

Story for Glory-Terms of Services

You must carefully read and understand these terms and conditions before using the <https://storyforglory.in/> website ("Platform"), which is operated and managed by Eterno Infotech Pvt. Ltd., having its place of business at No. 2, 1st Main, 1st Block, Koramangala, Jakkasandra Extension, Bangalore, Karnataka 560034 hereinafter referred to as ("**Eterno**", or "**We**", or "**Us**").

These Term of Service, and the Privacy Policy and all other applicable laws and regulations, (together "**Terms**") govern Your access and use of the Platform, irrespective of whether you are a registered user or a visitor (which means that you simply browse the Platform without limitation, through a mobile or other computer device like computer, or otherwise use the Platform without being registered). The terminologies "**You**", "**Your**", or "**User**", or "**Users**", or "**Applicant**" shall be read in context and shall refer to You. By using or accessing the Platform to view content by You, You agree to be bound by these Terms.

If you have accessed the Platform from any other country which are signatories to the WIPO and other international treaties/conventions on Intellectual Property, you also agree to be bound by the terms and conditions contained herein.

You are reading these ("Terms"), which is an electronic contract recognized under the provisions of the Information Technology Act of 2000 read along with its the "Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021", and thereby governs the relationship and serve as an agreement between You and Us and set forth the terms and conditions by which you may access and use the Platform and our related websites, services, and content (collectively, the "Services"). Our Services are provided for private, non-commercial use.

1. About the Platform

StoryForGlory is a unique desktop application or technology that is engaged in the business of finding the best journalists and creators with a knack for Journalism and digital media content creation. This platform will roll out the call for applications and various storytellers can apply for these applications and participate in this talent hunt by creating the content in video or text format.

2. Eligibility

Use and access to the Platform is available to all persons who can be legally bound by contract and who are not disqualified or declared incompetent under the Indian Contract Act, 1872., You shall not register as a User of the Platform and shall not access or use the App.

3. Term and Termination

These Terms, and any posted revision, shall remain in full force and effect while you use the Platform and certain provisions may continue to apply even after termination. You may terminate this Agreement by uninstalling or deleting the Platform at any time, for any reason.

4. Communications

When You use the Platform or send emails or other data, information or communication to Eterno, You agree and understand that You are communicating with Eterno through electronic records and You consent to receive communications via electronic records from Eterno periodically and as and when required. Eterno may communicate with You by email provided by You in Your communications or at the time of registration or by any other mode of communication, electronic or otherwise. However, Eterno does not assure any confidentiality or security of information provided to Eterno from Your side.

5. License

Eterno hereby grants you a limited license, to access the Platform (including www.storyforglory.in provided and expressly conditioned upon your agreement that all such access and use shall be governed by all of the terms and conditions set forth in this User Agreement. The articles, text, photos, videos, video players, and third-party material available on the Platform applications and programs, are for your non-commercial, personal use only. Other uses, including downloading, copying, or redistributing these materials, or using these materials or products to build your own products, are permitted only to the extent specifically authorized by Eterno or rights holders, or allowed by applicable copyright law. Eterno or other rights holders reserve all rights to the material not expressly granted by Eterno under the license terms, whether by implication, estoppel, or otherwise.

6. Proprietary Rights in Content, Links to Third Party Sites and Applications

6.1. Eterno and its affiliates hold no responsibility for the materials contained in the Content or in accuracy of the Content accessible by You through Your use of the Website. In no event shall Eterno or its affiliates assume or have any responsibility or liability for the Content accessible by use of the Platform or for any claims, damages or losses resulting from the use of the Content.

6.2. Some part of the services provided by the Platform may be sourced from a third party and may only be hosted and made available by Eterno. The Platform

may contain the links or pointers to other websites/platforms, but you should not infer or assume that Eterno operates, controls, manages or is otherwise connected with such other third-party websites or platforms. When you click on a link within the Platform, Eterno may not warn you that you have left the Platform and you are subject to the terms and conditions (including privacy policies) of such another website/ platform. Please be careful to read the terms of use and privacy policy of such third-party websites/platforms before you provide any confidential information or engage in any transactions on such websites. The User Agreement does not govern your use/access of any such third-party websites/platforms.

