

# Privacy Policy– MachBizz Marketers Private Limited

3 February, 2017

**We take your privacy seriously. Please take a moment to read this privacy policy, which discloses the privacy practices of the MachBizz websites, including machbizz.com as well as our downloadable software applications for supported devices, including mobile devices (collectively, the "Services" or "Websites"). Specifically, the policy outlines the types of information that may be gathered when you register for or use the Services, and the ways in which that information may be used.**

To enable you to enjoy certain features of our Services, we collect certain types of information, including personally identifiable information. For example, we collect information when you:

- **Sign up to receive email newsletters:** When we send newsletters to subscribers we may allow advertisers or partners to include messages in those newsletters, or we may send dedicated newsletters on behalf of those advertisers or partners. To unsubscribe from a particular newsletter, click the "unsubscribe" link at the bottom of that email newsletter.
- **Register:** When you register to use forums or other Services, we ask you to provide certain information, which may include your email address, office address, designation, state, zip code, phone, country.
- **Use of information accessed:** Information you submit is not private or confidential, nor is it protected by attorney-client, doctor-patient, or any other privilege and (regardless of restrictions we impose in our User Agreement or other policies) it might be read, collected and used by others, including through third party search engines which may index the information you post.

**Member Information:** A MachBizz goal in collecting Member Information is to provide you with the best and most useful content and services, and to offer you opportunities to obtain other products and services from us and our partners. Because we derive revenue from advertising, collecting information is essential to keeping our services available to users. We collect Member Information when you provide it to us through the following: when you register on one of our Sites, subscribe to an e-mail newsletter, register for one of our events or access certain Content or through surveys, as well as when you register to receive a demonstration or "test-drive" software products. Several of the services that we offer on our Sites may require registration as a condition of use. Once you register with one of the MachBizz Sites, you are no longer anonymous to us. To

the extent that we combine any Clickstream Data or Supplementary Information with the information provided by you, it will be considered to be part of your Member Information.

**Clickstream Data:** When you access a Site, a small file called a “cookie” is placed on your hard drive. If you register as a Member, MachBizz will use cookies to authenticate your identity when you visit the Sites, collect the data generated in connection with your clickstream activity on the Sites and to personalize your user experience on the Sites, including by serving and managing ads based on your activity on the Sites. In all cases, MachBizz uses cookies to track the Clickstream Data of Members on the Sites and to obtain non-personally identifiable information from Users, such as the number of visits to the Sites that a certain User has made, the movement of the User through the Sites, and the searches that the User conducts on the Sites. Please note that MachBizz does not collect Clickstream Data on any websites other than the Sites. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some MachBizz features and services may not be available to you if your cookies are disabled. We use electronic images known as “clear GIFs” (sometimes called “transparent GIFs”, “Web bugs”, “pixel tags” or “beacons”) that allow us to track general user traffic patterns. MachBizz also automatically receives and records information from our servers and from your browser, including your IP address, the time, and information about the page you accessed.

#### How does MachBizz collect Personal Information?

MachBizz collects Personal Information online through websites and other online resources. MachBizz also offers online resources in collaboration with other online service providers, from it may receive personal information about Users of such resources. These online collaborations are governed by agreements that require Personal Information to be protected appropriately.

#### Why does MachBizz collect, use, and disclose Personal Information?

MachBizz collects Personal Information so that it can provide its Users with valuable and useful Content and services, and to offer you opportunities to obtain other high-quality products and services our partners. MachBizz analyses Personal Information collected online to identify and offer additional services and promotions that we believe you might find interesting.

#### Use and Disclosure of Information We Collect

**Member Information:** Certain MachBizz Sponsors receive or are granted access to reports that may include your Member Information and, in some instances, information about your areas of interest derived from your Clickstream Data. **If you do not want this information shared**, you can exercise opt-out choices regarding that information, email us at [info@machbizz.com](mailto:info@machbizz.com).

Except as set forth in this Privacy Policy, Machbizz will not disclose any personally identifiable Member Information to any third parties, unless we are required to do so by law, regulation or court order.

**Clickstream Data:** MachBizz uses Cookies to collect Clickstream Data on the Sites. MachBizz uses Cookies to link User activity to their Member Information. Linking User activity to Member Information allows our system to confirm a user's identity on the Sites and to save and recognize Member log-in information so that Members do not have to log in each time they visit the Sites or access Content. We use Clickstream Data for a variety of purposes, including, but not limited to:

- Help us recognize your computer as a previous visitor, and save and remember any preferences that may have been set while you were visiting one of our Web Sites or a Co-Branded Site.
- Track, accumulate and report information on our Sites and Content usage to our partners and customers so that they can measure the effectiveness of advertisements and content viewed on the Web Sites;
- Help us customize the content and advertisements you are shown while visiting our Web Sites and potentially other web sites online;
- Determine which features Users like best to help us improve our Content and Sites, personalize your user experience, and measure overall Site effectiveness;
- Share non-personally identifying information about your areas of interest to third parties to allow targeted advertising elsewhere on the internet using Tracking Technologies; and
- Disclose aggregated information as detailed below.

