



Aakashe's Privacy Policy

This Policy was last updated on May 29, 2024

Introduction

At Aakashe, protecting your privacy is a core value. This Privacy Policy details our commitment to safeguard your personal information and outlines our practices concerning the collection, use, disclosure, and protection of the data that applies to our platform (the "Service").

The Capitalized terms that are not defined in this Privacy Policy have the meaning given to them in our **User Agreement**. If you do not want your information processed in accordance with this Privacy Policy in general or any part of it, you should not use our Service. This policy applies to all users of the Service.

1. INFORMATION WE COLLECT

We collect the following information of you to provide and improve our services. These include:

1.1 Information you provide us directly

We may ask for certain information when you register for an Aakashe account or correspond with us. In case of an individual - your first and last names, e-mail address, contact number, country or region and profession, and in case of an entity - your employee's/admin's first and last names, e-mail address, contact number, country or region, industry, organisation name and size along with Goods and Service Tax number (GST number).

We also collect any messages you send us through the Service (such as user feedback, search queries and prompts), and may collect information you provide in User Content you post to the Service. We use this information to operate, maintain, improve and provide the features and functionality of the Service to you, to correspond with you, and to address any issues you raise about the Service.

If you don't provide your personal information to us, you may not be able to access or use our Service or your experience of using our Service may not be as enjoyable.

1.2 Information we receive from other third parties

We may obtain information about you from third-party sources, such as public sources, social media platforms (like Facebook, Instagram, LinkedIn, Twitter and other platforms) and third-party data providers and information services. Examples of the information we may obtain from such third parties include your company, company size, job title and seniority, industry and other profile information. We may share your email address or other information in order to obtain and combine this information with information that you provide to us or other information that we collect when you use our Service. We do this to better understand your profile and interests so that we can deliver customized offers and other personalized services to you, such as to serve relevant offers to you via email, chatbots, phone or personalized advertising. You can opt out of Aakashe collecting more data about you from third-party providers to tailor your experience and messages we send you.

Some of these providers may combine data collected from our Service through cookies, pixels, tags and similar technologies, with email or mailing addresses to which they have access to help us serve relevant offers to you.

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If you are not an Aakashe subscriber, we may obtain your contact details from a social media platform, such as LinkedIn, or a third-party data provider, so that we can promote our product offerings and subscriptions to you if we think they would be helpful in your role.

We also may have obtained your details from another Aakashe user. We may also receive information about you and your engagement with our advertisements from our ad servers, ad networks and social media platforms. This may include the websites you visited before coming to Aakashe so that we can determine advertising effectiveness and pay our referral partners.

If you prefer not to have your information used for this purpose, you can opt out at any time by emailing us at support@akashe.com.

1.3 Information we collect from you automatically

We will directly collect or generate certain information about your use of the Service (such as requirements of the data, usage of the data, duration for which the data is required, etc) for data analytics and machine learning, and to help us measure traffic and usage trends for the Service. We may also use third party analytics tools that automatically collect information sent by your browser, including the pages you visit and other information, that assists us in improving the Service.

1.4 Cookies information and information taken from similar technologies

When you visit the Service, we (and our third-party partners) will send cookies - small text files containing a string of alphanumeric characters - to your computer that uniquely identifies your browser and lets Aakashe do things like help you log in faster, enhance your navigation through the site, remember your preferences and generally improve the user experience. Cookies also convey information to us about how you use the Service (e.g., the pages you view, the links you click and other actions you take on the Service), and allow us or our business partners to track your usage of the Service over time. They also allow us to measure traffic and usage trends for the Service, deliver personalized advertisements that may be of interest to you and measure their effectiveness, and find potential new users of the Service.

You can control or reset your cookies and similar technologies through your web browser, which will allow you to customize your cookie preferences and to refuse all cookies or to indicate when a cookie is being sent. However, some features of the Service may not function properly if the ability to accept cookies is disabled. For more information on how we use cookies and other technologies and how you can control them, please read our **Cookie Policy**.

1.5 Log file information

Log file information is automatically reported by your browser or mobile device each time you access the Service. When you use our Service, our servers automatically record certain log file information. These server logs may include anonymous information such as your web request, browser type, referring/ exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information.

1.6 Device identifier

When you access the Service on a device (including smart-phones or tablets), we may access, collect and/or monitor one or more "device identifiers," such as a universally unique identifier ("UUID"). Device identifiers are small data files that uniquely identify your mobile device. A device identifier may convey information to us about how you use the Service. A device identifier may remain persistently on your device, to help you log in and navigate the Service better. Some features of the Service may not function properly if use of device

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identifiers is impaired. Device Identifiers used by Aakashe include the Android Advertising ID and iOS Advertising Identifier.

