

PRIVACY POLICY

INTRODUCTION:

Sudarshan Chemical Industries Limited together with its affiliates (collectively referred to as the “Company” or “Sudarshan” also indicated as “we” or “our” or “us”) is committed to protecting your privacy and Personal Information:

This privacy policy describes our privacy practices in connection with the information we collect from you (“Privacy Policy”) through:

- Our websites operated by us, from which you are accessing this Privacy Policy (“Sites”);
- Software applications owned and/or controlled by us and made available by us for use on or through computers and mobile devices (“Apps”);
- Social media accounts and/or pages that Sudarshan control;
- When we communicate with you through email messages; and
- When we communicate with you through offline channels.

(hereinafter collectively referred to as “**Services**”)

This Privacy Policy is intended to let you know what Personal Data we collect, why we collect (“purpose”) and what we do with it (“use”), processing/sharing and transfer of Personal Data and your rights relating to such personal data shared with us. By using the Services, you agree, understand and consent to this Privacy Policy and any future amendments and additions.

APPLICABLE LAW:

This Privacy Policy is in accordance with laws and regulations as applicable in respective territories.

WHAT IS PERSONAL DATA?

The term "**Personal data**" as used in this Privacy Policy refers to information that directly or indirectly identifies you ("the user of the Service") as an individual or a combination of pieces of information that could reasonably allow the user of the Service to be identified, or as defined under applicable law. Personal data may consist of full name, username, postal address, email address, phone number, gender, date of birth, location data or any online identifier.

HOW AND WHY DO WE COLLECT PERSONAL DATA?

For the purposes of this Policy, 'Personal Data' is any data which relates to an individual who may be identified from that data, or from a combination of a set of data, and other information which is in possession of Sudarshan. We collect the data for specified, explicit and legitimate purposes only.

In general, you may browse our website without providing any Personal Data about yourself. However, we collect certain data such as:

- Personal data that you provide via our website, including information you provide through forms on this website, for example – name, email address, designation and company etc.
- Information about your computer and about your visits to and use of this website, such as your Internet Protocol (IP) Address, demographics, and information collected by cookies.
- Payment and Transaction information - including data of products purchased on our Sites/Apps, third party dealer from whom you purchased our product, date and time of your transaction, shipping and billing address, if any.
- Account login information - including any information that is required for you to establish a user account, such as username, password and security question and answer.
- Job application information, such as professional or employment-related information and education information.
- Other types of information that you voluntarily choose to provide to us.

However, data maybe processed further for achieving the primary purpose for which the data was collected initially or for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes and this will not be considered in violation of this policy.

HOW WILL WE USE YOUR PERSONAL DATA?

We may use the Personal Data for the following purposes:

- Registering you as a user of the Services and providing you with the contracted Services;
- To provide products and services and maintain customer relationships;
- To provide better usability, troubleshooting and site maintenance;
- To provide access to desirable content based on your preferences;
- Respond to your questions or requests for information;
- To assess queries, requirements and process requests for products and services;
- To improve the quality of our products and services;
- To conduct data analysis;
- To run marketing and promotional campaigns, and for sending marketing communications;
- To create Brand awareness;
- Process your payment for products you buy from us, if any;
- Process and issue refunds and collection, if any;
- For warranty administration and validation;
- Communicate with you about a job application;
- Pursuing our legitimate business interest; and
- To comply with legal, regulatory and contractual requirement.

We process your Personal Data when it is in the legitimate interests of Sudarshan in connection with marketing, sales, promotion of sales and services which we provide, or which are procured using our services and to improve and enhance the range of those services and offerings.

HOW DO WE STORE YOUR PERSONAL DATA?

We are in compliance with applicable law for data storage and we have implemented measures designed to secure your Personal Data from accidental loss and from unauthorized access, use, alteration and disclosure. All Personal Data we are collecting from you is stored within a secured infrastructure under our management with support of external service providers. Sudarshan will store your Personal Data on its IT systems.

HOW LONG DO WE RETAIN YOUR PERSONAL DATA?

