

# ABStream™ Privacy Policy

**Last Updated: April 26, 2016**

April Broadcast Private Limited, (“ABPL”, “we”, “us” or “our”) provides this Privacy Policy to inform you of our policies and procedures regarding the personal information we receive from Users like you when you use our Software and Related Services (defined in the ABStream™ Terms and Conditions for Software and Related Services (“T&C”)), whether on our websites, web server, embeddable video players, or our software and mobile applications.

As used in this policy, the terms “using” and “processing” information include using cookies on a computer, subjecting the information to statistical or other analysis and using or touching information in any way, including, but not limited to collecting, storing, evaluating, modifying, deleting, using, combining, disclosing and transferring information within India or internationally.

## Information Collection and Use

Our primary goals in collecting information are to provide and improve our Software and Related Services, features and content, to administer your membership and to enable users to enjoy and easily navigate the Site. We also may also use your information in order to better understand how our Software and Related Services are used.

### 1. Personally Identifiable Information.

- a) In the course of using the Software and Related Services, we ask you to provide us with certain personally identifiable information that can be used to contact or identify you and administer your account (“**Personal Information**”). Personal Information may include, but is not limited to, your name, phone number, credit card or other billing information, email address and home and business postal addresses. We use your Personal Information mainly to provide the Software and Related Services and administer your inquiries.
- b) Please be aware that when you register on our website [www.abstream.tv](http://www.abstream.tv) or through mobile application to become a User, other users of the Software and Related Services may be able to see your screen or user name, in addition to any comments or submissions that you post to our website or submit via the Software and Related Services. If your use of the Software and Related Services violates or potentially violates ABPL’s T&C, your Personal Information may be shared with law enforcement and other third parties in accordance with this Privacy Policy and subject to all applicable laws.
- c) We also collect other information that you provide as part of your use of the Software and Related Services, including via your registration and the administration and personalization of your profile webpage (e.g., without limitation zip code, gender, age and individual preferences) (“**Non-Identifying Information**”). Certain Non-Identifying Information would be considered a part of your Personal Information if it were combined with other identifiers (for example, combining your zip code with your street address) in a way that enables

you to be identified. But the same pieces of information are considered Non-Identifying Information when they are taken alone or combined only with other non-identifying information (for example, your viewing preferences). We may combine your Personal Information with Non-Identifying Information and aggregate it with information collected from other ABPL Users to attempt to provide you with a better experience, to improve the quality and value of the Software and Related Services and to analyze and understand how our Software and Related Services are used.

- d) We also use your Personal Information to contact you with ABPL newsletters, marketing or promotional materials and other information that may be of interest to you. Users who agree to the T&C are given the opportunity to opt-in to receiving such communications from us in the future. If you decide at any time that you no longer wish to receive such communications from us, please send us an email request on [abstreamtv@aprilbroadcast.com](mailto:abstreamtv@aprilbroadcast.com).
  - e) ABPL will also share and use your Personal Information with other networks, websites and entities affiliated, owned, controlled and/or connected with ABPL. We will use your Personal Information in compliance with the terms of this Privacy Policy.
2. Surveys and Promotions. From time to time, we may provide you with the opportunity to participate in surveys, contests or sweepstakes (any of these a “**Promotion**”) via our Software and Related Services. If you participate in a Promotion we will request certain Personal Information from you. We use the Personal Information you provide to us in these instances to administer your participation in the Promotion. Participation in a Promotion is completely voluntary and you therefore have a choice whether or not to disclose this information.

### **Information Sharing and Disclosure**

We will not share, rent or sell your information to third parties outside ABPL (including any parent, subsidiaries and affiliates) without your consent, except as noted in this Privacy Policy:

1. Instances where we are required to share your information. ABPL will disclose your information where required to do so by law or subpoena or if we reasonably believe that such action is necessary to (a) comply with law and the reasonable request of law enforcement: (b) to enforce our T&C or to protect the security or integrity of our Software and Related Services: and/or (c) to exercise or protect the rights, property, or personal safety of ABPL, our Users or others.
2. In the event of a change of control. We may sell, assign or otherwise transfer information in the course of corporate divestitures, mergers, acquisitions, bankruptcies, dissolutions, reorganizations, liquidations, similar transactions or proceedings involving all or a portion of the ABPL.
3. Video Broadcasts. Video sessions broadcasted live, or recorded and re-broadcasted, through third party websites. We recommend that you exercise caution in disclosing any information, personal or otherwise, during a video session. Such information may

be along with the relevant video session to other users and third parties viewing such videos through our Software and Related Services and third party websites.