1.7 Location data

Aakashe collects information in order to understand where its users are located for a number of reasons. It helps Aakashe to localize and personalize content, comply with local laws, undertake aggregated analytics, understand if its users use the Service for domestic, foreign, commercial or educational purpose, improve advertising efficiency and estimate the tax liability of Aakashe.

Aakashe may collect your precise or approximate location:

- from you, when you provide, correct or confirm your location (e.g., when you purchase products from us);
- by inferring your location from your IP address; and
- from our partners or your payment provider.

2. HOW WE USE YOUR INFORMATION

We use the information we collect about your for the purposes set out below:

2.1 Providing you with the Service

We use the information that you directly give us to provide the Service to you. This includes allowing you to log in to Aakashe, operating and maintaining the Service, giving you access to your designs and billing you for transactions that you make via the Service. We also use information we collect about you automatically to remember information about you so that you will not have to re-enter it during your visit or the next time you visit the site.

2.2 For data analytics

We use information about you to help us improve the Aakashe Service and our users' experience, including by monitoring aggregate metrics such as total number of visitors, traffic, and demographic patterns.

2.3 For Service improvement (including analytics and machine learning)

We may analyze your activity in your account to provide and customize the Service, and to train our algorithms, models and AI products and services using machine learning to develop, improve and provide our Service.

2.4 Customizing the Service for you

We use and combine the information you provide us and information about you that we collect automatically and receive from other sources (including information we receive on and off our Service) and combine it with information about the behaviour of other users to make sure that your use of the Service is customized to your needs, we may use information derived from your prior behaviour on our Service, the use of these elements by other people working on similar designs and other inferred information.

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2.5 To communicate with you about the Service

We use your contact information to get in touch with you and to send communications about critical elements of the Service. For example, we may send you emails about technical issues, security alerts or administrative matters.

2.6 To promote and drive engagement with the Aakashe Service

We use your contact information to get in touch with you about taking part in our surveys or about features and offers relating to the Service that we think you would be interested in. We also use information we collect about you to make sure that you get the most relevant offers and promotions based on your use of the Service, and your preferences. You can opt-out of these communications as described below.

2.7 For advertising purposes:

We use information about you, including cookies information and other information we (and our third-party partners) collect from you automatically about your use of the Service, to serve, personalize and measure the effectiveness of advertising on the Service and third-party sites and platforms. This includes showing you advertising we think you might find interesting as well as displaying advertising to potential new users that have similar interests. For more details about how we use your information for advertising purposes, please see Section 4 - Advertising.

2.8 Customer happiness:

We use information about you, information that we collect or and from within your account, information that you provide to our customer happiness team, and information about your interactions with the Service to resolve technical issues you experience with the Service, and to ensure that we can repair and improve the Service for all Aakashe users.

2.9 For safety, security, fraud and abuse measures

We may use information about you, your activity and related data in your account to prevent, detect, investigate and address safety, security, fraud and abuse risks, and to develop our algorithms and models to identify violations of this Privacy Policy, our **User Agreement** or our Acceptable Use Policy (e.g., detecting content such as pornographic or copyright protected material).

2.10 For matters that you have specifically consented to

From time to time Aakashe may seek your consent to use your information for a particular purpose. Where you consent to our doing so, we will use it for that purpose. Where you no longer want us to use your information for that purpose you may withdraw your consent to this use.

2.11 For troubleshooting, error resolution and service improvement

We may need to review your designs to support your request for help, correct general errors with the Aakashe Service or improve our services.

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2.12 For matters that we are required to use your information by law

Aakashe will use or disclose your information where we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our **User Agreement** and our Acceptable Use Policy or to protect the security or integrity of our Service; and/or (c) to exercise or protect the rights, property, or personal safety of Aakashe, our users or others.

3. SHARING YOUR INFORMATION

3.1 How we share your information

We may share your information with third-party service providers, if you consent. These service providers are vetted by us, and will only be provided with access to your information as is reasonably necessary for the purpose that Aakashe has engaged the service provider. We require that such third parties comply with applicable laws, and have security, privacy and data retention policies consistent with our policies to the extent necessary for them to perform a business or technology support function for us.

Some of the third parties with whom Aakashe may share your personal information are service providers who assist Aakashe with functions such as:

- Billing;
- Customer support and customer management;
- Email services;
- Hosting and storage;
- Data analytics and predictive analytics;
- Data labelling and machine learning;
- Security;
- Advertising and marketing services;
- Domain name registration;
- Delivery of physical products; and
- Other service providers.

3.2 Information available on public platforms

Any information or content that you voluntarily disclose for posting to the Service, such as public User Content, becomes available to be read, collected and used by the public. When you set your profile to public, or make User Content public, your information becomes publicly available globally, searchable by other users and can be indexed by search engines. If you or Aakashe remove information that you posted to the Service, copies remain viewable in cached and archived pages of the Service, or if other users have copied or saved that information. You should ensure that you familiarize yourself with the privacy policies of each of these services and any privacy settings that may apply to the designs you choose to share on those accounts.