6.3. Eterno is not responsible for the content or practices of a third-party website even if it links to the website or is operated by a company affiliated or otherwise connected with Eterno. You acknowledge and agree that Eterno is not responsible or liable to you for any content or other materials hosted and served from a third-party Part of the Platform may contain advertising information or promotion material, or other material submitted to Eterno by third parties. Responsibility for ensuring that such material submitted for inclusion on the Platform complies with applicable laws is exclusively on the party providing such information/material/advertisement. You acknowledge and agree that the use of any third-party websites is governed by such third party's terms of use, license agreement, privacy policy, or other such agreement.

ETERNO DISCLAIMS ANY AND ALL RESPONSIBILITY FOR ANY DISCLOSURE OF INFORMATION OR ANY OTHER PRACTICES OF ANY THIRD PARTY. ETERNO EXPRESSLY DISCLAIMS ANY WARRANTY WITH RESPECT TO YOUR PERSONAL OR OTHER INFORMATION THAT MAY BE COLLECTED, PROCESSED, SHARED OR RETAINED BY ANY THIRD PARTY.

7. The Services

The Services are intended solely for the purpose of engaging and receiving the application from the Users for creation of digital media content by rolling out the call for applications. Users can participate in the talent search program by registering themselves by clicking on the "Apply Now" section on the website (hereinafter referred to as the "Purpose"). Under no circumstance does Eterno sell any goods or services through its Platform as part of its Services. Eterno uses spiders and other web-crawlers to use content and images from different third-party websites solely for the Purpose but does not create caches or archives of such content or images. Eterno agrees that no automated system or spiders used to access third-party websites shall hamper or reduce the speed

and performance of third-party servers lower than the speed at which such third-party servers are handling messages sent by users using a conventional online web browser.

8. Applicant's Obligation and Activity Prohibited

8.1. As a condition of use, You promise not to use the Platform for any purpose that is prohibited by this Agreement. You are responsible for all of Your activity in connection with the Platform.

8.2. You agree, undertake and confirm that You are only permitted to use the Platform for accessing Content and for sharing Content created by You or Content which You are authorised to post on the Platform.

8.3. You hereby acknowledge and concede that the use, access and availing the facilities of the Platform shall be governed by the Terms and Privacy Policy of Eterno and You shall act in accordance with the said documents.

8.4. Additionally, You shall abide by all applicable local, state, national and international laws and regulations and if you represent a business, any advertising, marketing, privacy, or other self-regulatory code(s) applicable to your industry.

8.5. You agree, undertake and confirm that Your use of the Platform shall be strictly governed by, including but not limited to the following:

- You shall not illegally download/save the Content accessed through the Platform at any given time, or circumvent any technological measures employed by Eterno to prevent unauthorized access to or copying of Content or any part of the Platform.
- You shall not alter or modify any part of the Platform and/or use the Platform for any illegal purpose.
- You shall not reformat or frame any portion of any web page that is part of the Platform.
- You shall not collect or harvest or attempt to collect personal data, or any other kind of information about other Users, including without limitation, through spidering or any form of scraping.
- You shall not post advertisements, promotions or solicitations of business or solicit Users or post spam or any other form of solicitation or spam; post or transmit any communication or solicitation designed or intended to obtain the password, account or private information from any other User.
- You shall not deliberately impersonate another person, whether real or fictional or otherwise misrepresent Your affiliation with a person or entity, for example, by registering an account in the name of another person or company, or sending messages or making comments using the name of another person impersonate other Users or otherwise fake Your identity.

- You shall not rent, sell or transfer or lease or offer to sell or transfer access to the Platform and/or any Eterno account or permit any third parties to use Your name and password, or any Content on the Platform.
- You shall not resell or commercially use the Platform or any of its Content or download or copy account information for the benefit of Yourself or any third-party. The Platform is for personal use only and may not be reproduced, duplicated, copied, sold, resold, visited, or otherwise exploited for any commercial purpose.
- You shall not authorize any third party to use Your account.
- You shall not commit or engage in, or encourage, induce, solicit or promote, any conduct that would constitute a criminal offense, give rise to civil liability or otherwise violate any law or regulation; or use the Platform for any illegal or unauthorized purpose; You agree to comply with all local laws applicable to Your conduct and the content and information, including hyperlinks, that You upload, store, share or transmit using the Platform.
- You shall not alter or remove, attempt to alter or remove any trademark, copyright or other proprietary or legal notices contained in, or appearing on, the Platform or on any Content appearing on the Platform.
- You may not frame or utilize framing techniques to enclose any trademark, logo, or other proprietary information (including images, content, music, text, page layout, or form) of Eterno and our affiliates or other Users. You may not use any meta-tags or any other "hidden text" utilizing Eterno's name or trademarks without the express written consent of Eterno. Any unauthorized use terminates the permission or license granted by Eterno.
- You may not use any Eterno logo or other proprietary graphic or trademark as part of the link without Eterno's advance express written permission.
- You shall not employ scraping or similar techniques to aggregate, repurpose, adapt, copy, republish, make available or otherwise communicate to the public, display, perform, transfer, share, distribute or otherwise use or exploit the Content except via the features provided in the Platform.
- You shall not, permit any third party to, copy or adapt the object code of the Platform, or reengineer, reassemble, decompile, modify or attempt to discover any source or object code of any part of the Platform.
- You shall not transmit any viruses, worms, defects, Trojan horse, cancelbots, spyware, other items of a contaminating or destructive nature, adware, packet or IP spoofing, forged routing or electronic mail address information or similar methods or technology harmful code, flood pings, malware, bot, time bomb, worm, or other harmful or malicious components, which or might overburden, impair or disrupt the Platform or

