

PRIVACY POLICY

Introduction

Ankasummor Foods Private Limited, an Indian company ("AFPL", "Our" or "We") recognizes the importance of Your privacy and is committed to ensuring that You are aware of how Your information is being used.

The terms "**You**" or "**Your**", shall include any individual or legal entity who accesses or uses CustomerFirst Platform, its constituent Products, Services including mobile Apps ("CustomerFirst").

This policy describes the types of information AFPL may collect from You or that You may provide in relation to the use or access of the CustomerFirstPlatform and the manner in which such information is collected used, processed, disclosed and maintained.

Please read and understand the policy carefully. If You do not agree with Our policies and Our practices in the way we treat Your information ("User Information" which may include Your name, nationality, date of birth, telephone number, email address, physical address and the like), Your choice is to not use the CustomerFirst Platform. Your use or access of the CustomerFirst Platform, shall constitute Your agreement to this Privacy Policy.

By accepting the Privacy Policy you expressly consent to AFPL's use and disclosure of your personal information in accordance with this Privacy Policy.

Applicability of the policy

This policy shall apply to all information You provide on the CustomerFirst Platform and all information that AFPL collects on the CustomerFirst Platform including but not limited to any information You upload, emails that You exchange with AFPL and other users of the CustomerFirst Platform and any information submitted by You to AFPL.

The policy does not apply to, nor does AFPL take any responsibility for, any information that is collected by any third party either using the CustomerFirstPlatform or through any links on the CustomerFirst Platform or through any advertisements on the CustomerFirst Platform.

Nature Of Information Collected And Manner Of Collection

In the use of the CustomerFirst Platform, as You navigate through the CustomerFirst Platform, AFPL may collect different types of information. This may include User Information, information that is personally identifiable, other information which may not be personally identifiable, information on the usage patterns of any user including You, Information that You have uploaded to CustomerFirst Platform, searches that You have done on the CustomerFirst Platform, any communications You have exchanged on the CustomerFirst Platform or with AFPL.

You understand that the information collected by AFPL, may be collected directly or through tracking of Your usage of the CustomerFirst Platform. The usage details may include IP addresses, details of Your computer equipment, browser, location, connections, any information that AFPL may collect through the use of cookies and other tracking technologies in addition to the information directly entered by You or your authorized Users. The collection of data may in most cases be automatic.

"**Cookies**" are files that would be placed in Your system's hard drive and are intended to improve Your User experience, by enabling AFPL to track Your usage and preference. These cookies may track Your CustomerFirst Platform usage, advertisement and links that You visit and other user data. If you wish to avoid CustomerFirst Platform cookies to be placed on you computer, please exit the website immediate and desist from using the CustomerFirst Platform.

CustomerFirst Platform may be include Services provided by third-party Service Providers, and such third parties may use cookies, other automatic tracking technologies to collect information about You in addition to User Data directly uploaded to CustomerFirst Platform by You, including but not limited to web behavioral information, Business data and patterns. AFPL does not control nor takes any responsibility for such third parties, their collection and use of information or their tracking technologies or how they may be used.

You also may provide information to be published or displayed or posted on the CustomerFirst Platform, or transmitted to other users of the CustomerFirst Platform or third parties. Any such information is posted or transmitted to others at your own risk. Please be aware that AFPL cannot control the actions of other users of the CustomerFirst Platform with whom

you may choose to share information with.

Use of Your Information

The information that We collect on the CustomerFirst Platform will be used for the purposes of operating the CustomerFirst Platform, facilitating Your use of the CustomerFirst Platform, studying user behavior and for other proprietary business purposes of AFPL. The information including any User Information will be available to other registered users of the CustomerFirst Platform authorized by AFPL.

Except as otherwise provided herein, no personally identifiable information will be disclosed or shared with any third party without Your express consent. For the purposes of this policy, personally identifiable information shall mean name, age, gender, bank account information, telephone numbers, location data, email addresses, payment, billing or shipping information.

Please do not include any personal information, personally identifiable information or sensitive personal information unless specifically requested by AFPL as part of the registration or other applicable processes or as required by the application functionality. If AFPL determines that any information You have provided or uploaded violates the terms of this Privacy Policy, AFPL has the right, in its absolute discretion, to delete or destroy such information without incurring any liability to You.

