



## PRIVACY POLICY

Version 1.1

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The Billion Readers (BIRD) Initiative respects your privacy. We recognize the value of information privacy and are committed to protecting the privacy of our employees, donors, volunteers, partners, and users.

This document is an electronic record and valid and enforceable electronic agreement/contract under the Information Technology Act, 2000 and applicable rules thereunder and the amended provisions pertaining to electronic records in various statutes as amended by the Information Technology Act, 2000. This electronic record is generated by a computer system and does not require any physical or digital signatures. Your usage of this website and/or its services shall be governed by and subject to this Privacy Policy (along with any other applicable terms on our website), including any modifications and updates made from time to time.

This website, [www.billionreaders.org](http://www.billionreaders.org), ("Website") is owned and operated by PlanetRead, with its registered address at St. Francois d'Assise Street, Kuruchikuppam, Puducherry 605012, India. This Privacy Policy covers the information that BIRD (or "we") collects from users of the Website ("you").

Please read this policy carefully, to learn more about the ways in which we use and protect your information. If you do not agree with the contents of this policy, please do not use or access our Website. This policy does not apply to information shared or available on third party websites. By using and/or transacting on our Website, you agree to be governed by the laws of India including but not limited to the laws applicable to data protection and privacy, and submit to the exclusive jurisdiction of Puducherry courts regarding any dispute with us that pertains to this policy, or use of our Website.

During your use of our Website, you may provide and/or we may access, capture or store various information and data (which may include personal information or sensitive personal information) with respect to your usage of and transactions on our Website.

If you are donating to our initiative, we, or our payment processing partners, may collect your personal information such as your email, full name and billing details, including payment instrument details, in order to process the transaction. Your name and email address are collected so we can deliver to you the requested donation receipt. If you are a newsletter subscriber, we may collect your first name and your email address.

We use cookies to facilitate authentication and personalization of usage of our Website. A cookie is a small amount of data that is sent to your web browser from a web server and stored on your computer. We may use anonymous information (such as IP address) to track how our online visitors use our Website. This data is sometimes stored using cookies.

We use a variety of digital and manual security procedures to secure your data against loss or damage and to safeguard it from unauthorized access or improper use. We do not publish, sell, or rent your personal information to third parties for any purposes without your consent.

You represent to us that the information or data you provide to us in the course of using our Website is entirely accurate, current and up-to-date and you have all the rights, permissions and consents to provide such information or data to us. You agree that your providing the information or data to us and our consequent storage, collection, usage, transfer, access or processing of the same shall not be in violation of any third party agreement, laws, charter documents, judgments, orders and decrees.

Our Website may have links to other websites operated by third parties that may collect, store or use your information. We cannot ensure privacy practices of such third parties and are not responsible or liable for any such collection, storage or usage of your information by such third parties.

We may collect, store and process your information or data in computer resources, computer systems or computer networks which may be owned/controlled by us or a third-party service provider and may be situated outside the Republic of India. You acknowledge that governmental or law enforcement authorities in the countries where your data or information is stored may have the right to decrypt, collect, monitor or access your data or information in consonance with local laws and guidelines. You acknowledge that we are not responsible for any such actions.

We may use your information to:

- process transactions

We use personal information such as name, email address, and company/institution to engage in interactions with you, including contacting you about your donation(s), subscription(s), etc. We or our third-party payment processors may use financial/credit card and payment information to process your donation and take the utmost care to safeguard the information and do not share it with any third parties without your consent.

- To provide you with information about BIRD

We may use your personal information to provide you with services, information or support that you have requested. We may also use your personal information to respond directly to your requests for information, including registrations for newsletters or other specific requests, or pass your contact information to the appropriate contact within our organisation for further follow-up related to your interests.

- To select content, improve quality, and facilitate use of our Website

We may use your information, including the information gathered as a result of site navigation and electronic protocols and cookies (including third-party cookies), to help create and personalize website content, improve website quality, evaluate page response rates, conduct usability testing, and facilitate your use of our Website (for example, to facilitate navigation and enhance security).

- To protect BIRD's content and services

We may use your information to prevent potentially illegal activities and to enforce our Website terms and policies. We also use a variety of technological systems to detect and address anomalous activity and to screen content to prevent abuse or illegal activities. These efforts may, on occasion, result in a temporary or permanent suspension or termination of some functions for some users.

- To get feedback or input from you

From time to time, we may ask volunteers, and website visitors to provide us input and feedback (for example through surveys, usability studies, focus groups, etc.).

- To engage with third parties

We may use third parties that we refer to as service providers to facilitate or outsource one or more aspects our operations (e.g., discussion boards, technical service providers, affiliates, etc.) and in this regard, we may provide some of your information or data directly to these service providers. These internal service providers are subject to confidentiality agreements with us and other legal restrictions that prohibit their use of the information we provide them for any other purpose except to facilitate the specific website-related operations. In some instances, the service provider may collect information directly from you (such as for website surveys or for co-branded services). If you provide additional information to a service provider directly, then their use of your personal information shall be governed by their applicable privacy policy, if any. Additionally, we may be required to share your information to respond to duly authorized information requests of governmental or judicial authorities, or to other parties where required by law.

If you wish to have the information or data that you have provided to us deleted, you can always get in touch by using the “Write to us” option provided on our Website footer. You may note that deletion of certain information or data may result in cancellation of your registration with us, or may otherwise affect your access to features and services on our Website. If you decide at any time that you no longer wish to receive communications from us, please follow the unsubscribe instructions provided in any of the communications. You acknowledge that we may be required to retain certain information and data in order to comply with applicable laws.

Use of our Platform is available only to persons who can form a legally binding contract under Indian laws. We do not knowingly solicit or collect personal information from children under the age of 18 years.

From time to time, we may carry out updates or changes to this Privacy Policy. We encourage you to visit this page periodically to review any changes.

If you have any queries with respect to this Policy, or our Website, please get in touch at [info@billionreaders.org](mailto:info@billionreaders.org)