

## Privacy Policy

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In the course of registering for and availing various services we provide from time to time through our website [www.marketmirror.info](http://www.marketmirror.info) ("Website", telephone search, SMS and WAP) or any other medium in which Market Mirror may provide services (collectively referred to as "Media") you may be required to give your name, residence address, workplace address, email address, date of birth, educational qualifications and similar Personal Information ("Personal Information"). The Personal Information is used for three general purposes: to customize the content you see, to fulfill your requests for certain services, and to contact you about our services via including but not limited to email's, sms's and other means of communication. Unless otherwise stated explicitly, this Policy applies to Personal Information as disclosed on any of the Media.

We are committed to protecting the privacy and confidentiality of all Personal Information that you may share as a user of Media. In furtherance thereof, we have this policy to demonstrate our good faith.

This policy does not apply to the practices of organizations that we do not own or to people that we do not employ or manage.

Personal Information will be kept confidential and will be used for our research, marketing, and strategic client analysis objectives and other internal business purposes only. We do not sell or rent Personal Information except that in case you are a customer of our search services through any of the Media, your Personal Information shall be shared with our subscribers/advertisers and you shall be deemed to have given consent to the same. Further, the subscribers / advertisers who are listed with us, may call you, based on the query or enquiry that you make with us, enquiring about any

- Product / Service or
- Product / Service of any subscriber / advertiser or
- Product / Service of any particular subscriber / advertiser.

We will share Personal Information only under one or more of the following circumstances: - If we have your consent or deemed consent to do so - If we are compelled by law (including court orders) to do so

In furtherance of the confidentiality with which we treat Personal Information we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

We give you the ability to edit your account information and preferences at any time, including whether you want us to contact you about new services. To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

You acknowledge that you are disclosing Personal Information voluntarily. Prior to the completion of any registration process on our website or prior to availing of any services offered on our website if you wish not to disclose any Personal Information you may refrain from doing so; however, if you don't provide information that is requested, it is possible that the registration process would be incomplete and/or you would not be able to avail of our services. Information which can be personally identifiable information or/and financial information obtained from the user to avail one of the services on Market Mirror platform would be available across Market Mirror for availing any of the service provided by Market Mirror.

If you are our corporate customer, it is possible that we have entered into a contract with you for non-disclosure of confidential information. This Policy shall not affect such a contract in any manner.

If you have questions or concerns about these privacy policies; please send us an email at [feedback@marketmirror.info](mailto:feedback@marketmirror.info)

## **Privacy Notice:**

Market Mirror is committed to protecting the privacy and confidentiality of all Personal Information that you may share as a user of Media. In furtherance thereof, we have this policy to demonstrate our good faith.

This Privacy Policy is incorporated into and is subject to the Market Mirror Terms of Service. Your use of the Market Mirror Site, Market Mirror Software and the Market Mirror Service and any personal information you provide remains subject to the terms of this Privacy Policy and our Terms of Service.

**What Does This Privacy Policy Cover?** This Privacy Policy is part of Market Mirror's Terms of Service and covers the treatment of user information, including personally identifying information, obtained by Market Mirror, including information obtained when you access the Market Mirror Site, use the Market Mirror Service or any other software provided by Market Mirror.

## **The Information Market Mirror Collects:**

Market Mirror may obtain the following types of information from or concerning you or your mobile phone device, which may include information that can be used to identify you as specified below ("Personally Identifying Information") :

- You provide certain Personally Identifiable Information, such as your mobile phone number, and mobile device information to Market Mirror when choosing to participate in various uses of the Market Mirror Service, such as registering as a user, and viewing ratings of contacts in your address book. In order to provide the Market Mirror Service, Market Mirror will periodically access your address book or contact list on your mobile phone to locate the mobile phone numbers that have been used to avail Market Mirror services and to provide ratings of establishments we have received from users of these mobile numbers. Market Mirror may access your location information to provide search results based on your geo location. This allows the software to provide relevant search results. Location data gathered from a mobile phone is used only to provide search results and is not used in any other manner whatsoever.
- For some of the service offerings, a user may have to part with financial data which is required to execute a particular service request for example booking a flight ticket, bus & train ticketing, UPI payments, Send payment to vendors, Bill pay and recharge etc. A user may not part with the information for which the service offering won't be available.

## **The Way Market Mirror Uses Information:**

If you submit Personally Identifiable Information to us through the Market Mirror Site, or Market Mirror Service, then we use your personal information to operate, maintain, and provide to you the features and functionality of the Market Mirror Site and Market Mirror Service. In particular, your mobile phone number is essential to your use of the Market Mirror Service and will be retained. Your name (as it is saved in other user's mobile phone address book or contact list) may be displayed to other users if they tag your mobile number and access your ratings in the App. For more information on our ratings feature, please read the note below :

Market Mirror will use your mobile number and contacts list to identify friends in your network who have rated establishments and/or are users of Market Mirror Services. Market Mirror collects ratings in the following ways :

- When a user calls our service and is prompted to rate an establishment
- When a user rates establishments on the website or mobile site or Applications

Where are the ratings shown ? Ratings are shown in the following ways on Market Mirror :

- In SMS when user asks for information by calling the Market Mirror Service
- Ratings are displayed on various places on the website, mobile site and mobile applications in pages such as the overall ratings count page, search results pages, company details pages etc. User information such as mobile phone number is masked and personally identifiable information is not displayed unless user is registered with Market Mirror and is accessing the tag friends feature.
- Ratings are shown in the "Tag your friend" feature available across Market Mirror services platforms where user can access friends' ratings of establishments.

