

APPeL Events Privacy Policy

This Privacy Policy details the manner in which e2Serv Ventures Pvt. Ltd. (“e2Serv/Us/Our/We”) collects, restores, deals and handles the end users’ (“You/Your/User”) information made available by the User as a result of such User’s access to and use services provided by e2Serv through APPeL Events Platform (which term shall be deemed to include the internet and mobile website www.appel.events as well as its mobile application).

E2Serv values the trust You place in it. That's why E2Serv insists upon the highest standards for secure transactions and customer information privacy on the APPeL Events Platform. Please read the following statement to learn about E2Serv's information gathering and dissemination practices.

The provisions of this Privacy Policy shall be deemed to be an integral part of and shall be read in conjunction with the T&C document and shall govern Your use of the services provided through APPeL Events Platform.

Your use of the APPeL Events Platform and the services provided thereunder shall be governed by this Privacy Policy as well as any other applicable policies published on this APPeL Events Platform, including but not limited to the Privacy Policy.

Your use of the APPeL Events Platform whether for the purpose of transacting through APPeL Events Platform or otherwise, implies Your specific consent to the provisions of this Privacy Policy as well as other applicable policies, including but not limited to E2Serv’s use of the information provided by You for the purpose of Your use of this APPeL Events Platform.

E2Serv hereby reserves the right to modify, add or delete any part of this Privacy Policy without prior written notice/ intimation to You. It shall be Your sole responsibility to periodically review this Privacy Policy and all other applicable policies published on the APPeL Events Platform for any revisions thereto.

If You do not agree to the revisions made to this Privacy Policy by E2Serv, you must discontinue further access and use of the APPeL Events Platform and the services provided thereunder. You agree and acknowledge that such discontinuance of access to and use of the APPeL Events Platform and the services provided thereunder will render the Privacy Policy inapplicable from such date of discontinuance only; however this Privacy Policy will remain applicable to all instances of use by You of APPeL Events Platform and the services provided thereunder prior to such date of discontinuance by You.

It is clarified that terms and conditions specific to an event shall be published on the event page accessible on the APPeL Events Platform. In the event of any conflict between the event-related terms and conditions, and this Privacy Policy, User agrees that the terms of this Privacy Policy shall prevail and be binding on the User at all times.

By mere use of the APPeL Events Platform, you expressly consent to Our use and disclosure of Your personal information in accordance with this Privacy Policy. This Privacy Policy is incorporated into and subject to the T&C.

1. COLLECTION OF PERSONALLY IDENTIFIABLE INFORMATION AND OTHER INFORMATION

When You use the APPeL Events Platform, we collect and store your personal information which is provided by You from time to time. Our primary goal in doing so is to provide you a safe, efficient, smooth and customized experience. This allows Us to provide services and features that most likely meet Your needs, and to customize APPeL Events Platform to make Your experience safer and

easier. More importantly, while doing so We may collect personal information from You that We consider necessary for achieving this purpose.

In general, you can browse the APPeL Events Platform without telling Us who You are or revealing any personal information about Yourself. Once You give Us Your personal information, you are not anonymous to us. Where possible, we indicate which fields are required and which fields are optional. You always have the option to not provide information by choosing not to use a particular service or feature on the APPeL Events Platform. We may automatically track certain information about You based upon Your behaviour on Our APPeL Events Platforms. We use this information to do internal research on our users' demographics, interests, and behaviour to better understand, protect and serve our users. This information is compiled and analysed on an aggregated basis. This information may include the URL that you just came from (whether this URL is on APPeL Events Platform or not), which URL You next go to (whether this URL is on our APPeL Events Platform or not), Your computer browser information, and Your IP address.

If You choose to buy on APPeL Events Platform, we collect information about Your buying behaviour.

If You transact with us, we collect some additional information, such as a billing address, a credit/debit card number and a credit/debit card expiration date and/or other payment instrument details and tracking information from cheques or money orders.

If You choose to post messages on our message boards, chat rooms or other message areas or leave feedback, we will collect that information you provide to us. We retain this information as necessary to resolve disputes, provide customer support and troubleshoot problems as permitted by law.

If You send Us personal correspondence, such as emails or letters, or if other users or third parties send Us correspondence about Your activities or postings on APPeL Events Platform, we may collect such information into a file specific to you.

