

Privacy Policy - Esperanza Tech Private Limited

Introduction:

Esperanza Tech Private Limited (hereinafter "ESPERANZA TECH ") recognizes the importance of privacy of its users and also of maintaining confidentiality of information provided by its users.

This Privacy Policy provides for the practices for handling and securing user's Personal Information (defined hereunder) by ESPERANZA TECH and its subsidiaries and affiliates.

This Privacy Policy is applicable to persons who purchase / intend to purchase / inquire about any product(s) and / or service(s) made available by ESPERANZA TECH ('User') through any of ESPERANZA TECH customer interface channels including website, mobile site, mobile app & offline channels including call centers and offices (collectively referred herein as "**Sales/Service Channels**").

For the purpose of this Privacy Policy, wherever the context so requires "you" or "your" shall mean User and the term "we", "us", "our" shall mean ESPERANZA TECH . For the purpose of this Privacy Policy, Website means the website(s), mobile site(s) and mobile app(s).

By using or accessing the Website or other Sales/Service Channels, the User hereby agrees with the terms of this Privacy Policy and the contents herein. If you disagree with this Privacy Policy please do not use or access our Website or other Sales Channels.

This Privacy Policy does not apply to any website(s), mobile sites and mobile apps of third parties, even if their websites/products are linked to our Website. User should take note that information and privacy practices of ESPERANZA TECH business partners, Franchises, advertisers, sponsors or other sites to which ESPERANZA TECH provides hyperlink(s), may be materially different from this Privacy Policy. Accordingly, it is recommended that you review the privacy statements and policies of any such third parties with whom they interact.

This Privacy Policy is an integral part of your User Agreement with ESPERANZA TECH and all capitalized terms used, but not otherwise defined herein, shall have the respective meanings as ascribed to them in the User Agreement.

TYPE OF INFORMATION (WE COLLECT)

"**Personal Information**" of User shall include the information shared by the User and collected by us for the following purposes:

Registration on the Website: Information which you provide while subscribing to or registering on the Website, including but not limited to information about your personal identity such as name , gender, age, Class, School, admissions, tuition requirement etc., your contact details such as your email address, postal addresses, telephone (mobile or otherwise) and fax numbers. The information may also include information such as your banking details (including credit/debit card) and any other information relating to your income and/or lifestyle; billing information payment history etc. (as shared by you).

Other information: We may also collect some other information including but not limited to,

- Transactional history (other than banking details) about your e-commerce activities, buying behavior.
- Your usernames, passwords, email addresses and other security-related information used by you in relation to our Services.
- Data either created by you or by a third party and which you wish to store on our servers such as image files, documents etc.
- Data Received from any third party including social media channels, including but not limited to personal or non-personal information from your linked social media channels (which include

but are not limited to name, email address, friend list, profile pictures or any other information that is permitted to be received as per your account settings) as a part of your account information.

HOW WE USE YOUR PERSONAL INFORMATION:

The Personal Information collected maybe used in the following manner:

While making a School Admission/ Demo/Registration/ Fee Payment

While making a booking, we may use Personal Information including, cardholder names, credit/debit card number (in encrypted form) with expiration date, banking details, wallet details etc. as shared and allowed to be stored by you. We may also use the information of use list as available/linked with your account. This information is presented to the User at the time of making a booking to enable you to complete your bookings expeditiously.

We may also use your Personal Information for several reasons including but not limited to:

- keep you informed of the transaction status;
- send booking confirmations;
- send any updates or changes w.r.t your booking
- allow our customer service to contact you, if necessary
- customize the content of our website, mobile site and mobile app;
- request for reviews of products or services or any other improvements;
- send verification message(s) or email(s).

Surveys:

We value opinions and comments from our Users and frequently conduct surveys, both online and offline. Participation in these surveys is entirely optional. Typically, the information is aggregated, and used to make improvements to Website, other Sales/Service Channels and its services and to develop appealing content, features and promotions for members. Survey participants are anonymous unless otherwise stated in the survey.

