

Privacy Policy

We at **MachPrinciple.com** ('**Company**') value our Users and respect their privacy. This Privacy Policy (the '**Policy**') is applicable to our Website **MachPrinciple.com** and the **MachPrinciple Android** and **iOS Applications** (Website/Application collectively referred to as the '**Platform**'). We may collect, store, use and process certain data and information provided by You by accessing and using the Platform. In pursuance of the foregoing, this Policy delineates inter alia the manner of collection, storage, usage and processing of Your information by us including the type of information collected, the manner of collection, the purpose of collection and intended use, disclosure of information, etc. By accessing and using the Platform, You consent to the provisions stipulated in this Policy with regard to Your information as aforesaid. You are advised to carefully read this Policy prior to using and accessing the Platform and in the event, You disagree with its provisions, discontinue such use and access.

The terms '**We**', '**Us**', '**Our**' refer to the Company and '**You**', '**Your**' refer to the Users of the Platform.

Type of Information and Manner of Collection of your Personal Information

Your usage of the Platform and availing the services, and features on offer may entail the collection by us of Your personally identifiable information, sensitive personal data and information and certain other information for the purpose of providing the services on the Platform. The information collected by us can be categorized into the types delineated below. Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through the Platform's public message boards, this information may be collected and used by others.

Personal Information

Your personal information collected by us shall include Your name, age, gender, birth date, contact details including telephone number, postal address, email ID, password, username profile picture etc. It is pertinent to note that the mere browsing of the Platform by You shall not require You to provide or submit to us the foregoing information and such information shall be collected and stored by us only if You voluntarily submit such information on the Platform for the purposes of registration and availing the services available therein. You may in Your discretion choose not to provide such information by not availing of the services, and features on the Platform.

Automatically Collected Information

Information about your computer hardware and software may be automatically collected by the Platform. This information can include: your IP address, browser type, domain names, access times and referring website addresses, operating system information, geographical location etc. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Platform.

Use of Cookies

The Platform may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save your time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize the Platform's pages, or register with the Platform or services, a cookie helps the Platform to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as logging in, getting your interests, and so on. When you return to the same Platform, the information you previously provided can be retrieved, so you can easily use the Platform features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Platform services or websites you visit.

Tracking User Behavior

The Platform may keep track of the websites and pages our users visit within the Platform, (Through the Platform or through the website who are using our plugins) in order to determine what Platform services are the most popular (or provide you better experience). This data is used to deliver customized content and advertising within the Platform to customers whose behavior indicates that they are interested in a particular subject area.

We may also use trusted partners (like google analytics, CrazyEgg, HotJar etc) to track someone's movement, heat map etc.

We do not collect any personal information about you unless you voluntarily provide it to us. However, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Platform. These may include: (a) registering for an account on the Platform; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site f) communicating with our customer service. To wit, we will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We also may gather additional personal or non-personal information in the future.

Purpose of Collection and Usage

We assure You that the information collected and stored by us shall not be used and processed for any unlawful, illegal or illicit purposes and shall be used only for the purpose of providing the services on Platform. The information collected by us is used for the following purposes:

- i. Creation and management of Your account and profile and authenticating access.

- ii. Communications to provide You with information regarding services including promotional offers, special sales, events (whether sponsored by us or others) via email, telephone, text and other means.
- iii. Analysis and evaluation of Your behavior and preferences by using information using cookies and web beacons, developing and aggregating statistics, demographic reports, usage patterns and improving and customizing the services, features, and overall experience accordingly.
- iv. Administering contests, sweepstakes, and competitions that You may participate in.
- v. Providing customer support and promptly respond to and resolve Your queries, complaints, and grievances, if any.

Sharing Information with Third Parties

We do not sell, rent or lease its customer lists to third parties.

We may share data with trusted partners to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Us, and they are required to maintain the confidentiality of your information.

We may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on the Platform; (b) protect and defend the rights or property of the Platform; and/or (c) act under exigent circumstances to protect the personal safety of users of the Platform, or the public.

In the event of a transfer of our business, undertaking or assets, whether in whole or in part as a result of a merger, acquisition, restructuring, reorganization or otherwise Your information may be disclosed to the transferee to the extent of such transfer, and we shall make reasonable efforts to protect Your information in accordance with our Privacy Policy. You may contact the transferee entity to inquire about the processing of Your information as it may be subject to the new entity's Privacy Policy.

We may share and display information with other websites who are using our plugins.

Security of your Personal Information

The Platform secures your personal information from unauthorized access, use, or disclosure. The Platform uses the following methods for this purpose:

- SSL Protocol

When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control (for instance the Platform getting hacked by a hacker); and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through the Platform cannot be guaranteed.

The protection and confidentiality of Your username and password is solely Your responsibility and we urge You to not disclose it to anyone including anyone claiming to represent the Platform or its affiliates. We shall not bear any responsibility or liability for any such unauthorized disclosure and its consequences.

Third-party Links and Platforms

The Platform may contain links to third-party Platforms and platforms and the same shall not constitute, in any manner whatsoever the Company's endorsement, sponsorship, or recommendation of such third-party Platforms or their products, services, content, and offerings. The Company is not responsible for examining or evaluating any third-party Platforms and does not make any representation or warranty for their products, services, content, and offerings or their terms of use and privacy practices. In the event a User accesses such Platforms he/she shall do so at his/her own risk and expense and apprise himself/herself of their terms and conditions and privacy practices.

Children Under Eighteen

The Platform does not knowingly collect personally identifiable information from children under the age of Eighteen. If you are under the age of Eighteen, you must ask your parent or guardian for permission to use the Platform.

E-mail Communications

From time to time, We may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication.

If you would like to stop receiving marketing or promotional communications via email from Us, you may opt out of such communications by sending email to sanjone@gmail.com.

Sending emails :

In the event you import your contact list on the Platform for the purpose of sending invites to friends, such contact information such as emails may be collected and stored and by the Platform and used for sending the invites. All such contact information shall be used solely in accordance with the permissions granted by you.

Data Retention

Your information is retained by us to the extent it may be required to comply with any legal obligations, fraud prevention, enforcing agreements, protection of the Platform and the users and for improving our services and business.

Data Deletion

You understand that any content that you may delete from the Platform, may remain on the Platform in backup copies due to technical reasons. However, such content shall not be visible to others and shall persist solely to avoid technical issues on the Platform. You may not be able to delete all the data that share in machprinciple.com. Like if someone is registers to our website once. He may delete his profile. But all his/her information's may not be deleted. Many data may just be flagged as deleted in the database. But not actually deleted. If we delete those data, then there may be other technical issues.

Control and Management of Information

You can control and manage Your privacy and confidentiality settings and the extent of visibility and disclosure of Your information and content to other users and visitors by accessing the tools available on the Platform including without limitation Your photographs, account or any content or information posted by You.

External Data Storage Sites

We may store your data on servers provided by third party hosting vendors with whom we have contracted.

Changes to this Statement

We reserve the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our Platform, and/or by updating any privacy information on this page. Your continued use of the Platform or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.

Contact Information

We welcome your questions or comments regarding this Statement of Privacy. If you believe that the Platform has not adhered to this Statement, and in the event of any grievances please contact Us at:

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