3.3 Only People on your Team

If you are part of a Team, then any information or content available for the Team or within the Team may be shared with other Team members and the Team Owner/ Admin. The Team Owner or the Team Admin in your Team may also move, delete or edit any folders or items you share with them, or the Team. You should ensure that any personal information, confidential information, or User Content that you'd like to keep private is retained in a separate personal account.

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3.4 Sharing in connection with a merger, acquisition or reorganization

Aakashe may also share, sell or transfer your information to third parties in connection with or contemplation of (including as part of the due diligence process) any merger, acquisition, reorganization, financing, sale of assets, bankruptcy or insolvency event involving Aakashe or any portion of our assets, services or businesses. Information such as customer names and email addresses, User Content and other user information related to the Service may be among the items shared, sold or otherwise transferred in these types of transactions. You will be notified via email and/or a notice on the Service if such a transaction takes place and be given notice of any material changes to the way we handle your data under this policy.

3.5 Your employer or other organization associated with your email address

If you sign up for the Service using an email address associated with your employer or another organization ("**Admin Entity**"), Aakashe may:

- share your name, email address, and basic account activity information with the Admin Entity;
- transfer control of the Account to the Admin Entity;
- make changes to the Account and billing settings and privacy preferences;
- make changes to the permissions; and
- delete the Administered Account

If your Account is transferred, the Admin Entity's admin will be able to access, transfer and control your Administered Account and all the data associated with it.

If your Admin Entity has requested control of your Administered Account, Aakashe will provide you with notice and the opportunity to be heard (subject to you providing us with a valid email address) before the Account is transferred to your Admin Entity.

3.6 Sharing aggregated data

We may also aggregate or otherwise strip data of all personally identifying characteristics and may share that aggregated such anonymized data with third parties.

3.7 Sharing with authorities

We access, preserve and share your information with regulators, law enforcement, police, intelligence sharing and take down services and others in accordance with an authorities request or where we have a good-faith belief that it is necessary to detect, prevent or address fraud, breaches of our **User Agreement** or in case of any harmful or illegal activity, to protect Aakashe (our rights, property or intellectual property), you or others, including as part of investigations or regulatory enquiries or to prevent death or imminent bodily harm.

4. ADVERTISING

We partner with third party ad servers, ad networks and social media platforms (like Facebook, Google, etc) to deliver personalized advertisements ("ads") on our Service and other sites that may be of interest to you and/or to measure their effectiveness, and/or to identify potential new users of our Service.

Aakashe may share certain information with our third party advertising partners, such as your email address, location, cookie information and information relating to your use of our Service, and allow partners to perform a match of your information against information from other third party networks or sites to serve ads either on the Service or on third party sites (including, but not limited to Facebook and Google) and to measure the

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effectiveness of these ads. We also share certain information with social media platforms, such as Facebook, Instagram, and LinkedIn, to display advertising to potential new users whose demographics and behaviour look like those of our existing users. You can opt out of this my emailing on support@akashe.com

In addition, these third-party ad servers or ad networks may use technology to send, directly to your browser or mobile device, these personalized ads and ad links directly to your browser or mobile device, 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 Service, and to measure the effectiveness of their ads and to personalize the advertising content. Please see our **Cookie Policy** for more information about how we and our third party partners use cookies and other technologies to deliver ads to you.

Aakashe does not sell or rent the 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 purposes.

Please note that an advertiser may ask Aakashe to show an ad on the Service to a certain audience of users (e.g., based on demographics or other interests). In that situation, Aakashe determines the target audience and Aakashe serves the advertising to that audience and only provides anonymous aggregated data to the advertiser. If you respond to such an ad, the advertiser or ad server may conclude that you fit the description of the audience they are trying to reach.

The Aakashe 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. HOW WE TRANSFER, STORE AND PROTECT YOUR DATA

Our data collected for the Service will be stored and processed in the Republic of India. This approach ensures that the data management practices adhere to the legal and regulatory framework specific to India, offering users enhanced data protection. However, Aakashe may transfer information that we collect about you, including personal information, to affiliated entities, and to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world. As a result, we may transfer information about our Customer, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction. However, we always take steps to ensure that your information remains protected wherever it is stored and processed in accordance with applicable laws. Where and when, required under applicable laws, you consent to the transfer of information to any other country in which Aakashe or its parent, subsidiaries, affiliates or service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

6. KEEPING YOUR INFORMATION SAFE

Aakashe cares about the security of your information, and uses appropriate safeguards to preserve the integrity and security of all information collected through the Service. To protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your email communications from Aakashe, at all times. However, Aakashe cannot ensure or warrant the security of any information you transmit to Aakashe or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed. Your privacy settings may also be affected by changes to the functionality of third party sites and services that you add to the Aakashe Service, such as social networks. Aakashe is not responsible for the functionality or security measures of any

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third party.