Marketing Promotions, Research and Programs:

Marketing promotions, research and programs help us to identify your preferences, develop programs and improve user experience. ESPERANZA TECH sponsors promotions to give its Users the opportunity to win rewards. Personal Information collected by us for such activities may include contact information and survey questions. We use such Personal Information to notify winners and survey information to develop promotions and product improvements. As a registered User, you will also occasionally receive updates from us about special offers, new ESPERANZA TECH services, and marketing programs.

In addition, you may look forward to receiving periodic marketing emails, newsletters and exclusive promotions offering special deals.

From time to time we may add or enhance services available on the Website. To the extent these services are provided, and used by you, we will use the Personal Information you provide to facilitate the service requested. For example, if you email us with a question, we will use your email address, name, nature of the question, etc. to respond to your question. We may also store such Personal Information to assist us in making the Website the better and easier to use for our Users.

COOKIES AND SESSION DATA:

Cookies

Cookies are small pieces of information that are stored by your browser on your device's hard drive.

ESPERANZA TECH use of cookies is similar to that of any other reputable online companies. No Personal Information about User is gathered or stored in the cookies placed by a website or mobile site and, as a result, none can be passed on to any third parties. Cookies allow us to serve you better and more efficiently. ESPERANZA TECH uses cookies to personalize your experience on the Website and the advertisements that maybe displayed.

Cookies also allow ease of access, by logging you in without having to type your login name each time (only your password is needed); we may also use such cookies to display any advertisement to you while you are on the Website or to send you a offers (or similar emails – provided you have not opted out of receiving such emails). Focusing on destinations which may be of your interest. None of this information is passed to any third party, and is used solely by us to provide you with a better user experience on the Website.

A cookie may also be placed by our advertising server. Such cookies are used only for purposes of tracking the effectiveness of advertising served by us on our Website. Similarly, a cookie may be placed by our third party advertising companies or advertisement providers or servers. These companies may use aggregated statistics about your visits to the Website in order to provide advertisements about goods and services that may be of potential interest to you. The information they collect does not include your Personal Information.

The third party advertising companies or advertisement providers may also employ technology that is used to measure the effectiveness of the advertisements. All such information is anonymous. This anonymous information is collected through the use of a pixel tag, which is an industry standard technology and is used by all major websites. They may use this anonymous information about your visits to the Website in order to provide advertisements about goods and services of potential interest to you. No Personal Information is collected during this process. The information so collected during this process, is anonymous, and does not link online actions to a User.

Most web browsers automatically accept cookies. Of course, by changing the options on your web browser or using certain software programs, you can control how and whether cookies will be accepted by your browser. ESPERANZA TECH supports your right to block any unwanted Internet activity, especially that of unscrupulous websites. However, blocking ESPERANZA TECH cookies may disable certain features on the Website, and may make it impossible to purchase or use certain services available on the Website. Please note that it is possible to block cookie activity from certain websites while permitting cookies from websites you trust.

Automatic Logging of Session Data:

Each time you access the Website your session data gets logged. Session data consists of the User IP address, operating system and type of browser software being used and the activities conducted by the User while on the Website. We collect session data because it helps us analyze User choices, browsing pattern including the frequency of visits and duration for which a User is logged on. It also helps us diagnose problems with our servers and lets us better administer our systems. The aforesaid information cannot identify any User personally. However, it is possible to determine a User's Internet Service Provider (ISP), and the approximate geographic location of User's point of connectivity from the IP address.

WITH WHOM YOUR PERSONAL INFORMATION IS SHARED:

Service Providers/Suppliers:

Your information shall also be shared with relevant end service providers. You may note that while making a booking with ESPERANZA TECH you authorize us to share your information with the said service providers/suppliers. However, how the said service providers/suppliers use the information shared with them is beyond the purview of ESPERANZA TECH . You are therefore advised to review the privacy policies of the respective service provide/supplier whose services you choose to avail.

