



PRIVACY POLICY

MAMI Movie Mandi, has been created by the Mumbai Academy of Moving Image (“**MAMI/We**”) to serve as an online platform to facilitate a B2B interaction between various filmmakers, producers and other artists to present and showcase fictional/non-fictional/documentary films and sell their intellectual property rights in their fictional/non-fictional/documentary films to any interested buyer across the globe.

MAMI Movie Mandi has created the following privacy statement in order to demonstrate its policy on privacy. At www.mamimoviemandi.com [“**Website**”], We value your concerns about online privacy & security while browsing and transacting on our Website. MAMI is the exclusive owner and is responsible for maintaining the Website and providing technical support for the same. MAMI has created the following privacy statement in order to demonstrate our policy on privacy, and also to endeavor full compliance with the extant Indian data privacy laws, including without limitation, the Information Technology Act, 2000 and the Information Technology (Reasonable Security and Procedures and Sensitive Personal Data or Information) Rules, 2011 which govern its collection and/or disclosure of the sensitive personal data or information submitted by its users/Right Holders/Buyers, if any.

Our goal in this policy is to be completely transparent about the data We collect, why We collect it, and how We use it, in order to make your experiences of browsing and using our services on this Website valuable. We encourage you to read this privacy statement before using this Website. By using this Website, you agree to the terms and conditions given in this privacy statements and the terms and conditions available on this Website.

“**Personal Information**” encompasses any information that is capable of being associated with a specific person and could be used to identify that specific person whether from the data or information that MAMI has or is likely to have access to. We do not consider personal information to include information that has been made anonymous or aggregated so that it can no longer be used to identify a specific person.

When and what information does the Website collect?

The Website collects basic details/information required as part of the customer identification process, including your name, mailing address, email, phone number, organization details Internet Protocol (IP) address, URL used to connect your computer to the internet, search history, your description and details of your registered account (Right Holder/Buyer account), or any other relevant information required etc. This information is gathered when you register on the Website as a Right Holder or a Buyer or sign up for email notifications, search services or the contents published on the Website. We may process and/or retain your Personal Information on our servers in the respective offices where the data centers are located. When you browse our Website, We also use “cookies” or similar electronic tools to gather or store information about your preferences. All the information that you provide is voluntary.

Upon registration (either as a Right Holder or Buyer), with MAMI through its MAMI Movie Mandi, we develop a user profile to further customize your experience being registered as a Right Holder/Buyer.



We require the following information:

1. **Full Name:**
2. **Email:**
3. **Phone Number:**
4. **Registered address:**

Even if you do not register on our Website as a Right Holder or a Buyer, We have the ability to track usage of our Website – including the server from which the Website was visited. This information is not used to track information about individuals who visit the Website, but is used to an aggregate level to customize our Website, improve the on-line experience and plan advertising and promotions.

Cookie Policy

Cookies are small data files that We transfer to your computer. We use "session" cookies to keep you logged in while you use our services on the Website (browsing through our Website, registering as a Right Holder/ Buyer, visiting the Pitch Page of the Right Holder,) to better understand how you interact with our services, and to monitor aggregate usage and Web traffic information on our services. We use "persistent" cookies to recognize each time you return to our services. For example, We create a persistent cookie that includes some basic information about you, like your most recent search and your preferences. We use this persistent cookie to remember your preferences and, if you register and create an account (as the Right Holder or the Buyer), to make your user experience consistent after you register.

Most Internet browsers automatically accept cookies, but you can change your settings or use third-party tools to refuse cookies or prompt you before accepting cookies from the Website you visit. You can also use your browser settings or other tools to delete cookies you already have. Please be aware that some parts of our services may not work for you, if you disable cookies.

Why do We collect this information?

Our primary goal of collecting information is to provide you with an enhanced experience when using our service on the Website. We use this information provided by you to closely monitor the features of the services used most, allow you to view any promotions We may offer, and to determine the features We need to focus on improving. For example, We may contact you to provide an update or feedback on your experience as a registered user (Right Holder/Buyer) on the Website. We also use this information to improve our services, content based on your preferences.

We use your Internet Protocol (IP) address to help diagnose problems with our computer server and the administer of the Website. Your IP address is used to help identify you. Your IP address contains no Personal Information about you.

What steps does the Website undertake to ensure security of the Personal Information?

You can access your Personal Information on our Website through the login id and password generated at the time of your registration as a Right Holder/Buyer and on completion of our verification process of your details. We recommend that you do not share your password of the registered account with any third person. In addition, your Personal Information are stored on a secure server that only selected personal contractors and authorized agencies have access to. We



encrypt certain sensitive information to ensure that your details are safe, as it is transmitted to us. However, you understand and accept that no data or information transmitted over the internet can be guaranteed to be completely secure. We cannot ensure or warrant the security of any information that you transmit to us and you do so at your own risk.

Does the Website share my information with any third parties?