7. YOUR CHOICE OF YOUR INFORMATION

7.1 You control your account information and settings

We provide choices about how we process your account information:

- You can manage the privacy preferences available to you by visiting the privacy settings page and updating your preferences at any time;
- You can request access, correction or deletion of the data Aakashe holds on you by contacting support@aakashe.com; and
- You can opt out of receiving marketing messages in the “Message Preferences” section of Your Account settings or by clicking on the “unsubscribe” link provided in such communications. However, you may not opt out of Service-related communications (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the Service, technical and security notices).

7.2 Opting out of collection of your information through tracking technologies

Please refer to your browser’s technical information for instructions on how to delete and disable cookies, and other tracking/recording tools. Depending on your type of device, it may not be possible to delete or disable tracking mechanisms on your mobile device. Note that disabling cookies and/or other tracking tools prevents Aakashe or its business partners from tracking your browser’s activities in relation to the Service, and for use in targeted advertising activities by Aakashe, including via third-party websites. However, doing so may disable many of the features available through the Service. If you have any questions about opting out of the collection of cookies and other tracking/recording tools, please read our **Cookie Policy** or you can contact us directly at support@aakashe.com.

7.3 Opting out of enrichment using third-party data

As described above, we may combine information about you with information obtained from third-party sources to better understand your profile and interests so that we can deliver customized offers and other personalized services. You can opt out of Aakashe collecting more data about you from third-party providers to tailor your experience and messages we send you or by emailing support@aakashe.com.

7.4 Managing how Aakashe analyzes your data for analytics and machine learning

You can manage your preferences relating to how Aakashe and the third party service providers we engage to enable functionality within the Service, may use your data for training AI, including through the use of machine learning technologies.

7.5 Rights in respect of your Information

Individuals have the right to:

- Request access to their information;
- Request that we correct inaccuracies in their information;
- Request that their information be deleted or that we restrict access to it;
- Request a structured electronic version of their information; and
- Object to our use of their information.

Should you wish to make a request in respect of your personal information please contact us at

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support@aakashe.com. You also have the right to object to our processing of personal data about you in for marketing purposes and we will stop processing data for that purpose.

In some circumstances Aakashe will not be able to comply with your request regarding your personal data. If we are unable to remove any of your information, we will explain why. For example, we may not be able to provide a copy of your information where it infringes on the rights of another user. In some cases, you may have shared your information with third parties, such as by publishing a design on a third party's website. In that case Aakashe will not be able to delete the information, and you will need to contact that third party directly.

If we are unable to resolve your request, or if you are concerned about a potential violation, you also have the option to report the issue or make a complaint to the data protection authority in Mumbai, India. Where you have provided your consent to certain processing and no longer want us to use your information for that purpose, you may withdraw your consent to this use, although this will not affect the lawfulness of processing based on consent before its withdrawal. Please see paragraph "You control your account information and settings" for more options on how to opt-out of marketing communications.

8. HOW LONG WE KEEP YOUR INFORMATION

Following termination or deactivation of your user account, Aakashe will retain your profile information and User Content for a commercially reasonable time, and for as long as we have a valid purpose to do so. In particular, Aakashe will retain your information for the purpose of complying with its legal and audit obligations, and for backup and archival purposes.

9. CHILDREN'S PRIVACY

Aakashe does not target or knowingly collect data from individuals under 18 years of age. Aakashe further reserves the right to ask for an age proof, if and when required.

10. LINKS TO OTHER WEBSITES AND SERVICES

We are not responsible for the practices employed by websites or services linked to or from the Service, including the information or content contained therein. Please remember that when you use a link to go from the Service to another website, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link or advertisement on our website, are subject to that third party's own rules and policies. In addition, you acknowledge that we are not responsible for and we do not exercise control over any third parties that you authorize to access your User Content. If you are using a third-party website or service (like Facebook) and you allow such a third party access to your User Content you do so at your own risk. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources other than through the Service.

11. CHANGES TO THIS POLICY

We may update this policy from time to time to reflect our current practice and ensure compliance with applicable laws. When we post changes to this policy, we will revise the "**Last Updated**" date at the top of this policy. If we make any material changes to the way we collect, use, store and/or share your personal information, we will notify you on our website or by sending an email to the email address associated with

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your Aakashe account. We recommend that you check this page from time to time to inform yourself of any changes.

12. HOW TO CONTACT US

If you have any questions about this Privacy Policy or the Service, or wish to make a complaint please contact us at:

Email legal@aakashe.com

Write Legal Team at Office No. 204, 2nd Floor, Opal Square, Plot No C-1, Wagle Estate, MIDC, Thane West, Thane, Maharashtra 400604

Contact Number +91-740 047 6807

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