networks forming part of, or connected to, the Platform, or which does or might restrict or inhibit any other User's use and enjoyment of the Platform.

- You shall not stalk, exploit, threaten, abuse or otherwise harass another User, or any Eterno employee. You shall not violate, circumvent or attempt to violate or circumvent any data security measures employed by Eterno; access or attempt to access data or materials which are not intended for Your use; log into, or attempt to log into, an account which You are not authorized to access; attempt to scan or test the vulnerability of Eterno 's server, system or network or attempt to breach Eterno's data security or authentication procedures; attempt to interfere with the Platform by any means including, without limitation, hacking Eterno's servers or systems, submitting a virus, overloading, mail-bombing or crashing. insult, harass, threaten, molest or intimidate other Users.

8.6. You will not host, display, upload, modify, publish, transmit, store, update or share any content that:

- belongs to another person and to which the user does not have any right;
- is defamatory, obscene, pornographic, paedophilic, invasive of another's privacy, including bodily privacy, insulting or harassing on the basis of gender, libellous, racially or ethnically objectionable, relating or encouraging money laundering or gambling, or otherwise inconsistent with or contrary to the laws in force;
- is harmful to children ;
- infringes any patent, trademark, copyright or other proprietary rights;
- violates any law for the time being in force;
- deceives or misleads the addressee about the origin of the message or knowingly and intentionally communicates any information which is patently false or misleading in nature but may reasonably be perceived as a fact;
- impersonates another person;
- threatens the unity, integrity, defense, security or sovereignty of India, friendly relations with foreign States, or public order, or causes incitement to the commission of any cognizable offence or prevents investigation of any offence or is insulting other nation;
- contains software virus or any other computer code, file or program designed to interrupt, destroy or limit the functionality of any computer resource; is patently false and untrue, and is written or published in any form, with the intent to mislead or harass a person, entity, or agency for financial gain or to cause any injury to any person;
- is in any manner, likely to affect Eterno's business interests;

- in any manner damages or degrades the Platform or cause impairment of the performance, availability or accessibility of the Platform;
- depicts advertisement, promotions or solicitations of business or solicits Users or any other form of solicitation;
- posts or transmits any communication or solicitation designed or intended to obtain the password, account, sensitive personal information or any other personal information from any other User;
- and posts or transmits spam, including but not limited to unsolicited or unauthorized advertising, promotional materials, or informational announcements.

8.7. You agree to comply with the above conditions and acknowledge that Eterno has the right, in its sole discretion, to terminate Your account or take action as in our sole discretion is necessary if You breach any of the above conditions or any of the other provisions of this Terms.

8.8. You understand that Eterno has the right at all times to disclose any information (including the identity of the persons providing information or materials on the Platform) as necessary to satisfy any law, regulation or valid governmental request. This may include, without limitation, disclosure of the information in connection with investigation of alleged illegal activity or solicitation of illegal activity or in response to a lawful court order. In addition, Eterno may (and You hereby expressly authorize Eterno to) disclose any information about You to law enforcement or other government officials, as Eterno, in its sole discretion, believes necessary or appropriate in connection with the investigation and/or resolution of possible crimes, especially those that may involve personal injury; Throughout these Terms, Eterno's prior written consent means a communication coming from Eterno's Legal Department, specifically in response to Your request, and specifically addressing the activity or conduct for which You seek authorization.

