

Welcome to the website of CenturyPly. This section pertains to the Privacy Policy of www.centuryply.com.

We would like to inform you that We value your privacy and appreciate your trust in Us. This Policy sets forth the conditions for your use of this site, and it is created to ensure the confidence of visitors to our site. CenturyPly may modify this policy in the future without any intimation and you shall be required to review the same regularly.

We do not warrant or guarantee the accuracy or completeness of any information on our Site, and We are not responsible for any damages of any sort, including indirect, incidental, or consequential damages, arising out of the use of our Site or reliance on the information available on our Site.

Please read this privacy policy carefully, because by visiting or using this Site, you agree to be legally bound by and comply with it. If you do not agree to comply with this privacy policy, you are not authorised to use this Site.

1. SCOPE OF PRIVACY POLICY

The protection and security of your personal information is our top priority. This Privacy Policy discloses CenturyPly with respect to the information collected from the users of this website. By using this website, you agree to accept the terms of this Privacy Policy and consent to the collection, storage, use, transfer, sharing or other processing of your information as described herein and in the Terms of Use. This Privacy Policy extends to both users who visit the website but do not transact business on the website, as well as users who are registered on the website. This Privacy Policy covers both our online and offline data collection activities, including personal Data that We collect through our various channels as websites, apps, third party social networks, Consumer Engagement Service, points of sale and events. Please note that We might aggregate personal data from different sources (website, offline event). If you do not provide necessary Personal Data to Us, We may not be able to provide you with our goods and/or services.

'Personal Information' refers to any information that identifies or can be used to identify, contact or locate the person, to whom such information pertains including, but not limited to, name, address, phone number, fax number, email address, financial profiles, identification number, credit card information etc. This privacy policy may change from time to time. It provides the important information in the following areas-

2. INFORMATION WE COLLECT

When you install, access or use our Services We collect all information entered by you on our website as described below-

- * Personal contact information- name, address, contact number, email ID
- * Demographic information and interests- date of birth, age, gender, geographic location (e.g. postcode/zip code), favourite products, hobbies and interests, and household or lifestyle information.
- * Information from computer/mobiles- IP address, operating system type, version of the operating system and web browser type used to access our website including the date, time and place of accessing our website.
- * Market research and consumer feedback- Any information that you voluntarily share with Us about your experience of using our product.

* Website/communication usage information- While navigating and interacting with our website, We use automatic data retention technologies to collect certain information about your actions such as the links you click on, kind of content you viewed and its duration, download errors and length of visit to certain pages. It is captured using cookies, web beacons and is also collected through use of third party tracking for analytics and advertising purposes.

* Consumer generated content-Any content such as photos, videos, personal stories or other similar media published on third party networks or uploaded on our website, We collect and publish them in connection with a variety of activities including promotions, website community features, consumer engagement and third party social networking.

* Payment and Financial information: Any information that We need in order to fulfil an order, or that you use to make a purchase, such as your debit or credit card details (cardholder name, card number, expiration date, CVV, OTP etc.) or other forms of payment (if such are made available). In any case, our payment processing provider(s) handle payment and financial information in a manner compliant with applicable laws, regulations and security standards.

* Sensitive Personal Data. We do not seek to collect or otherwise process sensitive personal data in the ordinary course of our business. Where it becomes necessary to process your sensitive personal data for any reason, We rely on your prior express consent for any processing which is voluntary (e.g. for marketing purposes). If We process your sensitive personal data for other purposes, We rely on the compliance with applicable law.

3. SOURCES OF COLLECTION OF INFORMATION:

* Directly from the user: We collect information directly from you when you access our website which includes the visitor's browser type, language preference, referring site, additional websites requested, and the date and time of each visitor's request. We also collect personally- identifying information like internet protocol (IP) addresses. Further, We also collect information if you post a comment on our websites or ask Us a question through phone or email.

* We collect information from you passively: We use tracking tools like Google Analytics, Google Webmaster, browser cookies and web beacons for collecting information about your usage of our website.

* Offline registration forms: Printed or digital registration and similar forms that We collect via, for example, postal mail, in-store demos, contests and other promotions, or events.

* Advertising interactions: Interactions with our advertisements (e.g., if you interact with one of our ads on a third party website, We may receive information about that interaction).

* Data We create. In the course of our interactions with you, We may create Personal Data about you (e.g. records of your purchases from our websites).

