

Locobuzz Privacy Policy

Locobuzz Solutions Private Limited and its affiliated entities (“**Locobuzz**”) are committed to ethical conduct, prioritizing the protection of Your Personal Information. Guided by principles of integrity, client focus and care, Our approach to data privacy is integral to Our business operations, influencing Our decision-making processes, products, and innovation, with a staunch emphasis on privacy and respect.

This Privacy Policy (“**Policy**”) is designed to transparently delineate the categories of Personal Information We collect, Our collection methods, and how We utilize this information in Your interactions with Our Website or the Locobuzz team. Our Services are tailored for corporate clients, not for personal, family, or household usage. Therefore, We regard all Personal Information as pertaining to individuals representing their businesses. We encourage regular review of this Policy and welcome inquiries or concerns at privacy@locobuzz.com.

1. Scope of this Policy and Locobuzz's Role

- a. This document details how We handle Your personal data upon interaction with Locobuzz, including engagements with Our team or use of Our Services and Website. It applies to personal data collected during interactions, whether through Website use, service inquiries, purchases, registrations, or logins. On Our Website, Locobuzz serves as the data controller, managing the processing of Your personal data.
- b. This Policy does not apply to data processed on behalf of Locobuzz's clients, where clients are the data controllers, and their privacy policies govern the processing of data within OurServices or through public sources via Our Services. Details on Locobuzz's role as a service provider and processor are outlined in the ‘*Locobuzz's Role as a Service Provider and Processor*’ section.
- c. Moreover, this Policy does not cover data processing when navigating to external sites via Our Website. External sites have their own terms and privacy policies, which govern their data handling practices. Locobuzz is not responsible for the practices of these third-party sites.

2. Definitions

To make this Policy concise and to avoid repetition, We will use the following terms (these terms will apply whether used in a singular or plural and upper case or lowercase).

- a. “**Cookies**” shall mean small text files containing a string of alphanumeric characters that We put on Your computer or device and other similar tracking technologies (like web beacons,

pixels, tags, and scripts) to uniquely identify Your browser and to gather information about how You interact with the Website.

- b. **“Customer”** means any organization or business that is a client of Locobuzz, has purchased Locobuzz's Products and/or Services, and has authorized its users to engage on the Locobuzz Platform.
- c. **“Personal Information”** means information that relates to an identified or identifiable individual collected on our website.
- d. **“Our Products”** or **“Our Services”** or **“Our Platform”** refer to Locobuzz's comprehensive suite of Customer experience management solutions, including products, modules, platform, services, as well as demos and trials, designed for social engagement. These offerings enable customers to connect with, engage, and service their clientele using publicly available online data. We also provide support services like enablement, success management, transformation, analytics, and moderation to meet Ourcustomers' diverse needs. The term **“Products”**, **“Platform”** and/or **“Services”** within this Policy shall mean all elements of Locobuzz's offerings and any future versions or updates.
- e. **“We”** **“Us”** **“Our”** or **“Locobuzz”** means Locobuzz, Business Square, C 301, Chakala, Andheri East, Mumbai, Maharashtra 400093 and Our affiliated or group companies.
- f. **“Website”** means locobuzz.com
- g. **“You”** or **“Your”** means refers to the individual reading this, their organization, or the individual whose Personal Information is being processed, as well as the user engaging with or employing the Website , or the organization, or other legal entity on behalf of which such user is utilizing the Website , as applicable.

3. **Our processes in relation to handling your data**

Locobuzz gathers personal information through various means: directly from your interactions on our website or with our team (like service inquiries, subscriptions, event participation, and account-related information), automatically through website navigation (tracking service usage patterns, device and location data, and cookie-generated information), and from third-party sources (social media interactions, connected third-party applications, partners, and publicly available data). This data collection supports personalized service delivery and improved user engagement.

a. **How do we collect your data?**

Use of Cookies and Similar Technologies

Locobuzz employs cookies and related technologies to identify Your browser uniquely and gather data on Your interaction with Our Website. These technologies help in providing,

securing, and optimizing Our Website. We use the following types of cookies to collect Your data:

- i. **Necessary cookies** are essential for the basic functions of this site, like secure log-in and managing consent settings, without storing identifiable personal information.
- ii. **Functional cookies** enhance usability by enabling features such as social media content sharing, feedback collection, and integration of third-party services.
- iii. **Analytics cookies** gather data on user interaction, providing insights into visitor numbers, engagement, and traffic sources to improve site performance.
- iv. **Performance cookies** focus on analyzing website efficiency, aiming to enhance user experiences by tracking performance metrics.