### **Benefits:**

Your contacts list will allow Market Mirror to provide you with ratings given by your friends and help make the experience on Market Mirror even better. Your friends' ratings will allow you to make a better decision about choosing a product/service/establishment on Market Mirror. You can build your friends network and choose your friends on Market Mirror and access your friends' ratings across the range of our platforms including mobile site, website and our applications.

### **How Market Mirror uses your information:**

Market Mirror "tags" the contacts in your address book as your friends, but at anytime, you can review the list of your tagged friends and choose to untag any of them at any time. Untagging your contacts will hide your ratings from them and will also result in their ratings not being shown to you.

Only users of Market Mirror will be displayed in your tagged friends list. If a contact in your address book has rated an establishment/s on Market Mirror, the ratings associated with the contact will be displayed as part of your friends' ratings. If a contact in your address book has used Market Mirror's service across any platform and has not rated an establishment, although their name is displayed in your friends list, no ratings will be shown associated with the said contact.

If any of your tagged friends registers with our Service across Market Mirror's platforms, ratings of such a friend will be visible to you only if

- Your mobile number is present in his contacts list
- You have not been untagged by your friend

Market Mirror will also provide users with a privacy settings option that will allow the user to choose appropriate privacy levels. By default, the user's contact list will be used to identify friends in the network. A user may choose to allow anyone to tag him/her as a friend and may also choose to allow nobody to tag him/her as a friend.

We do not use your mobile phone number or other Personally Identifiable Information to send commercial or marketing messages without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out. We may use cookies and log file information to :

- a. remember information so that you will not have to re-enter it during your visit or the next time you use Market Mirror;
- b. provide custom, personalized content and information;
- c. monitor individual and aggregate metrics such as total number of visitors, pages viewed, etc.; and
- d. track your entries, submissions, views and such.

### **When Market Mirror Discloses Information:**

Other users of the Market Mirror Service may see your ratings submissions in a way that is consistent with the use of the Market Mirror Service. For example, a rating of "ABC Restaurant" on Market Mirror will be available to every user of the Market Mirror Service who has that mobile phone number in their mobile phone's address book or contact list and has tagged the mobile phone number as a friend in the Market Mirror App friends ratings feature. For more information on this feature, please refer paragraphs above.

We do not sell or share your Personally Identifiable Information (such as mobile phone number) with other third-party companies for their commercial or marketing use without your consent or except as part of a specific program or feature for which you will have the ability to opt-in or opt-out. We may share your Personally Identifiable Information with third party service providers to the extent that it is reasonably necessary to perform, improve or maintain the Market Mirror Service.

### **Your Choices:**

You may, of course, decline to submit Personally Identifiable Information through the Market Mirror Service, in which case Market Mirror may not be able to provide certain services to you. If you do not agree with our Privacy Policy or Terms of Service, please delete your account and uninstall the Market Mirror mobile application; your continued usage of the Market Mirror Service will signify your assent to and acceptance of our Privacy Policy and Terms of Service. To protect your privacy and security, we take reasonable steps (such as SMS authentication in certain cases) to verify your identity before registering your mobile phone number and granting you access to the Market Mirror Service. Please contact Market Mirror via email to [privacy@marketmirror.info](mailto:privacy@marketmirror.info) or available web forms with any questions or comments about this Privacy Policy, your personal information, your consent, or your opt-in or opt-out choices.

### **Third-party Advertisers, Links to Other Sites:**

Market Mirror is currently ad-free and we hope to keep it that way forever. We have no intention to introduce advertisement into the product, but if we ever do, we will update this section.

### **Our Commitment to Data Security:**

Market Mirror uses commercially reasonable physical, managerial, and technical safeguards to preserve the integrity and security of your personal information. We cannot, however, ensure or warrant the security of any information you transmit to Market Mirror and you do so at your own risk.

### **Consent To Push Notification:**

You agree and confirm that any review, rating and comments, including any other content or data therein, that you submit/post on Just Dial platforms viz. WEB, WAP, APP & Phone etc. such details as per Just Dial's discretion will be shared with your Tagged Friends who are the users of Just Dial's services.

### **Designated Compliance Officer**

The following can be contacted for any compliance issues - **Mr. Abhishek Chandel**

Address: Just Dial Limited, A wing, 5th Floor, Palm Court Building M, Link Road, Malad West, Mumbai - 400064

Email: [complian@marketmirror.info](mailto:complian@marketmirror.info)

Contact No: [8743877677](tel:8743877677)