9. Advertising Rights

Eterno reserves the right to sell and display any advertising, attribution, links, promotional and distribution rights, and Eterno and its licensors or affiliates will be entitled to retain any and all revenue generated from any sales of such advertising, attribution, links, or promotional or distribution rights. Nothing in these additional terms obligates or may be deemed to obligate Eterno to sell or offer to sell any advertising, promotion or distribution rights.

10. Representations and Warranties

10.1. This Platform and the Content under it are provided by Eterno "as is" and

on an "as available" basis and Eterno and its affiliates, and their officers, directors, employees, and agents make no warranties and hereby disclaim any express or implied warranties, including, but not limited to, the implied warranties (collectively, "warranties") of merchantability and fitness for a particular purpose are disclaimed. In no event shall Eterno be liable for any direct, indirect, incidental, special, exemplary, or consequential damages (including, but not limited to, procurement of substitute goods or services; loss of use, data, or profits; or business interruption) however caused and on any theory of liability, whether in contract, strict liability, or tort (including negligence or otherwise) arising in any way out of the use of this Platform, even if advised of the possibility of such damage.

10.2. You agree that Your use of the Platform shall be at Your sole risk. To the fullest extent permitted by law, Eterno disclaims all warranties, express or implied, in connection with the use of the Platform.

10.3. Eterno makes no representations or guarantees that the Platform will be free from loss, destruction, damage, any unauthorized access to or use of Eterno's secure servers and/or any and all personal information and/or financial information stored therein, corruption, attack, any interruption or cessation of transmission to or from the Platform, any bugs, viruses, Trojan horses, or the like which may be transmitted to or through the Platform by any third party, and/or any errors or omissions in any content or for any loss or damage of any kind incurred as a result of the use of any of the Content accessible via the Platform. Eterno does not warrant, endorse, guarantee, or assume responsibility for any product or service advertised or offered by a third party through the services or any hyperlinked services or featured in any banner or other advertising, and Eterno will not be a party to or in any way be responsible for monitoring any transaction between You and third-party providers of products or services.

10.4. Eterno makes no guarantees, representations, or warranties that use or results of the use or content of the Platform will be accurate, timely, reliable, uninterrupted, or without errors. Without prior notice, Eterno may modify, suspend, or discontinue any part or all of the Platform or Your use of the Platform. In such an event, Eterno or its affiliates will not be liable to You or any third party.

10.5. Eterno makes no guarantees, representations, or warranties that Content accessible through the Platform by the User or the links provided by third parties will be free of viruses or similar contamination or destructive features. You agree that You assume all risk as to the quality and performance of the Platform and the accuracy and completeness of the Content.

10.6. You understand that You may encounter offensive, indecent, or other objectionable content while using the Platform and that You may be involuntarily exposed to such offensive and obscene materials.

11. User Content

Our Websites may include interactive features, such as discussion groups, blogs, forums and other community publishing areas that allow members and other applicants to post content and materials for display on the Websites (“User Content”). User Content remains the intellectual property of the individual user and you will be solely responsible for any and all content and materials of whatever nature that you post on, transmit to or link to from the Websites. You agree to indemnify and hold Eterno and its affiliates, agents, representatives, directors, officers, employees and licensors, harmless from any liability of any nature arising out of or related to any content or materials submitted to or displayed on the Websites by you or by others using your user account. By posting content on our Websites, you expressly grant Eterno and its Partners a non-exclusive, perpetual, irrevocable, royalty-free, fully paid-up worldwide, fully sub-licensable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, transmit, perform and display such content and your name, voice, and likeness as contained in your User Content, in whole or in part, and in any form throughout the world in any media or technology

12. Copyright, Trademark and Ownership

All of the content displayed on the Websites, including without limitation text, graphics, photographs, images, moving images, sound, and illustrations (“Content”), is owned by Eterno and its affiliated partners and business partners. All elements of the Websites, including, without limitation, the Websites’ general design, Eterno’s trademarks, service marks, trade names (including the Eterno’s name, logos, the Websites’ names, and the Websites’ design), and other Content, are protected by trade dress, copyright, moral rights, trademark and other laws relating to intellectual property rights. The Websites may only be used for the intended purpose for which they are being made available.

13. Privacy

Eterno may collect some of Your personal information and data while accessing, availing and/or using the Platform. Such information collected is only attributed to the functionality of the Platform and for no other purpose whatsoever. You may read Eterno's Privacy Policy [here](#) .