**Co-Branded Websites:** Member Information collected when you register or log in on a Co-Branded Site, and Clickstream Data collected when on the Co-Branded Site, are generally available both to MachBizz and that partner. However, each partner's use of that Member Information is governed by that partner's privacy policy and may be used for follow up by telephone, email or other common methods. You should contact these partners directly if you have any questions about their use of this information.

**MachBizz Event Registration Information:** When you register to attend a vendor-sponsored MachBizz in person event (including Conferences, Custom Media events and Editorial events), your contact information is used to confirm registrations and send product information and promotional material from MachBizz and the event sponsors. This information may also be used to compile broad demographic information. MachBizz may disclose Member Information provided during the event registration process vendors sponsoring the event. The sponsoring vendor's use of your Event Registration Information is governed by the vendor's privacy policy.

## Security

MachBizz has implemented reasonable security measures to protect information from loss, misuse and unauthorized access, disclosure, alteration or destruction. Our security systems include authenticated access to internal databases, audits of procedures, and regular reviews of overall Web security.

### Information we collect using technology:

- **Device Information:** We may collect information about the browser, computer, mobile phone, smartphone or other device you use to access the Services to measure the effectiveness of those Services.
- **Cookies and Similar Technology.** As further explained below, we may use cookies, pixel trackers, server logs, and other Internet technology for purposes such as measuring the effectiveness of the Services, emails we send you, and any advertising campaigns, as well as to target meaningful content and ads (including through emails). Sometimes, we may facilitate the use by third party platforms of these anonymous cookies, or similar technology, to help those third parties better target ads to you based on other websites you may have visited. To learn more about how third parties may collect and use information online, and how you can exercise opt-out choices regarding that information, see the below Section titled "[Information Collected by Third-Parties and Your Ad & Cookie Choices.](#)"
- **IP Addresses.** We log Internet Protocol (IP) addresses, or the location of your computer on the Internet.. We use this information in an aggregate fashion to track access to our Services (websites and mobile applications), and may also use it to infer your location, as also discussed in the below section titled "Geolocation Data."
- **Geo-location Data:** For certain mobile applications we offer, we may (or may enable a third party, including an advertiser to) request your geo-location information in order to provide you with ads, offers, search or other functionality. If you agree to such collection, we (or the third party) may maintain information regarding your precise geo-location including over time and may use it to help enable that functionality

In addition, we may (or may enable a third party, such as an advertiser to) capture geo-location information (such as based on IP address data) when you access our services, and may use that geo-location information to targets ads or offers to you.

- **Analytics.** We may use third parties to provide us information, reports and analysis about the usage and browsing patterns of users of the Services. These reports contain aggregated or anonymous data only, and do not identify individual users to MachBizz.com.
- **Log Files.** We may also automatically log certain information about your use of the Services. This information includes a reading history of the pages you view and a record of the sites from which you clicked on a link to visit ours.

Cookies, Web Beacons, and Similar Technologies

- Like many websites, and web and mobile services, we may use (or work with third party partners who use) a variety of technologies to learn more about how people interact with our Services. This section provides more information about some of those technologies and how they work.
- **Cookies.** Cookies are small files that websites and other online services use to store information about users on the users' own computers. Cookies can be used to store sign-in credentials so that you don't have to enter them each time you return to a website, or to store other information to make web viewing more customized or efficient upon future visits. Cookies also may store a unique identifier tied to your computer so that web services and advertising networks can recognize you across visits to different websites. You can configure your Internet browser to warn you each time a cookie is being sent or to refuse all or certain cookies completely.

**We (or our partners) may use or support cookies for purposes including the following:**

- To collect information about your browsing activities in order to deliver customized or relevant services, advertising or content to you (including regarding our own products and content), when you browse our Website or other websites or open the emails we send you;
- To relate the information collected by cookies to information we obtain from you directly or from commercially available sources;
- To work with third parties that serve advertisements (through our Services or across the Internet) or provide other services to us, such as providing users the ability to comment on content, allowing users to share content, or tracking website usage statistics. We do not control these third party technologies and their use is governed by the privacy policies of the third parties using such technologies. To learn more about how third parties may collect and use information online, and how you can exercise opt-out choices regarding that information email us at [info@machbizz.com](mailto:info@machbizz.com)
- **Other Local Storage.** We (or our partners) may use other kinds of local storage, such as Local Shared Objects (also referred to as "Flash cookies") and HTML5 local storage, in connection with the Services. These technologies are similar to the cookies discussed above in that they are stored on your computer and can be used to store certain information about your activities and preferences. However, these objects are stored in different parts of your computer from ordinary browser cookies. Your browser may allow you to disable its HTML5 local storage or delete information contained in its HTML5 local storage.
- **Web Beacons.** We (or our partners) may use technologies called web beacons that communicate information from your Internet browser to a web server. Web beacons can be embedded in web pages, videos, or emails, and can allow a web server to read certain types of information from your

