

PRIVACY NOTICE

INTRODUCTION

Your privacy is important to us and Aditya Birla Management Corporation Private Ltd ('ABMCPL') is committed to protect the same. We have adopted the following Privacy Policy, which is applicable to all personally identifiable information ('PII') that you provide to ABMCPL through www.adityabirlabizlabs.com (the "Website"). You must also review and accept our Website Terms of Use as it is also applicable and govern your use of the Website.

This Privacy Policy does not apply to any PII that you may provide to third parties (including the Aditya Birla Group Entities), such as through other sites linked to the Website. Please be aware that if you choose to visit such third party sites, you should contact such third parties directly to determine their respective privacy policies because that third party's privacy policy and not our Website's will govern your activities and any PII you disclose while visiting the third party site.

This privacy policy explains the purposes for which ABMCPL processes your PII through its Website.

PURPOSE OF COLLECTION AND PROCESSING

We may collect your title, name, gender, date of birth, email address, mobile number, location and other personally identifiable information that you submit on the Website ("Personally Identifiable Information") to provide you:

- a. a smooth, efficient and customized experience;
- b. to enable Aditya Birla Group Entities to reach out to you in relation to programmes managed by them or products or services offered by them;
- c. to enable us to improve products & services, as well as of the Aditya Birla Group entities,
- d. to process your requests (such as replying to your queries or complaints);
- e. to evaluate your candidature for prospective career opportunities with us;
- f. to drive marketing campaign, promotional communications for which you have consented;
- g. to protect our vital interest

The PII collected for the aforesaid purposes will not be posted in areas of the Website viewable by the public or users of the site.

How We Collect Your Personal Data:

We collect Data in the following ways:

- A. PII is given to us by you; and
- B. PII is collected automatically pursuant to your visit to the Website.

A. Data shared by You

ABMCPL may collect your PII in several ways from your use of this Website, for instance:

- a. when you contact us through the Website (through any form vis. e-mail address, hyperlink or social media address posted therein);
- b. when you register with us.
- c. When you upload your content/material on our website;
- d. when you complete surveys conducted by or for us;
- e. when you elect to receive any communications (including any newsletter, promotional offers) from us and
- f. information as may be voluntarily provided by you

B. Data that is Collected Automatically

We automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation and includes your IP address and the way you use and interact with its content, namely:

- a. Our web servers or affiliates who provide analytics and performance enhancement services collect IP address, operating system details, browsing details, device details and language settings. This information is aggregated to measure the number of visits, average time spent on the site, pages viewed and similar information. ABMCPL uses this information to measure the site usage, improve content and to ensure safety and security, as well enhance performance of the Website.
- b. We may collect your PII automatically via Cookies, in line with the cookie settings on your browser. For more information about Cookies, please see the section below, titled "Cookies".

Use of Cookies

This website may place and access certain Cookies on your computer and uses them to improve your experience of using the Website. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser. The Website collects the following Cookies:

Type of Cookie	Purpose
_utma, _utmb, _utmc, _utmz, display_features_cookie	Google Analytics is used on the Websites to track visitor traffic and site performance traffic by collecting anonymous information about the average time spent on the website, the pages viewed and other relevant usage statistics. To opt out of being tracked by Google Analytics visit: https://tools.google.com/dlpage/gaoptout

TRANSFER OF PERSONALLY IDENTIFIABLE INFORMATION TO ADITYA BIRLA GROUP ENTITIES

The www.adityabirlabizlabs.com is designed to give you a view of innovation at Aditya Birla Group. To enable us to provide you a seamless experience and possible business opportunities, we may have to share your PERSONALLY IDENTIFIABLE INFORMATION (PII) with Aditya Birla Group Entities, including but not limited to

those listed on <https://www.adityabirla.com/businesses>. To the extent that these entities have access to your PII, we will ask them to treat it at least as protectively as they treat personally identifiable information they obtain from their other authorized sources. It is possible that any of the Aditya Birla Group Entity or a combination of them could merge with or be acquired by another business entity. Should such a combination occur, you should expect that ABMCPL would share some or all of your PII in order to continue to maintain and provide access to the Website.

