

## **PRIVACY POLICY / TERMS OF USE**

Cedreto Marketing Private Limited or Do Your Thng (**DYT**) is based out in India and is committed to protecting and respecting your privacy by maintaining the confidentiality of your personal information. DYT (referred to as “**we**”, “**our**”, “**us**”) privacy policy is prepared toward compliance with the EU’s General Data Protection Regulation “**GDPR**”). We are into the business of influencer marketing whereby the brands (hereinafter referred to as “**Clients**”) advertise their product with the help of Users / Influencers. Our **Clients** showcase their products on our phone application. The showcased products are then open to the Users to share on their social media accounts like Facebook, Instagram etc. We encourage you to read this Privacy Policy carefully and, in its entirety, as it relates to your rights regarding the processing of your personal data. As a user of our application, you understand and agree that we collect, use, and disclose your personal data in accordance with this Privacy Policy / Terms of Use.

This Privacy Policy describes what personal data we collect about you, how we collect it, how we use it, with whom we may share it, and what choices you have regarding our use of your personal data. We also describe the measures we take to protect the security of your personal data and how to contact us.

### **1. General**

- 1.1 This Privacy policy applies to all the products, websites and app (hereinafter referred to as “**Services**” in this policy) offered by **DYT**, except where otherwise noted.
- 1.2 **Purpose of the App:** We share the products showcased by our Clients on the mobile application with our various Users according to their interests and preferences which are open for them to market the said product on their social media accounts. The Users get rewarded for every product marketed by them. However, the information of the Users such as demographic and PII of the Users are retained by us and the same is not provided to the Clients unless expressly consented by the Users.
- 1.3 **Data Collection:** Data is collected directly from you when you voluntarily provide us with your information and when you access various parts of our Services, including from the networking websites like Facebook, Instagram, Twitter etc. or other sources which you link to our application at the time of signing up.
- 1.4 **You:** You/you means any data subject who signs up and uses our phone application.

## 2. Definitions

2.1 **Personal Data:** Names and contact information (work and mobile phone, email, address) and will be referred as **PII**.

2.2 **Data subject:** Data subject means any identifiable natural person who can be identified directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. All **Users** are covered under the definition.

2.3 **Processing:** Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

## 3. Information

DYT collects your information only when you voluntarily provide it at the time of signing up through emails or telephonic surveys. It only receives your demographic information and **PII**. Your other information besides demographic information and **PII** are not disclosed to us and the same is received by our customers. The information we collect about you are as follows:

### 3.1 Contact Information

You might provide us with the information like **e-mail address, name, home address, phone/mobile number, IP address, demographic information, PII etc.** (hereinafter referred to as “**personal information**”) whether at the time of signing up or through use of our Services or through an interaction with our sales or customer support team. DYT collects that information which is voluntarily shared by you.

### 3.2 Device information

DYT also collects information about your device such as time zone, device type, network, operating system, carrier user id and locale and other information that alone or in combination may be used to uniquely identify your device or computer.

### 3.3 Log Data

Like most application today, our web servers keep log files that record data each time a device accesses those servers. The log files contain data about the nature of each access, including originating IP addresses, internet service providers, the files viewed on our application (e.g. HTML pages, graphics, etc.), operating system versions, device type and timestamps.

### **3.4 Demographic Information**

DYT also collects demographic information which is not personally identifiable or unique to you like age, gender, geographic information, your interests and preferences etc. and this information is used by us to profile Users so that relevant products can be shared on their page. This information can be collected in the third-party social networking websites linked by your volunteer participation.

### **3.5 Information shared by you on third party website or web page**

DYT does not control or take any responsibility for the confidentiality of personal information shared by you on any third- party website or web page. Please always review and share information if you consent to their terms and usage of your personal information by them.

### **3.6 Information we share**

Please note that **we do not share** any personally identifiable information with anyone without your explicit consent and always try to maintain the privacy.

However, we may need to disclose your personal information when we believe it's in good faith and necessary to comply with judicial proceeding, court order, legal process or when needed to investigate, act against any illegal, suspected or fraudulent activity.