14. Disclaimer

THE PLATFORM, ITS FEATURES AND CONTENT ARE PROVIDED "AS IS" AND "AS AVAILABLE", AND "WITH ALL FAULTS".

15. Indemnity

You hereby agree to indemnify, defend and hold Eterno and its business associates, affiliates, and their officers, directors and employees, harmless from and against any and all damages, liabilities, costs and expenses, including attorney's fees and expenses, arising out of, incident to, or resulting directly or indirectly from the use of the Platform in a manner inconsistent with these Terms. Notwithstanding its reasonable efforts, Eterno and its business associates, affiliates cannot take responsibility or control the Content made for access through the Platform.

16. No Liability

13.1. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT SHALL ETERNO OR ITS BUSINESS ASSOCIATES, AFFILIATES BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL OR CONSEQUENTIAL DAMAGES, FOR LOSS OF PROFITS OR CONFIDENTIAL OR OTHER INFORMATION, FOR BUSINESS INTERRUPTION, FOR PERSONAL INJURY, FOR LOSS OF PRIVACY, FOR FAILURE TO MEET ANY DUTY INCLUDING OF GOOD FAITH OR OF REASONABLE CARE, FOR NEGLIGENCE, AND FOR ANY OTHER PECUNIARY OR OTHER LOSS WHATSOEVER ARISING OUT OF OR IN ANY WAY RELATED TO THE USE OR INABILITY TO USE THE PLATFORM AND ANY LOSS OR DAMAGE ARISING OUT OF OR IN RELATION TO ACTS OF GOD OR ACT OF THIRD PARTY THAT IS BEYOND THE CONTROL OF ETERNO OR ITS AFFILIATES.

13.2. ETERNO OR ITS BUSINESS ASSOCIATES, AFFILIATES SHALL NOT BE LIABLE FOR ANY DIRECT OR INDIRECT DAMAGE FOR ANY DATA PROVIDED BY THE USER OR ANY VIOLATION OF THIRD-PARTY RIGHTS OF WHATSOEVER NATURE, ARISING OUT OF OR IN ANY MANNER RELATED TO THE USE OR INABILITY TO USE THE PLATFORM.

17. Law, Jurisdiction and Arbitration

14.1. The construction of these Terms shall be determined in accordance with laws and rules in force in India and shall be subject to the exclusive jurisdiction of the Courts in Bangalore and no other court.

14.2 All disputes arising under or in relation to these Terms shall be referred to arbitration before a sole arbitrator. If the Parties fail to agree on the appointment of a sole arbitrator within the time stipulated under the [Indian] Arbitration and Conciliation Act, 1996 (the "Act") the Parties shall approach the competent Court

under the Act for appointment of the Sole Arbitrator. The Arbitration proceedings shall be carried out in accordance with the Act and the Rules framed thereunder and the place of Arbitration shall be Bangalore. The arbitration proceedings shall be conducted in English. The arbitrator's award shall be final and undisputable by both Parties.

18. Severability

If any provision in the Terms becomes invalid or illegal or adjudged unenforceable, the provision shall be deemed to have been severed from the Terms and the remaining provisions of the Terms shall not, so far as possible, be affected by the severance.

19. Waiver

The failure of Eterno to enforce at any time any of the provisions of these Terms shall not be construed to be a waiver of its right, power, privilege or remedy or as a waiver of any preceding or succeeding breach on Your part to these Terms nor shall any single or partial exercise of any right power privilege or remedy preclude any other or further exercise of such or any other right power privilege or remedy provided in these Terms all of which are several and cumulative and are not exclusive of each other or of any other rights or remedies otherwise available to Eterno at law or in equity.

20. Force Majeure and Act of Third Parties

The performance of any part of this User Agreement by Eterno and its affiliates shall be excused on account of Force Majeure events (including but not limited to act of God, public enemy, epidemics declared as pandemics, revolt, strikes, riot, terrorist attack, fire, flood, war, typhoon and any regulation of the government or order of any competent statutory or judicial authority or of any government), or any other cause beyond the reasonable control of Eterno, or act of any third party beyond the control of Eterno including but not limited to hacking, data theft, unauthorized access to User account, impersonation, fraud, misrepresentation and so on.

