

# Privacy Policy

We at *ALLIN* are a digital technology platform for the agriculture sector. We intend to use data and technology to assist farmers to make better choices in choosing to produce, product, and partners. Our objective is to use cutting-edge technology to drive decision-making for farmers and agriculture value chain partners.

At *ALLIN*, we are extremely mindful of protecting the private lives of any individual using our platform. We look to ensure this by:

1. limiting our data collection to only those areas that help us provide our users with better services and identify new offerings,
2. ensuring that we typically only share aggregated data with third parties to protect individual privacy, and
3. use good industry practices, and technologies to store a user's data safely.

Our privacy policy below describes some of these systems and processes in greater detail for a user's benefit. In order to keep them informed, we will keep updating this document from time to time to reflect any changes in the types of data we collect, the nature of their use, and their sharing arrangements.

## 1. Preliminary Information

- 1.1 This Privacy Policy (**Policy**) sets out how we, *ALLIN*, collect, use, disclose and transfer a user's information. This Privacy Policy is a part of and is to be read with our Terms of Use.
- 1.2 Capitalized words which are used in this Policy but have not been defined herein have the same meaning as attributed to them in the Terms of Use.

## 2. Collection and Use of Information

- 2.1 As a result of using the Platform and the Services, we collect various classes of data from our users. We respect the privacy of our users and are committed to protecting their interest, securing a user's data and handling it in the manner provided in this Privacy Policy. The types of data collected by us include:
  - (i) Information given to us: A user may be required to provide certain personal information at the point of registering to obtain any of the Services, such as their name, email, phone number, business registration, contact address, government identification etc. Moreover, a user would provide us with additional information as a consequence of their use of the Platform and the Services. This may include searches, location details, product preferences, pricing information, responses to questionnaires, payments and financial information, reviews, feedback etc.

- (ii) Automatically collected information: As a consequence of the use of the Services, we may collect demographic and related information from third parties including Google Analytics. Our servers automatically collect log file information. This includes limited information about the user's device's connection to the Internet, including IP address and when a user accesses any Service. We automatically receive and log information such as those relating to the IP address, the user's device or computer's name, and the user's operating system.

We also use cookies to track user's behavior. These are small files that allow the user to measure the performance of our Services, personalize a user's experience or help protect their security. We may use two types of cookies, a session cookie (temporary cookies to track behavior while using a Service) or a persistent cookie (which may persist for a longer period of the user's device). Additionally, our third parties, who have integrated with our Services may also use cookies.

If the user is using the ALLIN App, we may also seek a user's permissions and collect information from their device. This may include access to the [Camera, SMS, Contacts, Storage and Location].

- (iii) Communications between a user and ALLIN or any third party: We may also use, track and analyse communications between a user, ALLIN, or any authorized third party with respect to the Services. For example, we track email communications, messages, texts between a user and a vendor on our platform or a service provider.
- (iv) Information from third parties: We may receive information from our partners, researchers, consultants, and other entities. This may include additional information such as changes to delivery location, research and analysis conducted by third parties on the data shared with them (in accordance with our privacy policy), information from third party partners such as payments providers, financial institutions, credit bureaus, or advertising partners. We may also obtain information on a user's interactions with our logistics/ engagement partners, technical information, purchase information, or search information from our partners.

2.2 Providing us with this information is a prerequisite to obtain certain Services. We shall not be liable for any denial of Services, loss of accuracy or cancellation of features, if a user does not provide the necessary personal information sought.

2.3 We may communicate with a user to update, amend, or rectify any information collected, to obtain feedback or to provide them with additional features or services.

2.4 *Use of information collected*

We may use this information provided by a user to:

- (i) create an account and provide them with the Services;
- (ii) verify their identity;

- (iii) provide them with communications relating to the Services, and enable communications between users;
- (iv) troubleshoot bugs, operational issues, conduct analyzing, testing and research or to analyse and capture trends;
- (v) prevent and detect fraud or unsafe activities or to identify practices or patterns that result in a violation of the Terms or any applicable law;
- (vi) provide customer support;
- (vii) improving the functionality and quality of the Services;
- (viii) communicate new products, services, promotions, news, updates, events, or offers; or
- (ix) investigate claims, disputes, grievances or violations of Terms or applicable laws.

2.6 We store all user information in a cloud-based environment using the services of third party infrastructure service providers, which may be located in India or overseas.

