
PRIVACY POLICY

User privacy is of utmost importance to TCL. TCL has developed this “**Privacy Policy**” which covers how TCL collects, uses, discloses, transfers, and stores User information. Users are advised to familiarize themselves with TCL privacy practices.

By mere use of the Website, the User expressly consents to TCL’s use and disclosure of User’s Personal Information in accordance with this Privacy Policy. This Privacy Policy shall be deemed to be incorporated into the Terms of Use and shall be read in addition to the Terms of Use. In the event of any inconsistency or ambiguity arising between the Terms of Use and the terms of this Privacy Policy, the provisions in this Privacy Policy to the extent of such inconsistency or ambiguity, shall prevail.

For the purpose of this Privacy Policy, all capitalised terms shall have the meaning so assigned to them in the Terms of Use.

1. Collection and Use of Personal Information

- 1.1. “**Personal information**” is data that can be used to identify or contact a single person.
- 1.2. When Users register on TCL, they shall provide TCL their contact information, including their name, date of birth, telephone number, gender and email address. TCL uses this information to send Users updates about their order, questionnaires to measure User satisfaction with TCL’s service and announcements about new services that TCL may offer. Users are also required to provide their billing address as well as credit/debit card details. TCL uses this information only for billing and delivery purposes. For Users’ convenience, TCL saves billing information in case Users want to order from TCL again.
- 1.3. TCL may hire other companies to provide limited services on its behalf, including packaging, mailing and delivering purchases, answering User questions about products or services and sending postal mail. TCL will only provide those companies the information they need to deliver the service.
- 1.4. TCL may also use Personal Information for internal purposes such as auditing, data analysis, and research to improve TCL services. TCL may use the Personal information for promotional services including through social media to which Users give consent to it.
- 1.5. Users may browse the Website without disclosing to TCL who they are or revealing any Personal Information about themselves. However, Users may not be able to access certain parts of the Websites if they chose to do so.
- 1.6. TCL will occasionally ask the Users to complete optional online surveys. These surveys may ask the Users for contact information and demographic information (like zip code, age, or income level). TCL uses this data to tailor User experience on the Website, providing the Users with content that TCL thinks Users might be interested in and to display content according to User preferences.

2. Manner of dealing with Personal Information

- 2.1. TCL gathers some information automatically and stores it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet Service

Provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data.

- 2.2. TCL uses this information to understand and analyze trends, to administer the Website, to learn about user behavior on the Website, and to gather demographic information about TCL user base as a whole. TCL may use this information in its marketing and advertising services.
- 2.3. TCL uses Personal Information to provide the services that the User requests. TCL will provide the User with the ability to opt-out of such uses. TCL uses User's Personal Information to resolve disputes; troubleshoot problems; help promote a safe service; collect money; measure consumer interest in TCL's products and services, inform the User about online and offline offers, products, services, and updates; customize User experience; detect and protect TCL against error, fraud and other criminal activity; enforce TCL terms and conditions; and as otherwise described to the User at the time of collection.

3. Cookies and Other Technologies

- 3.1. When Users register themselves on the Website, TCL creates User's profile, assigning a personal identification number, this personal identification number is then sent back to User's hard drive in the form of a "cookie", which is a very small bit of code. This code is unique to each User. It enables seamless travel across the Website, allowing User to use the Website without having to enter his password frequently or fill out registration forms with information User has already provided.
- 3.2. TCL uses cookies on certain pages of the Website to help analyse Website web page flow, deliver ads that relate to User's interests, measure the effectiveness of ad campaigns and promote trust and safety. TCL offers certain features that are only available through the use of a "cookie". Cookies can also help TCL provide information that is targeted to the User's interests. Most cookies are "session cookies", meaning that they are automatically deleted from the User's hard drive at the end of a session. Users are always free to decline TCL cookies by disabling cookies in their internet browser, although in that case the User may not be able to use certain features on the Website and the User may be required to re-enter his password more frequently during a session.
- 3.3. Additionally, the User may encounter "cookies" or other similar devices on certain pages of the Website that are placed by third parties. TCL does not control the use of cookies by third parties. If the User chooses to buy on the Website, TCL collects information about User buying behaviour.

4. Disclosure to Third Parties

- 4.1. At times TCL may make certain Personal Information of the Users available to strategic partners or other professional organisations that work with TCL to provide products and services, or that help TCL market to Users. User's Personal Information will only be shared by TCL to provide or improve its products, services and advertising.
- 4.2. Service Providers
 - 4.2.1. TCL shares User's Personal Information with companies who provide services such as information processing, extending credit, fulfilling User's orders, delivering products, managing and enhancing User data, providing customer service, assessing User

interest in TCL products and services, and conducting User research or satisfaction surveys. These companies shall handle User Personal Information according to this Privacy Policy.