21. Survival

These Terms, and any modifications, alterations or amendments to, shall remain in full force and effect while You use the Platform and the provisions related to Intellectual Property, Confidential Information, Representations and Warranties, Liability, Indemnity, and all other provisions which by their nature survive the termination of this User Agreement shall continue to apply even after termination of this User Agreement.

22. Notices and Grievance Redressal Mechanism

Notice is specifically given that Eterno is not responsible for the Content or advertisements accessible through the Website. Eterno reserves the right in its sole discretion to remove and/or disable access to Content claimed to infringe third-party rights and/or terminate the accounts of the Users of the Platform who may infringe upon the intellectual property or other rights of Eterno and/or other third-parties.

PRIVACY POLICY

Objective and Scope

Eterno Infotech Private Limited ("**We**",or "**Us**",or "**Our**",or "**Eterno**") values the trust placed in us by the data subject ("**You**", "**Your**", "**User**", "**Applicant**") and therefore, we assure that we follow the highest standards of privacy guidelines to protect the information shared by you with Eterno to access the [www.https://storyforglory.in/](https://storyforglory.in/) ("**Platform**") We follow this Privacy Policy in accordance with applicable laws in the places where we operate. In some cases, we may provide additional data privacy notices specific to certain services or regions. Those terms are to be read in combination and are part and parcel of this policy. Please keep in mind that when you provide information to us on a third-party website or Platform (for example, via our applications like social media login the information we collect through those third-party websites linked with our applications are covered by this Privacy Policy, and the information the third-party website collects or may collect is subject to the third-party site privacy practices. Privacy choices you have made on the third-party site or platform will not apply to our use of the information we have collected directly through our Platform. Please also keep in mind that our sites and applications may contain links to other sites not owned or controlled by us and we are not responsible for the privacy practices of those sites. We encourage you to be aware when you leave our Platform and to read the privacy policies of other sites that may collect your personal information. All capitalized terms that have not been specifically defined herein shall have the same meaning as provided under the Terms of Use. This Privacy Policy should be read in conjunction and together with the Terms applicable to the Eterno (together called the "User Agreement").

1. User Consent

By using the Platform (for example, when you access or install the Platform, enter a contest or promotion, communicate with us), you agree to provide consent to our collection, use and sharing of your personal information as described in this policy. You hereby agree to give us full consent or on occasions, we may seek additional explicit consent; to access our services before proceeding for further operations. If you are a traveller visiting various countries around the world and avail the Platform's services, then we will determine your location using your IP address to determine the relevant Eterno's Services which should be offered to you. In the event IP detection fails, we will consider the last cached location as your current location to provide you with Eterno services and the consents obtained at the time of registration in that location will be valid for

processing of your personal information. We use third-party service providers to help us determine your location to provide you with appropriate content and services on our Platform.

2. Collection and Use of Personal Information

'Personally Identifiable Information' or 'PII' is defined as any information that identifies (whether directly or indirectly) to a particular individual or natural person, such as the individual's name, postal address, email address, mobile number and any other specific identifier indicating that particular person. When anonymous information is directly or indirectly associated with personal information, the resulting information also is treated as personal information.

A. Information you provide to us

Information Collected at the Time of Registration

When you access using your web accounts like Facebook & Twitter and any other third-party application to access the Content on the Platform, we retrieve the following information from your account(s) to continue to interact with you and to continue providing you the Services. Information that we collect include -

- User Name
- E-mail id
- Mobile number
- Location
- Public profile information – (Facebook & Twitter) Information collected under my profile section when a user has completed the registration:
- Date of Birth
- Gender
- Profile picture upload
- Country

We may collect personal information when you provide feedback, report spam, participate in polls, surveys, contests, etc. for the activity it is being collected. This information will only be captured if you have provided us with explicit consent.

Information you provide to us voluntarily

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 the Site, we may collect and store such information.

We may collect additional information at other times, including but not limited to, when you provide feedback(s), respond to surveys, provide comments, or communicate with us. This information may include your name, e-mail id, mobile number, location, etc.

B. Information automatically collected while browsing /navigating through the website

Cookies

The Website uses cookies and other similar technologies which are necessary to its functioning and to provide Eterno Some of these cookies are essential for us to provide you with the Eterno For more information about essential cookies we use, please refer to our Cookie Policy.