## **4. Your rights**

You have certain legal rights to obtain information about whether we hold personal information about you, to access personal information we hold about you, and to obtain its correction, update, amendment or deletion in appropriate circumstances. Some of these rights may be subject to some exceptions or limitations. Your principal rights are as follows:

### **4.1 Right to access, rectify or delete your information:**

You have the right to request from DYT to access, rectify or delete your personal information stored with us. You can ask us to verify whether we are processing personal information about you. You can ask us to rectify our records if you believe they contain incorrect or incomplete information about you. Lastly, you can ask us

to delete your personal information if you withdraw your consent or when we no longer need it for the purpose it was originally collected for.

In case any personal information is shared after your explicit consent, you may also request to rectify or erase that PII.

Erasure, Rectification can be requested at [legal@dvt.onl](mailto:legal@dvt.onl)

#### 4.2 **Right to restrict processing:**

You have the right to restrict processing of your personal information in circumstances where:

- a) you contest the accuracy of the personal information;
- b) prefer to restrict its use rather than having us erase it;
- c) where you believe we no longer need the personal information for the purpose of processing, but you require personal information for establishment, exercise or defence of legal claims;
- d) you have objected to processing, pending the verification of that objection.

Please note that DYT will duly inform you before lifting the restriction of processing.

Restriction to processing can be requested at [legal@dvt.onl](mailto:legal@dvt.onl)

#### **Right to object to processing**

You have the right to object to our processing of your personal information on grounds pertaining to your particular situation, but only to the extent that the processing is necessary for:

- a) the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or
- b) the purposes of the legitimate interests pursued by us or by a third party.

If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the processing is for the establishment, exercise or defence of legal claims.

You can object to processing of your personal information by sending your objections at [legal@dvt.onl](mailto:legal@dvt.onl)

#### 4.3 **Right to object to processing for direct marketing purpose:**

You have the right to object to our processing of your personal information for direct marketing purposes including profiling. If you make such an objection, then we will cease to process your personal information for this purpose.

You can object to processing by sending your objections at [legal@dyt.onl](mailto:legal@dyt.onl)

**Right to object for scientific or historical research purposes or statistical purposes:**

You have the right to object to our processing of your personal information for scientific or historical research purposes or statistical purposes on grounds relating to your particular situation, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

**How to make an objection:**

You can object to processing by sending your objections at [legal@dyt.onl](mailto:legal@dyt.onl)

**Right to data portability:**

Where you have provided personal information to us, you can ask us to transmit that personal information (in a structured, commonly used, and machine-readable format) directly to another company if it is technically feasible.

**4.4 Right to erasure:**

You have the right to erase/ delete your personal information without undue delay in circumstances where:

- a) personal information is no longer necessary in relation to the purpose for which they were collected or processed;
- b) you withdraw consent on which processing is based;
- c) you object to the processing under certain data protection rules;
- d) processing is for direct marketing purposes and the personal information have been unlawfully processed;
- e) personal information has to be erased for compliance with a legal obligation.

Please note that there are certain exclusions of the right to erasure. Such exclusions include where processing is necessary:

- a) for exercising the right of freedom of expression and information;
- b) for compliance with a legal obligation; or
- c) for the establishment, exercise or defence of legal claims.

In case your personal information is shared with a Client after your consent, you may also request to erase your personal information stored with that Client.

**Delete your information by requesting at [legal@dyt.onl](mailto:legal@dyt.onl)**

#### **4.5 Right to withdraw consent**

Your participation is always voluntary, and you can withdraw your consent at any time. Withdrawal will not affect the lawfulness of any processing carried out before you withdraw your consent.

You can withdraw your consent/ terminate your membership by deactivating your account with us subsequent to which your data shall no longer be processed.

DYT will retain the personal information of a terminated member for an indefinite period of time, until specifically asked by you to delete the same. Even after termination of membership, DYT will continue to protect such personal information in accordance with this Privacy policy.

#### **4.6 Right to complaint to a supervising authority**

If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a responsible authority responsible for data protection.

