

## Privacy Policy

### 1. General:

Aria CFO Services LLP (“Aria CFO Services”) offers services including but not limited to management reporting, pay roll management, book keeping, statutory compliance management, etc. As part of running those services we may collect data about you and your business. This data is not only essential to run our services, but also critical for the safety of our services and all our users. This Privacy Policy provides information on the collection, use, and sharing of personal information (collectively, processing of the personal information) if collected by Aria CFO Services in connection with your use of websites and mobile applications, as applicable (“Website”).

While you may be able to browse certain sections of the Website without registering with us, however, please note we do not offer any product/service under this Website outside India. By visiting this Website, providing your information or availing our product/service, you expressly agree to be bound by the terms and conditions of this Privacy Policy and agree to be governed by the laws of India including but not limited to the laws applicable to data protection and privacy. If you do not agree please do not use or access our Website. This Privacy Policy applies to personal data which includes data which our customer provides that is associated with an identified or identifiable natural person and is protected as personal data or personal information under applicable data protection law in India.

### 2. Information Collected:

#### Information You Provide Directly

- i. When you sign up for an account with us, you shall be allotted a unique username and a password for accessing the account created by us. The information required from you shall be employed to provide you with the resources you requested.
- ii. We may ask you to provide your email address, street address, and payment related information if you make payment through our Website. When you submit your card information, we store the name and address of the cardholder, the expiry date and the last four digits of the credit card number. We do not store the actual credit card number. For quick processing of future payments, if you have given us your approval, we may store your credit card information or other payment information in an encrypted format in the secured servers of our Payment Gateway Service Providers.

- iii. We collect your name, email address, phone number, and other information required in order to address your inquiry. We request this information in order to effectively address your comments and questions and provide you with relevant information in response to your inquiry. We may record, analyze and use your interactions with us, including chat conversations with our professionals, for improving our interactions with our customers.
  
- iv. Information provided in connection with services: You may entrust information that you or your organization (“you”) control, to Aria CFO Services in connection with use of our Website. This includes information regarding your customers, representatives or affiliates of your customers, vendors, donors, personnel, your employees and any other data subjects in relation to the use of our Website (if you are a controller) or any other data that you hold and use on behalf of another person for a specific purpose, such as a customer, representatives or affiliates of the customer, vendor or donor or any other data subject to whom you provide services (if you are a processor). The data may either be stored on servers when you use our services, or transferred or shared to us as part of a request to avail our services. All the information entrusted to Aria CFO Services is collectively termed “service data”. We understand that you own your service data. We provide you complete control of your service data. You have the right to access or share your service data and also request export or deletion of your service data. We process your service data only as per your instructions.

#### Information automatically collected

- i. Information from browsers, devices and servers: When you visit our Websites, we collect information that web browsers, mobile devices and servers make available, such as the internet protocol address, browser type, language preference, time zone, referring URL, date and time of access, operating system, mobile device manufacturer and mobile network information. We include these in our log files to understand more about visitors to our websites.
  
- ii. Information from cookies and tracking technologies: We may use temporary and permanent cookies to identify users of our services and to enhance user experience.

### **3. How We Use Your Information:**

We mainly process your personal data for the purpose of providing services to you.

In addition to the uses described above, we also use your information:

- to communicate with you in relation to the services;
- to protect our interests or the interests of third parties;
- to maintain and enhance the security of our services;
- to prevent abuse of our services;
- to comply with our legal obligations;
- to improve our products and services;
- to develop new products and services;
- to perform or enforce our agreements;
- to post testimonials on our sites with your consent; and
- for any other purpose with your consent.

Aria CFO Services does not use or disclose sensitive personal information, such as race, religion, or political affiliations, etc. without your explicit consent.