### 3. **Sharing of information**

We will not sell or rent your personal information with any third party. We may share information with third parties in the following circumstances:

- (i) We may share data without consent, when it is required by law or by any court or government agency/authority to disclose such information. Such disclosures are made in good faith and belief that it is reasonably necessary to do so for enforcing this Policy or Terms of Use or in order to comply with any applicable laws and regulations.
- (ii) We may share information with third parties if such sharing is necessary in order to enforce the Terms of Use; for any of the purposes identified in paragraph 2.5 above, in order to provide any of the Services, in order to provide additional services jointly with such third party or on their behalf, promotional offers in relation to the Services, for research purposes, to provide third party information relating to goods or services as may be relevant, or to prevent, detect, mitigate, and investigate any violation of our Terms.

This may include but not be limited to:

- a. cloud storage providers;
- b. payments systems providers;
- c. marketing partners;
- d. data analytics providers; and
- e. consultants, lawyers, auditors.

Our goal will be to share this information in an aggregated manner to protect a user's privacy.

- (iii) We may share this information with our subsidiaries, affiliates or any of their holding companies, or as a part of business transfers. Such transfers will be subject to the applicable data protection laws and will continue to adhere to the promises made to customers regarding their data.
- (iv) Finally, we may share a user's information for any other purpose with the user's consent.

#### **4. Links to third party websites/ad-servers**

The Use of our Services or the Platform may result in a user accessing third party platforms/websites/applications. Such platforms/websites/applications are governed by their respective privacy policies, which are beyond our control. Once a user leaves our servers, the use of any information provided is governed by the privacy policy of that entity. If a user cannot find the privacy policy, we recommend that the user should contact such platforms/websites/applications directly for more information.

#### **5. Storage, access, amendments and prevention of further disclosure**

- 5.1 We retain a user's data for as long as necessary to provide them with the Services. From time to time, we may create backups of the data on the Platform. We also use this backup to provide insights and information related to transactions and to provide information in the form of aggregated statistics on data such as user transactions and interactions by category, date, time etc.

- 5.2 In addition we retain certain data even after users have deleted, suspended or stopped utilizing their accounts. This may be for legal purposes. In addition, we may even retain information if relevant for business purposes such as improving the Services, fraud prevention, risk analysis, research and analytical purposes, and for improving safety and security.

#### **5.3 *Corrections & Deletions***

- (i) When requested by a user, we can provide them with access to their personal information. If a user is aware of any inaccuracy or deficiency in the personal data held by us, we shall ensure that they will be corrected or amended as feasible.
- (ii) However, we may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort, jeopardize the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backups), or for which access is not otherwise required.
- (iii) We perform this service free of charge, except if doing so would require a disproportionate effort. Because of the way we maintain certain services, after a user deletes their information, residual copies may take a period of time before they are deleted from our active servers and may remain in our backup systems.

## **6. Information Security**

- 6.1 We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. [We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input in addition to maintaining security of your information.]
- 6.2 We periodically conduct internal reviews of our data collection, storage and processing practices and security measures, and those implemented by our payments partners, including appropriate encryption and physical security measures to guard against unauthorized access to systems where we store personal data.
- 6.3 All information gathered on the Platform is securely stored within the controlled database. Access to the servers is password-protected and is strictly limited.
- 6.4 We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of personal information (including sensitive personal information). Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.
- 6.5 However, it is important for you to protect against unauthorised access to your password and to your computer. Be sure to sign off when you finish using a shared computer. Click [here](#) for more information on how to sign off.

## **7. Updates/ Changes**

We may alter our privacy policy from time to time to incorporate necessary changes in technology, applicable law or any other variant. In any case, we reserve the right to change (at any point of time) the terms of this Policy or the Terms of Use. Any changes we make will be effective immediately on notice, which we may give by posting the new policy on the Platform.

A user's use of the Platform/Services after such notice will be deemed acceptance of such changes. We may also make reasonable efforts to inform a user via electronic mail. In any case, users are advised to review this Policy periodically on the Platform to ensure that they are aware of the latest version.

## **8. Questions/Grievance Redressal**

In the event a user has any grievance relating to the processing of information provided by them, they may contact our Grievance Department by writing to us at the following address: [allinontech@letsgoall.in](mailto:allinontech@letsgoall.in).