4. Advertisements. We may allow third-party ad servers or ad networks to serve advertisements on the Software and Related Services. These third-party ad servers or ad networks use technology to send, directly to your browser or mobile device, the ads and ad links that appear on the Software and Related Services, and will automatically receive your IP address when they do so. They may also use other technologies (such as cookies, JavaScript, device identifiers, location data, and clear gifs) to compile information about your browser's or device's visits and usage patterns on the Software and Related Services, and to measure the effectiveness of their ads and to personalize the advertising content. ABPL does not sell, rent, or share the Personal Information we collect directly from you or about you from third parties with these third-party ad servers or ad networks for such parties' own marketing purpose.

However, please note that if an advertiser is seeking to reach a particular demographic audience and you respond by clicking on the advertisement, the advertiser or ad server may conclude that you fit the demographic description of the audience they are trying to reach.

The ABPL Privacy Policy does not apply to, and we cannot control the activities of, third-party advertisers. Please consult the respective privacy policies of such advertisers or contact such advertisers for more information

5. International Transfer. Your information may be transferred to – and maintained on – computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.
6. Service Providers. We may employ third party companies and individuals to facilitate our Software and Related Services, to provide the Software and Related Services on our behalf, to perform related services or to assist us in analyzing how our Software and Related Services are used (each a “**Service Provider**”). The types of Service Providers we use include, without limitation, those that provide the following types of services: credit card processing, accounting, customer relationship management, website maintenance, notification services, database management and analytics. These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

### **Choices regarding my information on ABPL**

1. Control your account information. You may update your account information by logging into your account and sending us a support request or by sending us an email on [abstreamtv@aprilbroadcast.com](mailto:abstreamtv@aprilbroadcast.com). You can stop receiving promotional email communications from us by sending us an email request on [abstreamtv@aprilbroadcast.com](mailto:abstreamtv@aprilbroadcast.com).

2. **Deleting your account.** You can choose to delete your ABPL account from within the Software and Related Services by sending us a support request from website. We will make every efforts to delete all User history within thirty (30) days of such request. However, ABPL may retain User history for deleted account that contains potentially illegal behavior, which may require reporting to law enforcement.

### **Steps does ABPL take to keep my data safe**

1. **Keeping your information safe.** ABPL cares about the security of your information, and uses commercially reasonable safeguards to preserve the integrity and security of all information collected through the Software and Related Services. However, ABPL cannot ensure or warrant the security of any information you transmit to ABPL or guarantee that information on the Software and Related Services may not be accessed, disclosed, altered, or destroyed. ABPL is not responsible for the functionality or security measures of any third party.
2. **Compromise of information.** In the event that any information user our control is compromised as a result of a breach of security, ABPL will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

### **About children's privacy**

ABPL does not knowingly collect or solicit any information from anyone under the age of 18 or knowingly allow such person to register as Users. The Software and Related Services and its content are not directed at children under the age 18. In the event that we learn that we have collected personal information from a child under age 18 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 18, please contact us at [abstreamtv@aprilbroadcast.com](mailto:abstreamtv@aprilbroadcast.com)

### **About my privacy on other sites that I get to from ABPL**

We are not responsible for the practices employed by websites or services linked to or from the Software and Related Services, including the information or content contained therein. Please remember that when you use a link to go from the Software and Related Services to another website, our Privacy Policy and T&C does not apply to third-party websites or services. In addition, you agree that we are not responsible and we do not control over any third-parties that you authorize to access your User Content. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources other than through the Software and Related Services.

### **Contact ABPL**

If you have any questions or complaints about this Privacy Policy, the T&C or Software and Related Services, please contact us at [abstreamtv@aprilbroadcast.com](mailto:abstreamtv@aprilbroadcast.com) by sending a written request to April Broadcast Pvt. Ltd., 236-237 Mastermind 1, Royal Palms, Aarey Colony, Goregaon East, Mumbai 400065, India.