Log File Information

We automatically collect limited information about your computer's connection to the Internet, mobile number, including your IP address, whenever you visit our website(s)/ Platform. Your IP address is a number that lets computers attach to the Internet and recognize where you send data – For e.g. pages you viewed. We automatically receive and log information from your browser, including your IP address, your computer's name, your operating system, browser type and version, CPU speed, and connection speed. We may also collect log information from your device, including your location, IP address, your device's name, device's serial number or unique identification number (e.g. UDID on your iOS device), your device operating system, browser type and version, application version, operator name, screen size, CPU speed, and connection speed etc.

C. Inferred Information through usage and log data

We may track certain information about you based upon your behaviour on the Platform. We use this information for conducting internal research on our users' demographics, devices, interests, and behaviour to better understand, protect and serve our users.

We may also collect Your Information to track user behaviour and preferences for internal analytics and research. We may also use your information:

- i. To evaluate your interest for various genres of content, services, offers;
- ii. To perform analytics and conduct customer research, to determine your interest, for identifying content that generates sales and to analyse traffic patterns. If you choose to post messages on social media accounts, 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.

The above information may also be captured by keeping cookies on our websites by our affiliates for the purposes mentioned above.

D. Information we collect from third parties

a) Information obtained from other Sources

We may receive information about you from other online sources. We may add it to our account information system and treat it in accordance with this policy. If you provide information to the platform provider or other partner to whom we provide services, your account information including PII may be passed on to us. We may obtain updated contact information(s) from third parties in order to correct our records and fulfil the Services or to communicate with you or share the information with any third party.

b) Information obtained from third party websites

If you link, connect or comment on Content your Eterno's Platform account with third-party services they may send us information such as your registered e-mail id and public profile information from the service.

c) Demographic and other information

We may reference other sources of demographic and other information to provide you with more targeted communications and promotions. We use various third-party analytics service providers, among others, to track user behaviour on our website. They are used to support display advertising towards helping us gain an understanding of our users' Demographics and Interests. The reports are anonymous and cannot be associated with any individual personally identifiable information that you may have shared with us. You can opt-out or opt-in by giving consent to serve you advertisements when you visit our website or applications.

3. What purposes your data are used for

The data is used for providing a personalized news feed on the Platform based on the content preference and reading habits of the user. Personal and other information you may provide when registering, subscribing and/or responding to surveys may be used for the following purposes:

- to provide better usability, troubleshooting and site maintenance
- to understand which parts of the website are visited and how frequently
- to create your user ID to identify you once you register on our website
- to contact you and respond to your questions or requests
- to provide access to desirable content based on your preferences

- for marketing communications – we may use your information and share with our business partners for marketing purposes, as permitted by law

4. Data Retention and Erasure

Security of your information is important to us. We maintain appropriate technical, administrative, and physical security measures that are designed to protect your information from unauthorized access, theft, disclosure, modification, or loss. We regularly review our security measures to consider available new technology and methods. We retain information for as long as necessary to provide our Services and for the other purposes set out in this Privacy Policy. We also retain information when necessary to comply with contractual and legal obligations, when we have a legitimate business interest to do so (such as improving and developing our Services and enhancing the safety, security and stability of our Services), and for the exercise or defence of legal claims.

If you no longer want us to use your information, then you can request that we erase your personal information. Please note that if you request for the erasure of your personal information, your request will be processed, and you will receive confirmation of the same via email. Please note that this will only perform a deletion of the information that has been collected by Eterno.

5. What we don't do with your personal data

Eterno works with our corporate group and selected third-party partners or business associates who help us provide, operate and improve our Services. We also share your information with CDNs, ISPs, Technology Partners, advertisers, and analytics providers. Also, when and where required by law, we will share your information with law enforcement agencies or regulators, and with third parties pursuant to a legally binding court order. Eterno reserves the right to transfer personal information of users to another party as a result of business partnership, contractual engagement, merger, acquisition, or sale of all or a portion of Eterno's assets to another party, and under such a circumstance, the provisions of this Privacy Policy will continue to apply unless You are notified otherwise.

a. Eterno does not sell, trade, or rent Your personal information collected by Eterno to third parties except as provided in this Policy. Eterno may share generic aggregated demographic information not linked to any personal information, regarding visitors and users with Eterno's business partners, contractors, affiliates and advertisers.

b. Eterno may be required by law or litigation to disclose personal information about the Users. Eterno may also disclose information about the Users if Eterno determines that for national security, law enforcement, or other issues of public importance that disclosure of information is necessary.

c. Eterno may disclose information if it is necessary to enforce the applicable terms of use of the Platform and/or reasonably necessary to protect our rights and property or our officers, directors, shareholders, employees or agents.

d. Eterno reserves the right to transfer personal information of Users to another party as a result of business partnership, contractual engagement, merger, acquisition, or sale of all or a portion of Eterno's assets to another party, and under such a circumstance, the provisions of this Privacy Policy will continue to apply unless You are notified otherwise.