We collect personally identifiable information (email address, name, mobile number, credit card / debit card / other payment instrument details, etc.) from you when You set up a free account with us. While You can browse some sections of Our APPeL Events Platform without being a registered member, certain activities (such as placing an order) do require registration. We do use Your contact information to send You offers based on Your previous orders and Your interests.

2. USE OF DEMOGRAPHIC / PROFILE DATA / YOUR INFORMATION

We use personal information to provide the services You request. To the extent possible, We use Your personal information to market to You or share information with certain other parties to market to You, We will provide You the ability to opt-out of such uses. We use Your personal information to resolve disputes; troubleshoot problems; help promote a safe service; collect money; measure consumer interest in Our products and services, inform You about online and offline offers, products, services, and updates; customize Your experience; detect and protect Us against error, fraud and other criminal activity; enforce our terms and conditions; and as otherwise described to You at the time of collection.

In Our efforts to continually improve Our product and service offerings, we collect and analyse demographic and profile data about Our users' activity on APPeL Events Platform.

We identify and use Your IP address to help diagnose problems with Our server, and to administer APPeL Events Platform. Your IP address is also used to help identify you and to gather broad demographic information.

We may occasionally ask You to complete optional online surveys. These surveys may ask You for contact information and demographic information (like zip code, age, or income level). We use this data to tailor Your experience on the APPEL Events Platform, providing You with content that We think You might be interested in and to display content according to Your preferences.

3. SHARING OF PERSONAL INFORMATION

We may share personal information with our affiliates, the Event Organizer as well as the Event Organizer's (as defined under the T&C) affiliates for various purposes, including but not limited to help with the detection and prevention of identity theft, fraud and other potentially illegal acts; correlate related or multiple accounts to prevent abuse of Our services; to facilitate marketing and promotional activities. Unless you explicitly agree to these T&Cs at the time of booking a ticket to an Event (as defined under T&Cs), the Event Organizer and its affiliates may not market to You as a result of such sharing of personal information by You.

We may also disclose personal information if required to do so by law or in the good faith belief that such disclosure is reasonably necessary to respond to court orders, or other legal process. We may disclose personal information to law enforcement offices, third party rights owners, or others in the good faith belief that such disclosure is reasonably necessary to: enforce Our Terms and Conditions ("T&C") or Privacy Policy; respond to claims that an advertisement, posting or other content violates the rights of a third party; or protect the rights, property or personal safety of Our users or the general public.

We and Our affiliates will also share/sell some or all of Your personal information with another business entity should We (or Our assets) plan to merge with, or be acquired by that business entity, or re-organization, amalgamation, restructuring of business. Should such a transaction occur that other business entity (or the new combined entity) will be required to follow this Privacy Policy with respect to Your personal information.

4. LINKS TO OTHER SITES

APPEL Events Platforms link to other websites that may collect personally identifiable information about You. APPEL Events is not responsible for the privacy practices or the content of those linked websites.

5. SECURITY PRECAUTIONS

APPEL Events Platforms have 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.

6. CHOICE/OPT-OUT

We provide all Users with the opportunity to opt-out of receiving non-essential (promotional, marketing-related) communications from Us on behalf of our partners, and from Us in general, after setting up an account.

If You want to remove Your contact information from all APPEL Events lists and newsletters, please click on the unsubscribe links in the emailer.

7. ADVERTISEMENTS ON APPEL EVENTS PLATFORM

We use third-party advertising companies to serve ads when You visit APPEL Events Platforms. These companies may use information (not including Your name, address, email address, or mobile number) about Your visits to APPEL Events Platform and other websites in order to provide advertisements about goods and services of interest to You.

8. YOUR CONSENT

By using the APPEL Events Platform and/ or by providing Your information, you consent to the collection and use of the information You disclose on APPEL Events Platform in accordance with this Privacy Policy, including but not limited to Your consent for sharing your information as per this Privacy Policy.

If We decide to change Our Privacy Policy, we will post those changes on this page so that You are always aware of what information We collect, how We use it, and under what circumstances We disclose it.

9. QUESTIONS?

Please Contact Us regarding any questions regarding this statement.