The responsible authority for processing of your personal information is:

Mr. Ankit Agarwal

Cedreto Marketing Private Limited

Address: M-17, Sagar Vihar Colony, Vaishali Nagar, Ajmer, Rajasthan

Contact no.: 9654077755

Email: [ankit@dyt.onl](mailto:ankit@dyt.onl)

### **5. Rights of DYT's clients**

5.1 When you consent to these terms and conditions, you give the right to our client to verify and approve your content before making it public. No content shall be made public (by you) unless verified and approved by our client expressly and in writing (an email, or chat with a business account regarding the same shall be considered as a written approval).

5.2 Once your content is approved by our client, you are permitted to share the same on your social media channels/pages/handles.

5.3 Content approval shall, by default, give our client the perpetual right to share the same(or with modifications) via its website or any other advertising platform as deemed fit by our client

## **6. Retaining and Deleting your personal information**

We do not delete your personal information on our own discretion. You are responsible for and control the time periods for which you wish to retain this information. There are controls in your account where you can delete all of the personal information in your account.

You can delete your personal information by sending your request at [legal@dyt.onl](mailto:legal@dyt.onl)  
Please note that your personal information shall not be retained with us after such a request has been made by you. However, we may retain your information for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

## **7. Data Encryption**

All the personal information transmitted and stored in our server is fully encrypted.

## **8. Privacy concerns**

If you have any questions or comments about this Privacy Policy or how we handle your personal information, please direct your correspondence to:

Cedreto Marketing Private Limited

Address: M-17, Sagar Vihar Colony, Vaishali Nagar, Ajmer, Rajasthan

Or; you can email us at: [legal@dyt.onl](mailto:legal@dyt.onl)

**Please note** that, we respond within 30 days from the date we receive privacy related communications.

## **9. Cookies**

A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. DYT uses cookies to enhance performance and user experience on the website. It may be used to track the patterns of behaviour of visitors to the application, for quality control and verification purpose.

## **10. Use of Mobile Application for children below 18 years of age**

If you are under the age of 18 years, you must not use our application or submit your personal information unless you have the consent of or are supervised by a parent guardian.

## **11. Confidentiality**

You must maintain confidentiality, and not disclose to any other person, any information and content that you access or learn in connection with your participation. You are prohibited from sharing with any third party, photographic or other imagery, information, or any other content from any and all activities within or from the application. You must not use any such information or content for any purpose other than your participation in the Services in accordance with this Agreement. You hereby agree to notify DYT immediately if you learn of or suspect any use or disclosure of, or access to, any such information or content other than as specifically authorized in this agreement.

## **12. Plagiarism**

DYT supports new content and under no circumstances encourages the content creators to plagiarise or pilfer the content of others. We presume that all the content created by you is original. It shall be your responsibility to create ethical content. However, in case of any plagiarism, the content creator shall be held completely responsible.

## **13. Termination of Membership**

DYT reserves the right to cancel or invalidate your account(s), registrations, points and rewards, deny redemption of your Rewards, or restrict, block, limit, and prevent your access to and use of the application.

## **14. Disclaimer**

DYT highly discourages any content which directly or indirectly hurts sentiments / creates bad influence / causes damage or which directly or indirectly is likely to hurt sentiments / create bad influence / cause damage to any person (living or dead), group of persons, religion, race, caste, sex, state, country or any other.

Any content created by you is the outcome of your idea, perception and judgement. We, under no circumstances, motivate or encourage you create content causing or likely to cause hurt, bad influence or damage of any kind whatsoever. It shall be your responsibility to create content which would not have a bad impact/influence or cause damage or hurt sentiments of anyone. In case of any disturbances caused due to your content, we shall not be held responsible for the same. You take complete responsibility for your content.

## **15. Liability**

The content created by you is exclusively based on your ideas, perception and judgement, and the commercial arrangement between you and DYT is strictly limited

to the content created by you on DYT. The said commercial arrangement between you and DYT shall not be understood as a remittance for the promotion or your association with any of our clients and/or for publishing the content on any of your social media handles.

By agreeing to be the member of DYT, you accept our privacy policy and the terms & conditions mentioned here. DYT reserves the right to make changes to this Privacy Policy. We encourage you to periodically review the Privacy Policy. Your continued participation in DYT after any revisions to this this Privacy Policy constitutes your acceptance of this Privacy Policy, as amended, modified or updated.