

# Privacy Policy

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This policy applies to our Customers which include the Suppliers as well as RetaNic community of Retailers, Garages and Mechanics (Shall be referred as **RetaNics** further). We collect this data through our field team and our AutoDirect B2b Platform.

## Information Collection:

We collect RetaNics information from the following sources:

- Information which RetaNics community gives us, such as during registration, transactions, surveys and through usage of our AutoDirect B2b Platform.
- When RetaNics sign up to receive a newsletter etc, we will collect email address.
- Information automatically collected when RetaNics visit our websites, such as via cookies, and while using our AutoDirect B2b Platform.
- We receive and store certain types of information when RetaNics interact with our websites, our AutoDirect B2b Platform, through emails and digital advertising. Our purpose is to allow our platform to work correctly, to evaluate use of website & platform, and to support analytics and marketing campaigns.

## Use and/or Disclosure of Information

- We do not sell or rent RetaNics personal information to third parties for their marketing purposes without RetaNics explicit consent. We only use RetaNics information as described in the Privacy Policy.
- We store and process RetaNics Information on computers that are protected by physical as well as technological security devices. If RetaNics object to RetaNics Information being transferred or used in this manner please do not use our Website or Platform.
- We use RetaNics personal information to provide products and services and to support core business functions. This includes but not limited to order or service fulfillment, internal business processes, marketing, authentication, loss and fraud prevention, public safety and legal functions.
- We may combinely use all the information we collect. We may disclose RetaNics information within our corporate group of Companies if deemed required at any point in time.
- We reserve the right to communicate RetaNics personal information to any third party that makes a legally-compliant request for its disclosure. Otherwise, we will not disclose RetaNics name, address and other information which identifies RetaNics personally to any third party without RetaNics consent. We reserve the right to collect general demographic and other anonymous information that does not personally identify RetaNics.

- We use cookies and other technologies such as pixel tags and clear gifs to store certain types of information each time RetaNics visit any page on our website. Cookies enable this website to recognize the information RetaNics have consented to give to this website and help us determine what portions of this website are most appropriate for RetaNics professional needs. We may also use cookies to serve advertising banners to RetaNics. These banners may be provided by us or by a third party on our behalf. These cookies will not contain any personal information.
- We use third-party service providers to serve ads on our behalf across the Internet and sometimes on this Website. They may collect anonymous information about RetaNics visits to our website, and RetaNics interaction with our products and services. They may also use information about RetaNics visits to this and other websites to target advertisements for goods and services. This anonymous information is collected through the use of a pixel tag, which is industry standard technology used by most major websites. No personally identifiable information is collected or used in this process. They do not know the name, phone number, address, email address, or any personally identifying information about the user.
- You agree for our Customer Support Team to reach you over telephone, email provided by you for feedback and quality purposes.
- If You are no longer interested in receiving e-mail announcements and other marketing information from us, or want us to remove any Personal Information that we have collected about you, please e-mail your request to: [support@autodirectindia.com](mailto:support@autodirectindia.com)