4.3. Others

- 4.3.1. It may be necessary by law, legal process, litigation, and/or requests from public and government authorities for TCL to disclose User's Personal Information. TCL may also disclose information about the User if it determines that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.
- 4.3.2. TCL may also disclose information about the Users if it determines that disclosure is reasonably necessary to enforce TCL terms and conditions or protect its operations or Users. Additionally, in the event of a reorganization, merger, or sale TCL may transfer any and all Personal Information TCL collects to the relevant third party.

5. **Protection of Personal Information**

- 5.1. TCL has taken adequate measures to protect the security of User's Personal Information and to ensure that User's choices for its intended use are honored. TCL takes robust precautions to protect User data from loss, misuse, unauthorized access or disclosure, alteration, or destruction.
- 5.2. TCL assures Users that their e-commerce transactions are safe and secure. When Users place orders or access their personal account information, they're utilizing a secure server software SSL, which encrypts their Personal Information before it's sent over the Internet. SSL is one of the safest encryption technologies available.
- 5.3. User's Personal Information is never shared outside TCL without User permission, except under conditions explained above. Inside the company, data is stored in password-controlled servers with limited access to employees and other personnel or consultants on a need-to-know basis.
- 5.4. To ensure safety of User's Personal Information, Users are advised against sharing their user name and password with anyone.

6. **Access to Personal Information**

TCL provides Users with the means to ensure that their Personal Information is correct and current. Users may review and update this information at any time by logging into their account or by visiting the "My Accounts" section. Users can also change their passwords and other details related to their profile by logging into their account.

7. **Third-Party Sites and Services**

- 7.1. The Website links to other websites that may collect User's Personal Information. TCL is not responsible for the privacy practices or the content of those linked websites. TCL may indicate to the User that he is getting linked to a third party website. The User is required to carefully read and understand the terms of use or privacy policy of such third party website prior to browsing such website or transacting thereon.

-
- 7.2. TCL uses third-party advertising companies to serve ads when the User visits the Website. These companies may use information (not including User name, address, email address, or telephone number) about User's visits to this and other websites in order to provide advertisements about goods and services of interest to the User.

8. Consent

- 8.1. By using the Website and/ or by providing his information, the User consents to the collection and use of the information User discloses on the Website in accordance with this Privacy Policy, including but not limited to User's consent for sharing User information as per this Privacy Policy.
- 8.2. The User agrees and acknowledges that his Personal Information collected through the Website may be transferred across national boundaries and stored and processed in any the country around the world. User also acknowledges that in certain countries or with respect to certain activities, the collection, transfer, storage, and processing of User information may be undertaken by trusted third party vendors or agents of TCL such as credit card processors, web hosting providers, communication services, and web analytic providers, to help facilitate TCL in providing certain functions.
- 8.3. TCL Privacy Policy is subject to change at any time without notice. To make sure the Users are aware of changes, if any, Users are advised to review this policy periodically.
- 8.4. By visiting this Website, Users agree to be bound by the terms and conditions of this Privacy Policy. Users are advised to not use or access the Website, if they do not agree with the terms and conditions of this Privacy Policy.
- 8.5. Unless stated otherwise, the Privacy Policy applies to all information that TCL has about the User and User's account.
- 8.6. If TCL decides to change the Privacy Policy, TCL will post those changes on this page so that the Users are always aware of what information TCL collects, how TCL uses it, and under what circumstances TCL discloses it.

9. Opt-Out

From time to time, TCL may communicate with Users who subscribe to its services via email or text message. TCL provides Users the opportunity to exercise an opt-out choice if they do not want to receive non-essential communication from TCL, such as emails or updates from TCL regarding new services and products offered on the Website or if Users do not want TCL to share their Personal Information with third parties. The opt-out choice may be exercised by ticking or un-ticking the appropriate box if such checkbox is available at the points where User's Personal Information is collected or by contacting TCL at cpb.feedback@tatachemicals.com. TCL will process User's unsubscribe request as soon as possible, in some circumstances Users may receive a few more emails until the unsubscribe request is processed. Users also may opt-out of receiving such emails by clicking on the "unsubscribe" link within the text of the email.

If the Users want to remove their contact information from the Website or withdraw all consents given by them to TCL, they can do so by writing to cpb.feedback@tatachemicals.com

10. Limitation of Liability

- 10.1. TCL is not responsible for any breach of security or for any actions of any third parties that receive the User's Personal Information.
- 10.2. Notwithstanding anything contained in this Privacy Policy or elsewhere, TCL shall not be held responsible for any loss, damage or misuse of the User Personal Information, if such loss, damage or misuse is attributable to a Force Majeure Event (as defined below).
- 10.3. A "**Force Majeure Event**" shall mean any event that is beyond the reasonable control of TCL and shall include, without limitation, sabotage, fire, flood, explosion, acts of God, civil commotion, strikes, lockouts or industrial action of any kind, riots, insurrection, war, acts of government, computer hacking, civil disturbances, unauthorised access to computer data and storage device, computer crashes, breach of security and encryption, and any other similar events not within the control of TCL and which TCL is not able to overcome.

11. Privacy Questions.

Queries regarding this statement should be directed to cpb.feedback@tatachemicals.com