ESPERANZA TECH does not sell or rent individual customer names or other Personal Information of Users to third parties except sharing of such information with our business / alliance partners or vendors who are engaged by us for providing various referral services and for sharing promotional and other benefits to our customers from time to time basis their booking history with us.

Companies under the same corporate entity

In the interests of improving personalization and service efficiency, we may, under controlled and secure circumstances, share your Personal Information with our affiliates, associate companies, our subsidiary or holding company or a subsidiary of our holding company or an entity which controls, is controlled by or is under common control.

If the assets of ESPERANZA TECH are acquired, our customer information will most likely also be transferred in connection with such acquisition. In addition, as part of business expansion/development/restructuring or for any other reason whatsoever, if we decide to sell/transfer/assign our business, any part thereof, any of our subsidiaries or any business units, then as part of such restructuring exercise customer information including the Personal Information collected herein shall be transferred accordingly.

Business Partners/Third Party Vendors

We may also share certain filtered Personal Information to our business partners who may contact the customers to offer certain products or services (which may include free or paid products / services) which will enable the customer to have better school/tuition experience or to avail certain benefits specially made for ESPERANZA TECH customers. Examples of such partners are entities offering tuition services, outdoor sporting academies, fitness centres, special education schools, other indoor and outdoor activity centres etc..

ESPERANZA TECH may share your Personal Information to third party that ,ESPERANZA TECH may engage to perform certain tasks on its behalf, including but not limited to payment processing, data hosting, and data processing platforms.

We use non-identifiable Personal Information of Users in aggregate form to build higher quality, more useful online services by performing statistical analysis of the collective characteristics and behavior of our customers and visitors, and by measuring demographics and interests regarding specific areas of the Website. We may provide anonymous statistical information based on this data to suppliers, advertisers, affiliates and other current and potential business partners. We may also use such aggregate data to inform these third parties as to the number of people who have seen and clicked on links to their websites. Any Personal Information which we collect and which we may use in an aggregated format is our property. We may use it, in our sole discretion and without any compensation to you, for any legitimate purpose including without limitation the commercial sale thereof to third parties

Occasionally, ESPERANZA TECH will hire a third party for market -research surveys and contest - entry processing and will provide information to these third parties specifically for use in connection with these projects. The information (including aggregate cookie and tracking information) we provide to such third parties, alliance partners, or vendors are protected by confidentiality agreements and such information is to be used solely for completing the specific project, and in compliance with the applicable regulations.

DISCLOSURE OF INFORMATION:

In addition to the circumstances described above, [ESPERANZA TECH] may disclose User's Personal Information if required to do so:-

- by law, required by any enforcement authority for investigation, by court order or in reference to any legal process;
- to conduct our business;
- for regulatory/internal compliance and audit exercise(s)
- to secure our systems; or
- to enforce or protect our rights or properties of ESPERANZA TECH or any or all of its affiliates, associates, employees, directors or officers or when we have reason to believe that disclosing Personal Information of User(s) is necessary to identify, contact or bring legal action against someone who may be causing interference with our rights or properties, whether intentionally or otherwise, or when anyone else could be harmed by such activities.

To ensure that the security and integrity of our services are safeguarded, we may monitor your Personal Information. This monitoring may include (without limitation) the filtering of incoming and outgoing electronic data messages to identify, limit and/or prevent the transmission of spam, viruses and/or unlawful, defamatory, obscene or otherwise undesirable material or content.

Such interception, disclosure, monitoring and storage may take place without your knowledge. In that case, we shall not be liable to you or any third party for any damages howsoever arising from such interception, disclosure, monitoring and storage.

HOW YOU CAN OPT-OUT OF RECEIVING OUR PROMOTIONAL E-MAILS?

You will occasionally receive e-mail updates from us about certain tuition services, newly launched services and plans, special offers, new ESPERANZA TECH services, and other noteworthy items. We hope you will find these updates interesting and informative. If you wish not to receive them, please click on the "unsubscribe" link.