* Data from other sources. Third party social networks (e.g. such as Facebook, Google), market research (if feedback not provided on an anonymous basis), third party data aggregators, Our promotional partners, public sources and data received when We acquire other companies.

4. USE OF YOUR PERSONAL INFORMATION

The following information describes the various purposes/ reasons for which We collect information and use your personal data.

* to provide and maintain the consumer services ;

- * to address and respond to order status, technical issue, product question/complaint, general questions and customer support issues;
- * to detect, prevent or otherwise address fraud, security, unlawful or technical issues;
- * to fulfil our legal and contractual obligations;
- * to sell information of leads to another company for sole commercial purpose;
- * to provide you information in future regarding our goods and services via email, ads, SMS, phone calls and postal mailings to the extent permitted by applicable laws;
- * send you promotional messages, marketing, advertising, and other information based on your preferences and social media advertising through social media platforms;
- * to provide analysis or valuable information back to our customers and users;
- * send you messages, updates, security alerts, and account notifications;
- * to look at site trends , customers preferences and habits and to analyse their profile;
- * verify or authenticate information provided by you;
- * conduct checks against databases and other information sources, including background or police checks;
- * to provide customers with targeted advertising and content;
- * to allow customers to participate in interactive features such as remembering email id or screen names so that customers can quickly login next time they visit this website;
- * to process and inform the status of orders to customers;
- * general business purposes, such as maintaining your account, conducting internal or market research and measuring the effectiveness of advertising campaigns;
- * as required by applicable law in response to legal proceedings or a request from a competent law enforcement agency or to enforce the terms of agreement or website.

5. COOKIES:

To ensure that the website is operational, We sometimes store small pieces of data or data files called Cookies on mobile devices or computers. Cookies are used to record various aspects of your visit and assist CenturyPly to provide you with uninterrupted service. The content of the Cookie can only be retrieved or read by the server that created it. It usually contains identifiers, site names, and some numbers and characters.

Cookies allow us to store user preference data and also to save settings such as language, personal data, and other data for your device. This means the user need not reconfigure user preferences on each visit. Most Internet service providers enable cookies to improve the user experience. With cookies, you can remember a user's single access (using a session cookie) or multiple accesses (using a permanent cookie). Persistent cookies store information on your PC for various purposes, for example, recovering certain information you have recently given, (for example, passwords), figuring out what areas of the Web website visitors find most valuable, and redoing the Web webpage based on your inclinations on a continuous basis.

You can set your program to accept all cookies, to dismiss all cookies, or to tell you at whatever point a cookie is offered with the goal that you can choose each time whether to accept it.

6. SHARING OF INFORMATION WITH THIRD-PARTIES

We will share information with third parties who perform services on our behalf. We share information with vendors who help Us manage our online registration process or payment processors or transactional message processors. Some vendors may be located outside of India. We may share information if We think we have to in order to comply with the law or to

protect ourselves. We will share information to respond to a court order or subpoena. We may also share it if a government agency or investigatory body requests. Or, We might also share information when We are investigating potential fraud. We may share information with any successor to all or part of our business. For example, if part of our business is sold, We may give our customer list as part of that transaction. We may share information with third parties (who offer Interior Solutions, to service your Interior Decor needs) for sole commercial purpose. These third party companies may employ their marketing efforts to provide you with their service offerings. We may share your information for reasons not described in this policy. We will inform you before we take this step. Any third party granted access to data, as permitted above, shall be subject to the terms and conditions of this agreement. Acceptance of these terms must be provided in writing by the third party before data will be released.

7. RETENTION OF YOUR PERSONAL DATA

In accordance with applicable laws, We will use your Personal Data for as long as necessary to satisfy the purposes for which your Personal Data was collected or to comply with applicable legal requirements. Personal data used to provide you with a personalised experience will be kept for a duration permitted by applicable laws.

8. DISCLOSURE, STORAGE AND/OR TRANSFER OF YOUR PERSONAL DATA

We use appropriate measures to keep your Personal Data confidential and secure. However, that these protections do not apply to information you choose to share in public areas such as third party social networks. People who can access your Personal Data: Your Personal Data will be processed by our authorized staff or agents, on a need to know basis, depending on the specific purposes for which your Personal Data have been collected. Measures taken in operating environments: We store your Personal Data in operating environments that use reasonable security measures to prevent unauthorized access. We follow reasonable standards to protect Personal Data. The transmission of information via the Internet is, unfortunately, not completely secure and although We will do our best to protect your Personal Data, We cannot guarantee the security of the data during transmission through our Websites/apps.

