

## **Privacy Policy**

Mahindra First Choice Wheels Limited (The Company) takes your privacy seriously. Please read the following to learn more about our privacy policy

What this Privacy Policy Covers?

- This Privacy Policy covers the Company's treatment of personally identifiable information that the Company collects when you are on the Company's website, and when you use the Company's services. This policy also covers the Company's treatment of any personally identifiable information that the Company's business partner's share with the Company.
- This policy does not apply to the practices of companies that Mahindra First Choice Wheels does not own or control, or to people that the Company does not employ or manage.

### **Information Collection and Use**

- The Company collects personally identifiable information when you register for an [www.indianbluebook.com](http://www.indianbluebook.com) account /membership
- When you register with the Company, we ask for your name, email address, birth date, gender, pin code, occupation, industry, and personal interests.
- The Company also automatically receives and records information on its server logs from your browser including your IP address.
- The Company uses information for two general purposes: To fulfil your requests for certain products and services and to contact you about the Company's Online Marketplace.

### **Information Sharing and Disclosure**

- The Company will not sell or rent your personally identifiable information to anyone.
- The Company will send personally identifiable information about you to other companies or people when:
  - We have your consent to share the information;
  - We need to share your information to provide the product or service you have requested;
  - We need to share the information with certain service partners in order to respond to your comments or to resolve service issues. (Unless we tell you differently, these partners have no independent right to use this information except to respond to your comments or to resolve the service issues.)
  - We respond to requests from any Indian or foreign government, security, defence, revenue, regulatory or other authority, agency or officer;
  - We respond to subpoenas, court orders or legal process; or
  - We find that your actions on our web sites violate the IBB User Agreement or any of our usage guidelines for specific products or services.

### **Security**

- Your Membership Account Information is password-protected for your privacy and security.
- In certain areas the Company uses industry-standard SSL-encryption to protect data transmissions.

### **Changes to this Privacy Policy**

- The Company may amend this policy from time to time. If we make any substantial changes in the way we use your personal information we will notify you by posting a prominent announcement on our site.

### **Legal Requests**

- We cooperate with law enforcement inquiries, as well as other third parties to enforce laws, such as: intellectual property rights fraud and other rights, to help protect you and the community from bad actors. Therefore, in response to a verified request by law enforcement or other government officials relating to a criminal investigation or alleged illegal activity, we can (and you authorize us to) disclose your name, city, state, telephone number, email address, User ID history, fraud complaints, and car listing history without a subpoena or summon. Without limiting the above, in an effort to respect your privacy and our ability to keep the community free from bad actors, we will not otherwise disclose your personal information to law enforcement or other government officials without a subpoena, court order or substantially similar legal procedure, except when we believe in good faith that the disclosure of information is necessary to prevent imminent physical harm or financial loss; or report suspected illegal activity. Further, we can (and you authorize us to) disclose your name, street address, city, state, zip code, country, phone number, email, and company name to intellectual property rights owners under confidentiality agreement, as we in our sole discretion believe necessary or appropriate in connection with an investigation of fraud, intellectual property infringement, piracy, or other unlawful activity.

Due to the existing regulatory environment, we cannot ensure that all of your private communications and other 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 forced to disclose personal information to the government or third parties under certain circumstances, third parties may unlawfully intercept or access transmissions or private communications, or users may abuse or misuse your personal information that they collect from the Site. Therefore, although we use industry standard practices to protect your privacy, we do not promise, and you should not expect, that your personal information or private communications will always remain private.

### **Your Obligations**

You agree, undertake and confirm that while providing your information on the Site you will not host, display, upload, modify, publish, transmit, update or share any information that:-

- (a) belongs to another person and to which you do not have any right to;
- (b) is grossly harmful, harassing, blasphemous, defamatory, obscene, pornographic, pedophilic, libelous, invasive of another privacy hateful, or racially, ethnically objectionable, disparaging, relating or encouraging money laundering or gambling, or otherwise unlawful in any manner whatever;
- (c) harm minor in any way;
- (d) infringes any patent, trademark, copyright or other proprietary rights;
- (e) violates any law for the time being in force;
- (f) deceives or misleads the Site and or existing and new users about the origin of such messages or communicates any information which is grossly offensive or menacing in nature;
- (g) impersonate any other person;
- (h) contains software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer resource; or
- (i) threatens the unity, integrity, defence, security or sovereignty of India, friendly relations with foreign states, or public order or causes incitement to the commission of any cognizable offence or prevents investigation of any offence or is insulting any other nation.