PERMISSIONS REQUIRED FOR USING OUR MOBILE APPLICATIONS

When the ESPERANZA TECH app is installed on your phone or tablet, a list of permissions appears and are needed for the app to function effectively. There is no option to customize the list. The permissions that ESPERANZA TECH requires and the data that shall be accessed and its use is as below:

Android permissions:

Device & App history: We need your device permission to get information about your device, like OS (operating system) name, OS version, mobile network, hardware model, unique device identifier, preferred language, etc. Basis these inputs, we intend to optimize your tuition booking experience, use OS specific capabilities to drive great in-funnel experiences using components of device OS, etc.

Identity: This permission enables us to know about details of your account(s) on your mobile device. We use this info to auto-fill your email ID' s and provide a typing free in-funnel experience. It helps us map email ID' s to a particular user to give you the benefit of exclusive tuition offers, wallet cash-backs, etc. It may also allow facilitating your Facebook and Google+ login.

Location: This permission enables us to give you the benefit of location specific deals and provide you a personalized in-funnel experience. When you launch Esperanza Tech Private Limited app to make a school admission/ tuition booking, we auto-detect your location so that your home or work location is auto-filled or captured via our maps. We also require this permission to recommend you nearest tuition point or home tutor available to attend to your requirement.

SMS: If you allow us to access your SMS, we may read your SMS to autofill or prepopulate 'OTP' while making a transaction and to validate your mobile number. This provides you a seamless purchase experience while making a booking and you don't need to move out of the app to read the SMS and then enter it in the app.

Phone: The app requires access to make phone calls so that you can make phone calls to school /Tuition points, Home tutors or our affiliated outdoor academies and Preschool Franchises.

Contacts: If you allow us to access your contacts, it enables us to provide a lot of social features to you such as sharing your tuitions with your friends, inviting your friends to try our app, send across referral links to your friends, etc. We will also use this information to make recommendations for tuitions. This information will be stored on our servers and synced from your phone.

Camera /Photo/ Media/ Files: The libraries in the app use these permissions to allow map data to be saved to your phone's external storage, like SD cards. By saving map data locally, your phone doesn't need to re-download the same map data every time you use the app. This provides you a seamless Map based tuition point selection experience, even on low bandwidth network. Camera and Photo access is to customise your profile page with images of your choice.

Wi-Fi connection information: When you allow us the permission to detect your Wi-Fi connection, we optimize your experience such as more detailing on maps, better image loading etc..

Device ID & Call information: This permission is used to detect your Android ID through which we can uniquely identify users. It also lets us know your contact details using which we pre-populate specific fields to ensure a seamless booking experience.

Calendar: This permission enables us to put your tuition & food plan on your calendar.

IOS Permissions:

Notifications: Notifications enables us to send across tutor related data, their arrival times, important communications related to services used and other exclusive deals, promotional offers etc..

Contacts: If you opt in for contacts permission, it enables us to provide a lot of social features to you such as sharing your tuitions with your friends, inviting your friends to try our app, send across referral links to your friends, etc. We will also use this information to make recommendations for tuitions. This information will be stored on our servers and synced from your phone.

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HOW WE PROTECT YOUR PERSONAL INFORMATION?

All payments on the Website are secured. This means all Personal Information you provide is transmitted using SSL (Secure Socket Layer) encryption. SSL is a proven coding system that lets your browser automatically encrypt, or scramble, data before you send it to us.

Website has stringent security measures in place to protect the loss, misuse, and alteration of the information under our control. Whenever you change or access your account information, we offer the use of a secure server. Once your information is in our possession we adhere to strict security guidelines, protecting it against unauthorized access.

WITHDRAWAL OF CONSENT AND PERMISSION

User may withdraw its consent to submit any or all Personal Information or decline to provide any permissions on its mobile/tablet as covered above. In case, you choose to do so then your access to the Website may be limited and/or we might not be able to provide the services to you.

CHANGES IN THE PRIVACY POLICY

Our Privacy Policy is subject to change at any time without notice. Changes to the Privacy Policy shall be applicable to each User till such time the User expressly withdraws consent or permission to ESPERANZA TECH to access/use the data.