9. DISCLOSURE TO AUTHORIZED PARTNERS

Some of our services are provided by our partners. We may share some of your personal data with our partners to provide a better customer service and user experience. For example, when you are purchasing products from our website, We may share your personal data with the logistics service provider to arrange delivery, or arrange for the partner to provide service. Our partners do not have right to use shared personal data for any other purpose. The personal data can only be processed for specific, clear and lawful purposes and will only disclose the data necessary to provide the service.

10. COPYRIGHT

Copyright of this Site and the materials included in it, unless otherwise indicated, are owned by the CenturyPly, and we reserve all rights. You may not copy or distribute any text materials or any photography, illustration, artwork or other graphic material contained on this Site for any use without first obtaining You may not download, reproduce, or reprint any photographs, artwork, or other graphics without Our prior permission and the owner of that material. You may not use the Company's name or any material contained on our Site to

imply endorsement, sponsorship, or affiliation with us in any manner. Failure in adherence to this clause may make you liable for liquidated damages.

11. TRADEMARK

CenturyPly, CenturyPly Logo and any other trademarks on our Site ("Our Trademarks") are trademarks of CenturyPly. You may not use Our Trademarks for any product or service that does not belong to us or in any manner that is likely to cause confusion about whether we are the source, affiliated with, sponsor of, or endorser of any product or service. In addition, you may not use Our Trademarks in any manner that disparages or discredits us. Failure in adherence to this clause may make you held liable for liquidated damages.

12. YOUR RIGHTS:

* Access to Personal Data. You have the right to access, review and request a physical or electronic copy of information held about you. You also have the right to request information on the source of your Personal Data. These rights can be exercised by sending Us an e-mail at customerhelpdesk@centuryply.com. If the request is submitted by a person other than you, without providing evidence that the request is legitimately made on your behalf, the request will be rejected. Please note that any identification information provided to Us will only be processed in accordance with, and to the extent permitted by applicable laws.

* Additional rights (e.g. modification, deletion of Personal Data). Where provided by law, you can (i) request deletion, the portability, correction or revision of your Personal Data; (ii) limit the use and disclosure of your Personal Data; and (iii) revoke consent to any of our data processing activities.

* Please note that, in certain circumstances, We will not be able to delete your Personal Data without also deleting your user account. We may be required to retain some of your Personal Data after you have requested deletion, to satisfy our legal or contractual obligations. We may also be permitted by applicable laws to retain some of your Personal Data to satisfy our business needs.

We hope that We can satisfy queries you may have about the way we process your Personal Data. However, if you have unresolved concerns you also have the right to complain to competent data protection authorities.

13. SHARING AND DISCLOSURE

We may disclose your information to courts, law enforcement, governmental or public authorities, tax authorities, or authorised third parties, if and to the extent We are required or permitted to do so by law or where disclosure is reasonably necessary: (i) to comply with our legal obligations, (ii) to comply with a valid legal request or to respond to claims asserted against CenturyPly, (iii) to respond to a valid legal request relating to a criminal investigation to address alleged or suspected illegal activity, or to respond to or address any other activity that may expose Us, you, or any other of our users to legal or regulatory liability (iv) to protect the rights, property or personal safety of CenturyPly , its employees, its Members, or members of the public.

14. ONWARD TRANSFER LIABILITY

In cases of onward transfer to third parties of your personal data, CenturyPly is not liable for any unlawful accounts of the third party and its agents, employees, etc.

15. DATA ERASURE

You can request that your personal information be deleted. Please note that if you request the erasure of your personal information:

- * We may retain your personal information as necessary for our legitimate business interests, such as prevention of money laundering, fraud detection and prevention, and enhancing safety.
- * We may retain and use your personal information to the extent necessary to comply with our legal obligations.
- * Information you have shared with others (e.g., Reviews, forum postings) will continue to be publicly visible on our website, even after your account is cancelled. However, attribution of such information to you will be removed. Some copies of your information (e.g., log records) will remain in our database, but are disassociated from personal identifiers.
- * Because We take measures to protect data from accidental or malicious loss and destruction, residual copies of your personal information may not be removed from our backup systems for a limited period of time

