

## **PRIVACY POLICY**

### **INTRODUCTION**

Amalgamated Plantations Private Limited (hereinafter also referred to as "**The Company**", "**we**", "**us**", "**our**") respects your privacy, and is committed to protecting the privacy, confidentiality and security of the personal data you provide to us or that we collect about you when you use our website [www.amalgamatedplantations.co.in](http://www.amalgamatedplantations.co.in) (hereinafter also referred to as "**Site**"). We are aware of our responsibilities to protect your personal data, to keep it secure and comply with applicable privacy and data protection laws.

This Privacy Policy explains our personal data practices and the choices you can make about the way your personal data is used. This Privacy Policy gives effect to our commitment to protect your personal data and serves as the guidelines to be observed by us.

Your usage of our website will constitute your deemed acceptance to the terms of this Privacy Policy.

Any query in respect of this Privacy Policy may be directed to us at [customercare@amalgamated.in](mailto:customercare@amalgamated.in)

### **TYPES OF PERSONAL DATA WE COLLECT**

#### **INFORMATION PROVIDED BY YOU**

In course of the usage of our site you provide to us and we may collect personal data (including where applicable sensitive personal data). This includes but is not limited to your full name and contact information, your credit card, mobile payment and other payment details, the details of your account on your site including but not limited to access credentials. The ambit of information collected in course of your usage of our



site may also include but shall not be limited to your reviews, feedback and opinions about our site and services.

In addition to those mentioned above, we may collect any other personal data you choose to provide to us.

#### **INFORMATION AUTOMATICALLY COLLECTED BY US**

In course of your usage of our site we may collect information about you which include but are not limited to the following :

**Log Information** - We may collect system log information about your use of our Site, including but not limited to the type of browser you use, access times, pages viewed, your Internet Protocol address and the page you visited before navigating to our Site.

**Device Information** - We may collect information about the computer or mobile device/system you use to access our Site, including the hardware model, operating system and version, unique device identifiers (such as, Internet Protocol address, International Mobile Equipment Identity number, the address of the device's wireless network interface, or mobile phone number used by the device) and mobile network information.

**Location Information** - We may collect information about the location of your device each time you access or use one of our mobile applications or otherwise consent to the collection of this information. You can turn off location services for a device at any time, but this may turn off some useful features.

**Information Collected by Cookies and Other Tracking Technologies** - We and our service providers use various technologies to collect information, including cookies and web beacons. Cookies are small data files stored on your hard drive or in device memory that help us improve our Site and in turn, your experience on our Site, see which areas and features of our Site are popular and count visits. Web



beacons are electronic images that may be used in our services or emails and help deliver cookies, count visits and understand usage and campaign effectiveness.

**Information from Third Parties** – in addition to the information we collect in course of your usage of our website, we may obtain information about you from third parties. The information collected from third parties will be with the sole purpose of enhancing your experience on our Site.

### **USAGE OF DATA COLLECTED BY US**

The information that we collect from you will be used by us for *inter alia* the following purposes :

- process, confirm, provide and charge for orders placed on our Site;
- fulfil contractual obligations to you;
- provide you with access to the content on our Site, and respond to your enquiries and requests for information and services; and
- administer, and disclose the winner of, contests and lucky draw competitions conducted by us or on our behalf.
- understand how our products and services impact you, provide you with a better, more personalised level of service, and further develop our products and services, including linking or combining with information we get from others to do so;
- provide privileges, benefits and services to you, process applications for and administer loyalty/privilege programmes, verify and validate your ability to access and use certain products, services and information;
- monitor your use of our Site and your orders, and conduct analysis of the use of our Site in order to operate, evaluate and improve our Site and our services, understand your preferences, display customised content to you on our Site which may be of interest to you and troubleshoot any problems;
- conduct market analysis, market research, customer satisfaction and quality assurance surveys to improve our hotels, resorts and services;