browser, check whether you have viewed a particular web page or email message, and determine, among other things, the time and date on which you viewed the web beacon, the IP address of your computer, and the URL of the web page from which the web beacon was viewed. These web beacons may be used for a variety of purposes, including to analyze the use of the services and in conjunction with cookies to provide content and ads that are more relevant to you.

### **How We May Use and Share the Information We Collect**

- **Providing the Services You Request:** We use the information we gather about you to enable your use of the Services, fulfill your requests for certain products and services, such as sending out electronic newsletters and enabling you to participate in and renew paid services, polls, contests, and message boards. We reserve the right to disclose your opt-out information to third parties so they can suppress your name from future solicitations, in accordance with applicable laws. In addition, if you request that we send your information to a third party service, such as for earning rewards points or other benefits, we may do so and use of that information by the third party is subject to their privacy policy.
- **Statistical Analysis:** We use the information, including analytics and statistical information, to analyze the use of the services so that we may improve them. We also use this information to generally inform advertisers about the nature of our user base.
- **Customizing Your Experience:** We use the information that we collect to allow advertising to be targeted to the users for whom such advertising is most pertinent. We may also use this information to customize certain features of the Services to provide you with an enhanced experience based on information such as the type of device you are using to access the Services, your activities on the services, or your location or geo-location. We may also use this information to provide you with services you have requested.

### **Our Parent Company**

MachBizz Marketers Pvt. Ltd. is a wholly-owned operating company. We share information we collect with our affiliates (entities that are under common ownership or control) to better understand our users (their demographics, what they do on our Websites, what Website features they like, how they use them, etc.), to serve ads on other IAC websites, and to improve the content and answers delivered on the services and on affiliate services.

### **Communication with Guides, Experts and other Contributors to the Services**

The Services feature content provided by people who are independent contractors and not employees of about, including content provided by contributors including those we call "Experts" or "Guides." If

you contact an Expert or Guide (or other contributor) directly by email through the Services (including via a MachBizz.com) or otherwise then that communication is independent of the Services, and thus not subject to this Privacy Policy. Although MachBizz contractually requires its Expert and Guide contributors to maintain information from MachBizz users in confidence, MachBizz cannot and does not guarantee that they will do so, and is not responsible for what our contributors may say, or how they may use information you have freely provided to them. Likewise, your communications with a contributor are not private or confidential, nor are such communications protected by attorney-client, doctor-patient, or any other privilege.

### **Other Privacy Considerations**

We may transfer your information to a third party if we or any of our affiliates are involved in a transfer or all or part of our business or assets (e.g., a sale, merger, dissolution, liquidation or reorganization) or are taking steps in anticipation of such a transaction (e.g., participating in due diligence).

### **Do Not Track Browser Disclosure**

Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. DNT is a way for users to inform websites and services that they do not want certain information about their webpage visits collected over time and across websites or online services.

We are committed to providing you with meaningful choices about the information collected on our websites for third party purposes, and that is why we provide the NAI "Consumer Opt-out" link and the DAA opt-out link above. However, we do not recognize or respond to browser-initiated DNT signals, as the internet industry is currently still working toward defining exactly what DNT means, what it means to comply with DNT, and a common approach to responding to DNT.

### **Information from Children Under 18**

We do not knowingly collect any personally identifiable information from children under 13. If we determine that a user is under 13, we will delete all personally identifiable information collected from that user.

### **Information from Users Outside of the United States**

If you are visiting the Services from outside the United States, your data will be transferred to and stored in our servers in the U.S. By using our Services, you consent to our collection and use of your data as described in this privacy policy, and acknowledge that data protection laws in the U.S. may be different or less restrictive than in some other countries.

## **California Privacy Rights**

Under the California "Shine The Light" law, California residents may opt-out of the disclosure of personal information to third parties for direct marketing purposes (as those concepts are defined in that law) However, we do not currently engage in the type of sharing covered by that law.

## **Compliance with Legal Process**

We may disclose personal information (1) if we believe such sharing is appropriate to comply with the law or with legal process; (2) to protect and defend our rights, services or property; (3) to protect against misuse or unauthorized use of the Services; or (4) to protect the safety or property of our users or any member of the public (among other things, this means that if we believe you have provided false information or attempted to pose as someone else, information about you may be disclosed as part of any investigation into your actions).

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