16. SECURITY

While no organization can guarantee perfect security, We are continuously implementing and updating administrative, technical, and physical security measures to help protect your information against unauthorized access, loss, destruction, or alteration, maintain data accuracy, and ensure correct use of information. If you establish an account with Us through this website, your account information and profile will be password-protected. It is recommended that you do not divulge your password to anyone. Our personnel will never ask you for your password in an unsolicited phone call or in an unsolicited e-mail. Remember to sign out of your account and close your browser window when you have finished your session. This is to help ensure that others cannot access your personal information and correspondence if you share a computer with someone else or are using a computer in a public place where others may have access to it. Whenever you voluntarily disclose personal information online—for example on message boards, through e-mail or in chat areas—that information can be collected and used by others. No data transmission over the Internet or any wireless network can be guaranteed to be perfectly secure. As a result, while We try to protect your personal information, We cannot ensure or guarantee the security of any information you transmit to Us, and you do so at your own risk.

17. HOW YOU CAN UPDATE, CORRECT OR DELETE YOUR INFORMATION

You can access the information that We collect online and maintain through normal updating methods. To update, correct or delete this information, you can contact us at customerhelpdesk@centuryply.com. Your account can be deleted or deactivated, but doing so may result in your not being able to access or receive certain services.

18. BUSINESS TRANSFERS

If CenturyPly undertakes or is involved in any merger, acquisition, reorganisation, sale of assets, bankruptcy, or insolvency event, then We may sell, transfer or share some or all of our assets, including your information in connection with such transaction or in contemplation of such transaction (e.g., due diligence).

19. CORPORATE AFFILIATES

To support Us in providing, integrating, promoting and improving the CenturyPly Platform, Payment Services, and our affiliates' services, We may share personal information within our corporate family of companies that are related by common ownership or control.

20. EMAIL OPT-OUT

You can opt out of receiving our marketing emails. To stop receiving our promotional emails, please email to us at customerhelpdesk@centuryply.com. It may take about ten days to process your request. Even if you opt out of getting marketing messages, We will still be sending you transactional messages through email and SMS about your purchases.

21. TERMINATION

We reserve the right to terminate the Site and this User Agreement at any time without notice for any reason, including, in the case of the User Agreement, for your violation of any of its provisions. The Limitations of Liability and Governing Law Sections of this User Agreement shall survive any such termination.

22. THIRD PARTY SITES

If you click on one of the links to third party websites, you may be taken to websites We do not control. This policy does not apply to the privacy practices of those websites. Read the privacy policy of other websites carefully as they are governed by their own user agreements and privacy policies which you should be sure to read. We are not responsible for these third party sites.

23. DISCLAIMERS AND LIMITATION OF LIABILITY

ALTHOUGH WE INTEND TO TAKE REASONABLE STEPS TO PREVENT THE INTRODUCTION OF VIRUSES, WORMS, "TROJAN HORSES" OR OTHER DESTRUCTIVE MATERIALS TO OUR SITE, WE DO NOT GUARANTEE OR WARRANT THAT OUR SITE OR MATERIALS THAT MAY BE DOWNLOADED FROM OUR SITE ARE FREE FROM SUCH DESTRUCTIVE FEATURES. WE ARE NOT LIABLE FOR ANY DAMAGES OR HARM ATTRIBUTABLE TO SUCH FEATURES. WE ARE NOT LIABLE FOR ANY CLAIM, LOSS OR INJURY BASED ON ERRORS, OMISSIONS, INTERRUPTIONS OR OTHER INACCURACIES IN OUR SITE OR FOR ANY CLAIM, LOSS OR INJURY THAT RESULTS FROM YOUR USE OF THIS SITE OR YOUR BREACH OF ANY PROVISION OF THIS USER AGREEMENT.

24. UPDATES TO THIS POLICY

This Privacy Policy was last updated on 1st April 2022. We reserve the right to modify this Privacy Policy at any time in accordance with applicable law. If We do so, We will post the revised Privacy Policy and update the "Last Updated" date at the top. We encourage you to periodically review this page for the latest information on our policy practices. If you continue to use the services after those changes are in effect, you agree to the revised policy. If you have any other queries about this policy, please contact us at customerhelpdesk@centuryply.com.

25. JURISDICTION

If you choose to visit the website, your visit and any dispute over privacy is subject to this Policy and the website's terms of use. In addition to the foregoing, any disputes arising under

this Policy shall be governed by the laws of India and you shall agree to waive any jurisdictional, venue or inconvenient forum objections to such courts.