AFPL will not publish, sell or rent Your personal information to third parties for their marketing purposes without Your explicit consent

AFPL may also use the information for analytical purposes, including but not limited to assessing usage data, usage patterns, optimizing system performance, machine learning and other Artificial Intelligence algorithms, and other similar activities.

You agree that Your personal information may be used to contact You and deliver information or targeted advertisements, administrative notices and any other communication relevant to Your use of the CustomerFirst Platform. If You do not wish to receive these communications, You can at any time change Your profile settings.

Disclosure of Your information:

The User Information You provide on the CustomerFirst Platform may be disclosed by AFPL to its agents, employees, third party advertisers, subsidiaries and affiliates, or to other third party service providers of AFPL who require the information for the purposes of operating and maintaining the CustomerFirst Platform.

AFPL will comply with requests and directions of all governmental, law enforcement or regulatory authorities, which it believes in good faith to be in accordance with any applicable law. Such compliance may include providing User Information, personally identifiable information or any other information to such agency or authority. By providing any information on the CustomerFirst Platform, You consent to AFPL providing such information to any governmental, law enforcement or regulatory authorities who exercise jurisdiction over AFPL and the CustomerFirst Platform.

Data Security

The information that You provide, subject to disclosure in accordance with this Privacy Policy shall be maintained in a safe and secure manner. AFPL's databases and information are stored on secure servers with appropriate firewalls managed by AFPL or by third parties.

As a user of the CustomerFirst Platform, You have the responsibility to ensure data security. You should use the CustomerFirst Platform in a responsible manner. Do not share Your username or password with any person. You are solely responsible for all acts done under the username You are registered under.

Given the nature of internet transactions, AFPL does not take any responsibility for the transmission of information including User Information to the CustomerFirst Platform. Any transmission of User Information on the internet is done at Your risk. AFPL does not take any responsibility for You or any third party circumventing the privacy settings or security measures contained on the CustomerFirst Platform.

While AFPL will use all reasonable efforts to ensure that Your User Information and other information submitted by You is safe and secure, it offers no representation, warranties or other assurances that the security measures are adequate, safe, fool proof or impenetrable.

Accessing and Updating Your Information

Subject to the capabilities of CustomerFirst Platform, You can change, alter or otherwise modify or update Your User Information at any time by accessing the CustomerFirst Platform using Your registered username and accessing Your User account.

Subject to the capabilities of CustomerFirst Platform, You may also change and/or delete any of the information You have submitted. Do note however, AFPL the rights to save any information uploaded to CustomerFirst Platform for the purposes of ensuring proper functioning of the CustomerFirst Platform and You are not entitled to seek the deletion of the same.

AFPL at its sole discretion may permit or deny the change of any information, if it believes the same is required to observe applicable laws or to preserve the proper functioning of the CustomerFirst Platform.

Age restrictions

The CustomerFirst Platform is only intended for users who are of 18 years of age or older and otherwise competent to enter into binding contracts. If You are not of the requisite age or otherwise unable to enter into binding contracts You are not to provide any User Information or other information. If it comes to AFPL's attention that any User Information or information pertains to an individual under the age of 18 years or otherwise not eligible to enter into binding contracts, such User Information or information will be deleted without notice to You.

Limitation of Liability

The aggregate liability of AFPL to You or anyone, whether in contract, tort, negligence or otherwise, howsoever arising, whether in connection with this Privacy Policy, Your access and use of the CustomerFirst Platform and its contents and functionalities shall not exceed Rs. 10/- (Indian Rupees One Hundred Only). In no event shall AFPL be liable for any loss of profits (anticipated or real), loss of business, loss of reputation, loss of data, loss of goodwill, any business interruption or any direct, indirect, special, incidental, consequential, punitive, tort or other damages, however caused, whether or not it has been advised of the possibility of such damages.

Amendments to the Privacy Policy

This Privacy Policy is subject to change at AFPL's sole discretion. Any changes to the Privacy Policy will be notified by AFPL to You.