



Categories of Personal Information (including sensitive personal information) that we process:

Name, Official email, Company, Designation/Job Title, Contact number

(collected through targeted communication): Cookies, web beacons, and similar technologies that enable AmberTAG to know how you interacted with the email communication – e.g. opened/read/deleted. Hyperlinks and Videos you may click/view, device information, geo location, country, browser information etc.

(collected through events): Official details (mentioned above), IP address, Browser version data, cookies, geolocation, Audio/Video (if recording is enabled).

Use of your Personal Information:

We use your Personal Information for the following purposes:

- To communicate effectively with clients with whom we have existing business relationship or prospects with whom we want to develop a business relationship.
- To send sales and marketing related communications.
- To contact and respond to questions or requests.
- For event related communications.

Legal Basis of processing:

We process your Personal Information when it is necessary for the purposes of a legitimate interest pursued by us or based on your consent, wherever applicable.

Consequences of not providing Personal Information

If you choose not to provide your Personal Information that is mandatory to process your request, we will not be able to provide the corresponding service.

Data Recipients/Accessible to:

Your data may be accessible to authorized Internal recipients within AmberTAG Analytics pvt Limited., its subsidiaries or affiliates, our authorized service providers including cloud service providers who provide services to AmberTAG, business partners, tax consultants and authorities, Government Bodies including statutory, regulatory authorities, law-enforcement agencies (where applicable), Auditors (internal/external), AmberTAG' Clients (where applicable) based on contractual obligation.

Your Rights (as per applicable data privacy laws) :

You are entitled at any time to access, rectify or delete your Personal Data, as well as to object for legitimate purpose to the processing of your Personal Data. In addition, you have the right to receive Personal Data concerning you which you have provided to us directly. These rights may be exercised, by you by sending an email to privacy@ambertag.com.



Secondary Purpose:

If we wish to use your Personal Data for a new purpose, not covered by this Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions. Where and whenever necessary, we will seek your prior consent to the new processing, unless authorized by law.

Data Security:

AmberTAG adopts reasonable and appropriate security practices and procedures including administrative, physical security, and technical controls in order to safeguard your Personal Data

Data Retention:

Personal Data that is no longer required to be retained as per legal or business requirements will be disposed in a secure manner. Personal Data will be retained until necessary to fulfill the purposes outlined in this Notice, unless a longer retention period is required or permitted by law.

Contact your local data protection authority:

If you are unhappy with how we safeguard your personal data, you have the right to bring a complaint to your local data protection authority, as per applicable regulation

Contact our data protection office:

If you have any queries, comments or requests, please contact our data protection office via email: privacy@ambertag.com

AmberTAG may change the data privacy practices and update this privacy statement as and when the need arises, and the same will be made available on the website. Our commitment to protect data privacy will always continue to remain.