TRANSFER OF PERSONALLY IDENTIFIABLE INFORMATION

The PII that we collect from you may be transferred to and stored at locations that may or not be in India. It may also be processed by staff operating outside the territory of India, who work for or are engaged by ABMCPL.

LINKS TO OTHER WEBSITES

Our Website has links that redirects you to our social networking pages such of Facebook, Twitter, LinkedIn, YouTube and others that may be added from time to time. Your visits and activity thereon vis-à-vis those portals shall be governed by their own privacy policies applicable for visiting their sites. Please go through their privacy policies to get information on their Privacy Practices.

PARTNER

To enable us to provide you enhanced and secured user experience, we may enter into contract with various third party vendors from time to time. Such engagement may involve sharing of your PII. To the extent a third party has access to your PII, we will ask them to treat it at least as protectively as they treat personally identifiable information they obtain from their other authorized sources.

We do not market or sell your personal data to any third party.

DATA RETENTION POLICY

We will retain data for a reasonable time and/or as may be statutorily required to be maintained as per applicable law/ or arising out of legitimate purposes. We shall take reasonable steps to destroy or permanently de-identify PII that is no longer needed, including that processed by third party vendors engaged by the Company from time to time.

REGULATORY OBLIGATIONS

Due to the existing regulatory environment, we cannot ensure that all of your Personal Information will never be disclosed in ways not otherwise described in this Privacy Policy. By way of example (without limiting the foregoing), we may be required to disclose your PII to the government, law enforcement agencies, etc.

DATA SECURITY

To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access. We are committed to protecting your PII in our custody and have taken reasonable steps to ensure appropriate physical, technical and managerial safeguards are in place to protect your Personal Data from unauthorized access, alteration, transmission and deletion. We use encryption at relevant points to protect your data. We have a process for regularly testing the effectiveness of our technical and organisational measures for ensuring the security of the processing.

DISCLAIMER

To protect your privacy, as stated above, we will take best efforts and adopt best Industry Standards Information Practice, however you understand that 100% security does not exist over internet. You are responsible for protecting your PII and you should not share your login credentials and/or leave your personal devices unattended while you are accessing the Website, etc. The Company does not guarantee and you should not expect in the event of malware attack or negligence on your part that your Personal Information will remain private.

YOUR CONSENT

By accepting this Privacy Policy and our Terms, you expressly consent to our use and disclosure of your Personal Information in the manner prescribed in this Privacy Policy.

RIGHTS UNDER APPLICABLE LAWS:

We are processing your personal data basis the consent you have provided by accepting this Privacy Policy.

We acknowledge your right to access, rectification, erasure, restriction of the processing, data portability and object to the processing of your personal data. However, these rights are not absolute in nature and are subjected to contract, applicable legislation, record keeping requirement under applicable statutes, ongoing disputes or potential disputes ABMCPL may foresee. To exercise these rights with respect to your personal data you may contact bizlabs@adityabirla.com.

In the event of any misconduct/fraud/cybercrime, etc. on your part, the Company shall be at liberty to use your PII as evidence in the Court of law and shall also be entitled to carry out investigations/inquiries as it deems fit with the help of private agencies or authorities as it deems fit. By you consenting to this Notice, you agree to sharing of your PII for the aforesaid purposes and understand that exercise of your rights to that extent shall be restricted.

QUESTIONS AND GRIEVANCES/ RIGHT TO LODGE A COMPLAINT

In the event, you are of the view that your personal data is not processed in accordance with the purposes as disclosed in this Privacy Policy or if you have any query related to your privacy of information or in relation to your rights under applicable law, please feel free to contact us at: bizlabs@adityabirla.com

NOTIFICATION OF CHANGES

ABMCPL expressly reserves at its sole discretion the right to change this Privacy Policy periodically in the future without prior notice to the Users. User shall review our Privacy Policy regularly to be sure you are fully updated with our practices and procedures in this area.

.....XX.....