Unless otherwise required by law, Sudarshan retains Personal Data about you only for the purposes for which it was collected or otherwise processed. Sudarshan will erase your Personal Data when it is no longer necessary for the purpose for which it was collected; when you withdraw your consent (where lawfulness of processing was based on your consent) and there is no other legal ground for the processing; when you object to the processing and there are no overriding legitimate grounds for the processing; and when it is necessary to comply with legal obligations.

DISCLOSURE OF YOUR PERSONAL DATA

Sudarshan does not share your Personal Data with third parties for marketing purposes without seeking your prior permission.

We may disclose your Personal Data that we collect or that you provide as described in this Privacy Policy:

- Within Sudarshan;
- To our subsidiaries and affiliates.
- Business Partners;
- To service providers, which are entities we use to support our business and who are bound by contractual obligations to keep Personal Data confidential and use it only for the purposes for which we disclose it to them.
- To sales channel partners, distributors, dealers, and other retailers who sell and distribute our products, logistics partners and other service providers, to facilitate product purchase and for dispute resolution purposes.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Sudarshan's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Sudarshan about users of our Services is

- among the assets transferred;
- For any other purpose disclosed by us when you provide the information;
- To enforce or apply our Terms of Use and other agreements, including for billing and collection purposes.
- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- If we believe disclosure is necessary or appropriate to protect the rights, property or safety of the Company, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- For any other purpose that is consistent with the purpose for which we collected the information, or with your consent.

WHAT RIGHTS DO YOU HAVE REGARDING THE PERSONAL DATA WE HOLD ABOUT YOU?

Subject to the local legal requirements, you may request Sudarshan to correct, delete or transfer your Personal Data that we hold, including your profile and preferences. You also have the right to object to certain processing and, where we have asked for your consent to process your Personal Data, to withdraw this consent. Where we process your Personal Data because we have a legitimate interest in doing so (as explained above), you also have a right to object to this. These rights may be limited in some situations – for example, where we can demonstrate that we have a legal requirement to process your Personal Data. Specifically, in certain circumstances, you have the following personal data protection rights:

- The right to be informed. As a data controller, we are obliged to provide clear and transparent information about our data processing activities. This is provided by this privacy policy and any related communications we may send you.
- The right to access, update or to delete the personal information we have on you.
- The right to be forgotten. Where no overriding legal basis or legitimate reason continues to exist for processing personal data, you may request that we delete the personal data. This includes personal data that may have been unlawfully processed. We will take all reasonable steps to ensure erasure.
- The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete.
- The right to object. You have the right to object to our processing of your Personal Data including where processing involves automated decision-making.
- The right of restriction. You can also ask us to delete or restrict how we use your personal information, but this right is determined by applicable law and may impact your access to some of our services.
- The right to data portability. You have the right to be provided with a copy of your Personal Data in a structured, machine-readable and commonly used format.

- The right to withdraw consent. You also have the right to withdraw your consent at any time where we relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

PRIVACY POLICIES OF THIRD PARTIES

This Privacy Policy only addresses the use and disclosure of Personal Data by Sudarshan. We are not responsible for the privacy policies of other websites or application and encourage you to read all applicable terms, conditions and privacy policies provided by all third parties prior to providing them with your information.

SENSITIVE PERSONAL DATA OR INFORMATION

Please note that you must not communicate to Sudarshan when you visit our Sites or interact with us or use our Services, Sensitive Personal Data or information concerning you as defined under applicable laws.

In the event you voluntarily provide Sensitive Personal Data or information to us, you expressly consent to your personal information being used as described in this Policy.

HOW TO CONTACT US

If you have any questions or requests in connection with this Privacy Notice or other privacy-related matters, you may contact our Data Protection Officer at:

Sudarshan Chemical Industries Limited
162 Wellesley Road, Pune – 411 –001, Maharashtra, India
Email id: contact@sudarshan.com

CHANGE IN POLICY

Sudarshan reserves the right to amend this Privacy Policy without prior notice to reflect technological advancements, legal and regulatory changes and good business practices.