We may provide access to your service data to our employees and personnel who are independent contractors of Aria CFO Services involved in providing the services (collectively our “employees”) so that they can (i) identify, analyze and resolve errors, (ii) manually verify emails reported as spam to improve spam detection, or (iii) manually verify scanned images that you submit to us to verify the accuracy of the data provided. We ensure that access by our employees or personnel to your service data is restricted to specific individuals only, and is logged and audited. Our personnel on a strict need to know basis, may also have access to data that you knowingly share with us for technical support or to import data into our products or services. We communicate our privacy and security guidelines to our personnel and enforce privacy safeguards very strictly.

#### **4. Third Parties:**

This Privacy Policy applies only to Aria CFO Services with respect to services and not to any other Websites or websites, or mobile applications operated by third parties. Our site may contain links to third-party sites, however, please be aware that Aria CFO Services is not responsible for and cannot control the privacy policies of these sites. We encourage you to carefully read the privacy policy of any site you visit before you submit any personal information.

Some of our products or services allow you to collaborate with other users or third parties. Initiating collaboration may enable other collaborators to view some or all of your profile information. If you choose to enable any third-party integrations, you may be allowing the third party to access your service information and personal information about you. We

encourage you to review the privacy practices of the third-party services and products before you enable integrations with them.

Certain services made available via Aria CFO Services can be delivered by third-party sites and organizations. By using any product, service, or functionality originating from the Website, you at this moment acknowledge and consent that Aria CFO Services may share such information and data with any third party with whom Aria CFO Services has a contractual relationship to provide the requested product, service or functionality on behalf of Website users and customers. We pass on our obligations under this Privacy to ensure that Third-party services or Integration services employed by us abide by this policy, however Aria CFO Services does not warrant for the acts and omissions of such third-party services or integration services. Aria CFO Services will not be responsible for correction of errors or providing support for any issues caused by these services.

#### **5. Analytics and Advertising:**

We may use third-party analytics providers to help track how users interact with our Services. Third-party tracking technologies are not controlled by us, even if they use our Services to help store or collect data. Statements regarding our practices do not apply to the methods for collecting information used by third-party advertisers and others or the use of the information that such third parties collect. The relevant third party's terms of service, privacy policy, permissions, notices, and choices should be reviewed regarding their collection, storage, and sharing practices.

#### **6. Data Retention:**

We only store information for as long as is needed to fulfil our contractual or legal obligations or any other permissible purpose for which we have collected it, including to prevent fraud or security incidents. When the applicable retention period has expired, we reserve the right to take measures to permanently delete the information, aggregate it, or make it anonymous. This is applicable only to the data collected by us.

#### **7. Disclosures in compliance with legal obligations & enforcement of our rights**

We may be required by law to preserve or disclose your personal information and service data to comply with any applicable law, regulation, legal process or governmental request, including to meet national security requirements. We may disclose personal information and service data to a third party if we believe that such disclosure is necessary for preventing fraud, investigating any suspected illegal activity, enforcing our agreements or policies, or protecting the safety of our users.

## **8. Rights of a data subject:**

To the extent required by applicable data protection regulations and for the data collected by us, you have all the rights of a data subject as regards your personal data. Such rights include the following:

- request access to your personal data;
- obtain a copy of your personal data;
- rectify inaccurate or incomplete personal data;
- erase personal data;
- restrict the processing of personal data;
- portability of personal data

## **9. Security:**

We use commercially reasonable administrative, physical, and technical measures to safeguard your information and help protect it from unauthorized access. Aria CFO Services secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure.

## **10. Children:**

Our Website is not directed to children, as defined under applicable law. We do not knowingly collect information of children. If you believe that a child has provided their information to us through our Website, please email us at [info@ariaadvisory.in](mailto:info@ariaadvisory.in), so that we can take steps to delete it.

## **11. Policy Updates:**

Aria CFO Services reserves the right to modify this policy from time to time, in order to clarify it, to reflect any changes to our website, or to comply with legal obligations, effective upon posting a revised copy on the Website.

## **12. Contacting Us:**

If you have any question regarding this Privacy Policy, or any enquiry about your personal data, or desire to report us any matter, please reach out to our Grievance Officer at [grievance.officer@ariaadvisory.in](mailto:grievance.officer@ariaadvisory.in)