6. How we process these data

The collected data are processed in several ways. We use your personally identifiable information (name, email address, etc.) to identify you in order to contact, send a newsletter, and provide products & support. The non-personal data may be used to improve the service. We share your Personal Information within our ecosystem as mentioned below-

- Eterno's Business Verticals (Departments)
- Business partners;
- Service vendors;
- Authorized third-party agents.

7. Control of Your Information

All users may elect to stop receiving marketing material from us or on behalf of external third-party business partners by following instructions at the end of any such email received. You can exercise this right by clicking on the "unsubscribe" link in the marketing emails we send you.

8. To Target Content and Advertising

We may use your user information for advertising purposes in order to promote our Site or our other products or services, and the products and services of third parties. To develop and provide content and advertising to you that is targeted to your interests, we use the analytics collected by the systems described above to determine which areas of our Site you prefer based upon the frequency of your visits and engagement with those areas.

9. As Necessary to Provide Services to You

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of email or newsletter mailings, processing transactions, or performing statistical analysis of our services. We will only provide those companies the user information they need to deliver the service. In all cases, these companies are subject to agreements that require them to maintain the

confidentiality of your user information and they are prohibited from using that information for any other purpose.

10. Third party links on our website

We may talk about third-party products and services on our website. Third-party sites have their own privacy policies. So, therefore, we have no responsibility or liability for the content and activities of these linked sites.

11. What data breach procedures we have in place

If in any case, a breach of data such as loss, alteration, unauthorized disclosure or access, personal data transmission, storage or otherwise processed happens, we will notify you immediately after we become aware of. Eterno adopts reasonable and appropriate security practices and procedures and technical controls in order to safeguard your Personal Information.

12. What if we make changes to our Privacy Policy?

We may bring necessary modifications to this Privacy Policy from time to time. Any change made or any new point added to the Privacy Policy described above will be published here on this page.

13. Cookie Policy

- **How does our Site use Cookies?**

We may use information collected from our Cookies to identify user behaviour and to serve content and offers based on your profile, and in order to enhance the convenience of the users of our Site.

- **Information on the Types of Cookies that are used on our Site.**

We have provided details of the types of Cookies that are used on our Site as well as other relevant and useful information on the Cookies. You can also find more information on the Cookies when you click the pop-up window.

- **Technical Cookies:** These cookies are necessary to enable you to move around our Site and use its features.
- **Analytical Cookies:** These cookies are used by us or third-party service providers to analyse how our Sites are used and how they are performing.
- **Functionality Cookies:** These cookies allow our Site to remember the choices you make when you visit our Site in order to provide enhanced, more personalized features to you.
- **Advertising and Retargeting Cookies:** These Cookies save information from your browsing history in order to record your interests and your browsing path on our

Site. We may use advertising and targeting cookies for retargeting, which enables our advertising partners to target advertising to you on other websites, based on your visit to our Site. Without these Cookies, online advertisements you encounter will be less relevant to you and your interests.

14. Complaints

You can write to us in case of any grievance or complaint at the support email address. If you have any complaints regarding the processing of your personal information you may contact our grievance officer at the below-mentioned email address.

15. Security and Compliance with Laws

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. These include internal reviews of our data collection, storage and processing practices and security measures, including appropriate encryption and physical security measures to guard against unauthorized access to systems where we store personal data. All information gathered is securely stored within the Company controlled database. The database is stored on servers secured behind a firewall on the cloud; access to the servers is password-protected and is strictly limited. However, as effective as our security measures are, no security system is impenetrable. If you know or have reason to believe that your Eterno account credentials have been lost, stolen, altered, or otherwise compromised or in case of any actual or suspected unauthorized use of your account, please contact us by contacting us on the below-mentioned information.

16. By downloading, install and Contacting Us

If You have any grievances, concerns, or questions about this Privacy Policy, practices of this Services, or Your dealings with the Platform or any of the features or any Legal Queries about the Platform, please send your questions to Eterno at with the subject, "Privacy Queries" You may also contact the privacy grievance officer at this address: Email: grievance.officer@dailyhunt.in