefit of creditors, or the application or laws or equitable principles affecting creditors' rights generally, the Company may not be able to control how your information is transferred, used, or treated and reserves the right to transfer the information we have collected from the users of Friendly Brands to non-affiliated third parties in such event.

6. INFORMATION DISCLOSED AT YOUR REQUEST

We may share your personal information with other Registered Users to whom you explicitly ask us to send your information or if you explicitly consent to such disclosure upon receipt of a specific service. For instance, when you contract for a specific good with another Registered User, the Company will send that Registered User a notice that includes the personal information that you have chosen to allow the Company to reveal to users with whom you contract.

F. Links to External Websites

Friendly Brands may contain links to other websites or resources over which the Company does not have any control. Such links do not constitute an endorsement by the Company of those external websites. You acknowledge that the Company is providing these links to you only as a convenience, and further agree that the Company is not responsible for the content of such external websites. We are not responsible for the protection and privacy of any information which you provide while visiting such external websites and such sites are not governed by this Policy. Your use of any external website is subject to the terms of use and privacy policy located on the linked to external website.

G. Updating, Deleting and Correcting Your Personal Information

You may choose to restrict the collection or use of your personal information in the following ways:

You can review, correct and delete your personal information by logging into Friendly Brands. You must promptly update your personal information if it changes or is inaccurate. Typically, we will not manually alter your personal information because it is very difficult to verify your identity remotely. Nonetheless, upon your request we will close your Account and remove your personal information from view as soon as reasonably possible based on your Account activity and in accordance with applicable law. We do retain information from closed Accounts in order to comply with the law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigations of any User, enforce our Terms of Use, and take any other actions otherwise permitted by law that we deem necessary in our sole and absolute discretion. You should understand, however, that once you publicly post a Order, Feedback etc., or any other information onto Friendly Brands, you may not be able to change or remove it. Once we have deleted or removed your Account, you agree that the Company shall not be responsible for any personal information that was not included within your deleted and/or removed Account that remains on Friendly Brands.

H. What Choices Do I Have Regarding Use of My Personal Information?

We may send periodic promotional or informational emails to you. You may opt-out of such communications by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out of receiving emails about recommendations or other information we think may interest you, we may still send you emails about your Account or any services you have requested or received from us.

I. Third-Party Ad Networks

We participate in third party ad networks that may display advertisements on other websites based on your visits to Friendly Brands as well as other websites. This enables us and these third parties to target advertisements by displaying ads for products and services in which you might be interested. Third party ad network providers, advertisers, sponsors and/or traffic measurement services may use cookies, JavaScript, web beacons (including clear GIFs), Flash LSOs and other technologies to measure the effectiveness of their ads and to personalize advertising content to you. These third party cookies and other technologies are governed by each third party's specific privacy policy, and not by this Policy. We may provide these third-party advertisers with information about your usage of Friendly Brands and our services, as well as aggregate or non-personally identifiable information about visitors to Friendly Brands and users of Friendly Brands.

J. Your Full Name and Use of Company Information

1. YOUR FULL NAME

As a User of Friendly Brands you will select a full name during the registration process. All of your activities on Friendly Brands will be traceable to your full name. Certain other people, including other Registered Users with whom you have transacted business via Friendly Brands, can see a large part of your activity on Friendly Brands. If you book a good with a User, cancel a scheduled good purchase with a User, receive a response to your enquiry from a User, the Company may send a notice to you or the appropriate User that includes your full name. Thus, if you associate your real name with your full name, the people to whom you have revealed your name may be able to personally identify your activities.

2. USING INFORMATION FROM THE COMPANY

Friendly Brands facilitates your sharing of personal information with others in order to negotiate, sell, and purchase the goods. If you agree to contract for a service with another User, you may need to reveal your name, email, phone number, or personal address to that individual so that the goods may be delivered. Please respect the privacy of others. You agree to use the information of other users solely for the following purposes: (a) Friendly Brands transaction related purposes; and (b) using services offered through Friendly Brands.

3. ACCOUNT PROTECTION

Your password is the key to your Account. When creating your password you should use unique numbers, letters, special characters, and combinations thereof. In addition, DO NOT disclose your password to anyone. If you do share your password or your personal information with others, you are solely responsible for all actions taken via your Account. If you lose control of your password, you may lose substantial control over your personal information and be subject to legally binding actions taken on your behalf. Thus, IF YOUR PASSWORD HAS BEEN COMPROMISED FOR ANY REASON, YOU MUST IMMEDIATELY NOTIFY THE COMPANY TO CHANGE YOUR PASSWORD.

K. User Generated Content

We invite you to post content on Friendly Brands, including your comments, feedback, pictures, and any other information that you would like to be available on Friendly Brands. If you post content to Friendly Brands, all of the information that you post will be available to all visitors to Friendly Brands. If you post your own content on Friendly Brands, your posting may become public and the Company cannot prevent such information from being used in a manner that may violate this Policy, the law, or your personal privacy.

L. Privacy Policy Updates

THIS POLICY IS CURRENT AS OF THE EFFECTIVE DATE SET FORTH ABOVE. THE COMPANY MAY, IN ITS SOLE AND ABSOLUTE DISCRETION, CHANGE THIS POLICY FROM TIME TO TIME BY UPDATING THIS DOCUMENT. THE COMPANY WILL POST ITS UPDATED POLICY ON FRIENDLY BRANDS ON THIS PAGE. THE COMPANY ENCOURAGES YOU TO REVIEW THIS POLICY REGULARLY FOR ANY CHANGES. YOUR CONTINUED USE OF FRIENDLY BRANDS AND/OR CONTINUED PROVISION OF PERSONAL INFORMATION TO US WILL BE SUBJECT TO THE TERMS OF THE THEN-CURRENT POLICY.