We respect and understand that you do not want your Personal Information to be shared with other companies and therefore, We are not in the business of selling it to others. We share information only as described below and with our group and affiliates who are subject to this privacy policy. We keep your Personal Information that you provide to us confidential and limit access to it, to those who specifically need to conduct any business activities, except as otherwise permitted by the applicable law in force.

- Third party advertisers;
- Third party service providers: We may employ other companies and individuals to perform the functions on our behalf. Example: delivering e-mails, analyzing data, providing marketing assistance, providing search results, providing customer service. They have access to Personal Information needed to perform their functions, but not use it for any other purposes. Further, they must process the Personal Information in accordance to this Privacy Policy and as permitted under the applicable law in force. We will share your Personal Information internally with those staff members, who need to complete your registration as a Right Holder or the Buyer.
- Protection of the Website: We release account details and other Personal Information when We believe the release is appropriate to comply with the law; enforce or apply our Right Holder/Buyer Terms & Conditions, or protect the rights, property or safety of the Website. This includes exchanging information with other companies, organizations, government or regulatory authorities for fraud protection and risk reduction but excludes any selling, sharing or otherwise disclosing personally identifiable information from customers for commercial purposes in a way that is contrary to the commitments made in this Privacy Policy. We will share all information We collect from you, including Personal Information with any third party, if We in good faith believe is required for the purposes of our compliance with any applicable law, regulation, legal process or enforceable governmental request/action or any manner required for the purposes of protecting our rights or interests.
- With your consent: Save and except as set above, you will receive notice when any Personal Information or detail about you might go to the third parties and you will have an opportunity to choose not to share such Personal Information or detail.

Links to other third party sites:

At times, the Website may provide link of other company Websites, which We believe may be of interest to you. We are not responsible for the content or services on these third party Websites, and if you choose to explore these links We may suggest you review their privacy policies. These third party Websites and advertisers or internet advertising companies working on their behalf, sometimes use technology to send or serve that appear on our Website directly to your browser. They automatically receive your IP address when that happens. They may also use cookies, javascript, Web beacons and other technologies to



measure the effectiveness of their advertisements and to personalize advertising content. We do not have access to or control over cookies or other features that they may use, and the information practices of these advertisers and third party Websites are not covered by this privacy policy. Please contact them directly for more information about their privacy policies.

Any Personal Information will be used, to allow you to login to your registered Right Holder/Buyer account or to resolve specific service issues, to communicate with you in relation to your use of the Website. Any other information We may collect will be used for:

- Advertising of new services to be offered to you as a Right Holder/Buyer;
- Analytical purposes;
- Improving the Website or user experience; and
- Providing targeted advertisements to the Right Holder/Buyer.

Users who supply us with their telephone numbers on-line, may receive telephone or text message contact from us with information regarding new services or any upcoming events. If you do not wish to receive such calls or text messages, We request you to please let us know by e-mailing us at info@mamimoviemandi.com

We try and bring offers that might be of interest to you, therefore, We have tied up with other companies to allow them to place advertisements on our Website. As a result of your visit to the other company's Website, the server of the companies may collect information such as your domain type, your IP address and clickstream information. In order to provide and improve our services and to share relevant advertisement with you, We use and disclose to our advertising and analytics partners non-personally identifiable information that We collect, including cookie data, some log data, and mobile data.

This Website complies fully with all the applicable and relevant laws of India. We have always cooperated with all law enforcement inquiries. We may disclose all or part of your personal details in response to a request from the law enforcement authorities or in a case of bona fide requirement to prevent an imminent breach of the law.

How do I update my account information?

It is quick and easy to update your registered account information. Simply log in at 'Account' and proceed to the 'Update Profile'. If your Personal Information changes or if you no longer desire to utilize our service as a Right Holder or a Buyer, you may correct, delete inaccuracies, or amend it by making the change on our member information page or by emailing us at info@mamimoviemandi.com. We will respond to your access request within thirty (30) working days.

We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that We no longer use your information to provide you services, please contact us at info@mamimoviemandi.com. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

General Matters

The Accuracy and Confidentiality of Your Account Information is Your Responsibility: You are responsible for maintaining the secrecy and accuracy of your password, email address, and other



account information at all times. We recommend a strong password that you do not use with other services. We are not responsible for personal data transmitted to a third party as a result of an incorrect email address provided by you.

Security: We use commercially reasonable security measures to protect the loss, misuse, and alteration of the information under our control. However, We cannot absolutely guarantee the protection of any information shared with us.

Policy Changes: We may update this privacy policy to reflect changes to our information practices. If We make any change in how We use your Personal Information ,We will notify you by means of a notice on this Website prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

SOCIAL MEDIA (FEATURES) AND WIDGETS

Our Website includes social media features, such as the Facebook Like button and Widgets, such as the Share this button or interactive mini-programs that run on our Website. These Features may collect your IP address, which page you are visiting on our Website, and may set a cookie to enable the feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Website. Your interactions with these Features are governed by the privacy policy of the company providing it.