You can adjust your preferences regarding third-party cookies, which are utilized for analytics, marketing, and advertisements, either via our website, browser settings, or by opting out through third-party platforms. It's important to note that modifying settings in one browser will not impact others.

b. How do we use and safeguard the personal information gathered through the website?

Locobuzz uses your information to enhance user experience, tailor communications about services and promotions, and employ analytics tools to improve our website’s design and content through insights into traffic and user interactions. We prioritize the protection of your personal data through comprehensive security measures, including SSL encryption and secure database storage, while adhering to principles of transparency, accuracy, and controlled sharing. Your explicit consent is sought for sensitive data, with opt-out options available for other information. Our practices ensure data is used for its intended purposes, protect against unauthorized access, and require your explicit approval for any external sharing, affirming your rights to manage and delete your data in line with our privacy commitments.

c. Do we share your data with anybody else?

Locobuzz values your privacy, hence we do not sell, trade, or transfer your personal information to outside entities, except under specific circumstances. These include sharing with trusted third-party service providers who assist in our website’s operation, business management, or user service, provided they maintain confidentiality. Additionally, we may disclose your information to meet legal obligations, enforce our site policies, or protect rights and safety. We also share non-personally identifiable data for marketing or advertising purposes, ensuring personal privacy is safeguarded.

For detailed insights on our data processing practices (on behalf of Our clients), please refer to the section “Locobuzz’s Role as a Service Provider and Processor”

The Locobuzz Mobile App, available on the Google Play Store, is designed exclusively for Our customers. Non-customers are advised to uninstall the app.

4. Your Privacy Rights and Options

- a. Under the applicable data protection laws in your location, you have the right to access, delete, limit, or withdraw consent for your personal data. To opt out of marketing communications, simply click “unsubscribe” in emails. Optional data provision is at your discretion, impacting only certain features, while essential information is required for specific services. You retain the right to verify, access, correct, or delete your personal information, with limitations to preserve privacy or meet legal requirements. We conduct regular self-assessments to ensure compliance and welcome feedback.
- b. These rights can be conveniently exercised by emailing privacy@locobuzz.com for access, corrections, or concerns, including assistance with rights outside the jurisdiction.

5. Data Privacy for Minors

Our operations, including Our Website, do not target minors. We are committed to upholding minors' privacy online, adhering to relevant legislation. Should We inadvertently collect data from individuals under 18, We will either delete this information promptly or inform the customer involved.

6. Locobuzz’s Role as a Service Provider and Processor

As a data processor, Locobuzz commits to data security and processing as per agreements with customers, who maintain control over their data. Locobuzz helps businesses aiming to elevate customer experience through advanced social media content oversight. Our Platform provides powerful monitoring dashboards that track keywords, influencers, and competitors, facilitating dashboard sharing to boost operational efficiency. We prioritize indexing publicly accessible information across major social media and digital channels, respecting user privacy settings. Key features of Locobuzz include Analytics, Audience, Engagement, Listening, Governance, and Integration, empowering customers to refine brand performance, streamline engagement, and foster conversations, among other capabilities.

For detailed insights on our data processing practices (on behalf of Our clients), please refer to the section “Locobuzz’s Role as a Service Provider and Processor” on our website

7. DND Compliance

By registering on Our website, You agree to receive informational communications about products and Services through Our telemarketing efforts. Locobuzz commits to complying with tele-calling and telemarketing laws, following regulations set by authorities like TRAI, including DND policies and other relevant Indian Government directives.

8. Online Privacy Policy Only

This online privacy Policy applies only to information collected through Our Website and not to the information collected offline.

9. Acceptance of this Policy

By using Locobuzz's Services, Customers agree to its privacy Policy, terms of use, and any additional terms outlined in their agreements with Locobuzz.

10. General Amendments and Updates to this Privacy Policy

This Privacy Policy may be amended from time to time consistent with applicable laws. Locobuzz will provide notification of changes to this Privacy Policy through Our Website.

*For personal data access, individuals can contact Locobuzz Privacy Compliance with their request details via email at privacy@locobuzz.com or by mailing to **Locobuzz Private Ltd, C- 301, Chakala, Business Square, Andheri East, Mumbai, Maharashtra 400093.***